

Editorial Guidelines for the SCWIST Blog

Objective of the SCWIST Blog

The purpose of the SCWIST blog is to share stories of SCWIST's successes, as well as the successes of women and allies in STEM. The secondary purpose of the SCWIST blog is to drive traffic to other parts of the SCWIST website (through relevant links) and to convert new visitors to SCWIST followers - either by following us on social media, becoming a volunteer or purchasing a membership.

Content Objectives

Each piece of content should have at least one call to action to help benefit SCWIST.

A call to action is a term that refers to the next steps or action that we want the reader to take after reading the blog. For example, a blog post highlighting one of our donors would have a call to action for the reader to donate. A post on our volunteer of the month would have a call to action for the reader to sign up as a SCWIST volunteer.

In the SCWIST blog, calls to action are often placed at the end of the blog. You can see an example here: [Meet legacy donors Diana Herbst and Hilda Lei Ching Quan](#).

Audience

You want to write with our audience in mind. This will help you make better decisions about what information to include and how to organize/format your piece.

SCWIST members are mainly professional women in STEM throughout Canada. While the majority of our followers are in BC's Lower Mainland, our Chapters in Ontario, Quebec, Manitoba and Alberta are growing.

Reflecting this, the majority of website visitors are from Canada. Over 75% of our website visitors are women. 40% of our website visitors in the last year were in the 18-24 year old age bracket, while 25% were 25-34, 15% were 35-44 and 20% were 45-65+.

Approved and Unapproved Topics

Approved topics:

- Align with SCWIST's vision and mission
- Promote EDI (equity, diversity and inclusion)
- Highlight accomplishments in science/scientific innovations
 - Women in STEM/barriers faced
 - Immigrant women
 - Young scientists

- SCWIST spotlight
- Men/allies
- Significant events from SCWIST centre and chapters
- Significant Days (e.g. Women in Engineering month, etc)
- Partnership features

Unapproved topics:

- Personal stories
- Lack of purpose
- Do not support SCWIST's vision and mission

Examples of High-Performing Blogs

- [Empowering Women in Underserved Communities](#)
- [Gender Bias in Academic Conferences](#)
- [Limitations of the Gender Equality Paradox](#)

Linking Policy

Links act as the streets between web pages and keep users on the SCWIST website. If you find content on the SCWIST website relevant to what you're writing about, please add a link to that content.

Additionally, if you utilize a credible external source for your blog, please add a link to that source. By creating these links, we are building authority for the content you created and for the SCWIST site.

Photo Expectations

Please include images in your blog where appropriate. Please add captions for all your photos. All images should be high resolution.

If you are having trouble sourcing images, please reach out to Ashley at msinfinity@scwist.ca.

Submitting Your Blog

Please submit your blog using the [Communications Request Form](#). Your blog should be submitted no later than 10 days before it needs to go live on the SCWIST website.

Content Review Process

After submission, your blog will be reviewed and edited by the SCWIST Communications team. You will be contacted if any major revisions are needed.

Please note any editing decisions made by the SCWIST team are final.