***SSIR* Blog Submission Guidelines**

The *SSIR* blog aims to cultivate a provocative, perspective-rich environment where *SSIR* readers—typically, innovators and leaders in social change—come to share opinions, ideas, advice, and information with their community.

*SSIR* receives many blog submission inquiries. To improve chances for acceptance, please review the following guidelines carefully and include relevant information in your pitch.

Blog Guidelines:

* Individual posts should run between **600 and 800 words**.
* Posts should be written in a clear, engaging, and accessible **first-person style that minimizes jargon and buzz words.**
* The most successful blogs express a **strong opinion** or pose a question that sparks debate.
* When possible, posts should **respond to news events or significant trends**. “Of the news” blogs are generally the ones that go viral.
* If your submission is accepted, you will be asked to **provide a hi-resolution headshot and a 2-sentence bio**. Please include your Twitter handle in your bio if you have one.
* Relevant infographics, photos, and illustrations are encouraged; please provide one-sentence captions and photo/illustration credits with each image.
* *SSIR* does not include footnotes in blog articles.
* *SSIR* generally prefers that blogs it publishes are not cross-posted to other blogs.

Editorial Process  
• Authors are responsible for verifying all facts, including dates, as well as the correct spelling of names of people and organizations.   
• Editors use *Stanford Social Innovation Review* style, which is based on **Associated Press style**; however, we do use **serial commas**.   
• Although *SSIR* welcomes suggestions from authors, our editors have the final say on the headlines, illustrations, and placement of blog posts.   
• *SSIR* requires all authors to transfer exclusive copyright, including the right to electronic distribution, for *SSIR* blog posts to Leland Stanford Jr. University.

• SSIR strongly prefers that authors do not cross-post their blog entries to other websites but occasionally makes exceptions; please discuss with the editor in advance of publication if this is a concern.

General Editorial Tips  
• **Craft an opening that grabs readers’ attention.** Good openings share a dramatic anecdote that illustrates the problem you are addressing, reference popular culture, turn conventional wisdom on its head, or use wit or irony to point out a contradiction.

• Whenever possible, **include a news hook** (cite new research, use the news, call out a trend, reference anniversaries/celebrations).  
• Clearly state your central message/argument and support it with empirical evidence, illustrative examples, and direct quotations.   
• Please keep in mind that our audience includes nonprofit and foundation leaders, socially responsible business leaders, policy makers, public sector managers, and researchers studying social problems and social purpose organizations. Write to them.

Contact *SSIR* Digital Editor Jenifer Morgan with questions: [jeniferm@stanford.edu](mailto:jeniferm@stanford.edu).

*Stanford Social Innovation Review* is an award-winning magazine and website that covers cross-sector solutions to global problems. *SSIR* is written for and by social change leaders in the nonprofit, business, and government sectors who view collaboration as key to solving environmental, social, and economic justice issues. Published at the Stanford Center on Philanthropy and Civil Society, *SSIR* bridges academic theory and practice with ideas about achieving social change. SSIR covers a wide range of subjects, from microfinance and green businesses to social networks and human rights. Its aim is both to inform and to inspire. [www.ssireview.org](http://www.ssireview.org/)