



## 2017 LIV Young Lawyers Blog Guidelines

The LIV Young Lawyers Blog (YL Blog) provides a voice for young lawyers and is a way of sharing practical information with members to assist them throughout their career, and create a platform for discussion on legal issues.

Launched in April 2012, it regularly attracts between 3000-5000 readers a month.

The LIV Young Lawyers (YL) invites members to submit their blog materials and content for consideration for publication subject to these following guidelines:

### Tone

Research shows that the most effective blogs are those that 'speak' with a personal voice. The YL Blog should be conversational and friendly to maximise engagement with our audience and encourage readers to leave comments.

### Length

Strictly 400 – 600 words. Think short, sharp paragraphs, sub-headings and lists. Easily digestible chunks of information – just think – could I read this on my mobile while standing up on the train?

Please note that the LIV may need to edit your post heavily if it exceeds 600 words, so it is better if you can submit an article that complies with the word limit.

### Content

We have an obligation to our members to provide them with information on matters affecting the profession, and this will direct many of the blog topics selected. We will consider the following factors when considering blog topics for publication:

- Whether the content provide value to our readers;
- If the information communicates something our readers need to know;
- Are we directing our readers towards good resources?
- What's in it for the reader?
- Can we add stats, graphs, quotes from specialists etc. to enhance the article?

### Ask a question

One of the purposes of the YL Blog is to encourage engagement of our Young Lawyers membership – one of the most effective ways to develop this is to ask a question at the end



of your blog. The more active and personal the question is, the more likely we are to get comments. E.g. "I'm interested in hearing from anyone who has had experienced a case where mandatory sentencing would have been enforced?" rather than "comment here".

## Include some lists

Resources such as lists prove to be extremely popular blog-fodder, and it encourages link-backs, which in turn improves search engine results. What can we write a list on? Most useful online legal resources for students? Best places to search for legislative updates?

## Headlines

There has been much research done on the importance of headlines in blogging. It is essential that the blogger engages readers with a compelling title and hooks them with an opening statement or question that supports the title. Sometimes it's the title that comes first and triggers the idea for a blog. So always be on alert for a good blog title and take the time to jot it down when inspiration strikes.

Many blogs use questions (Are you ready for your first case?); numbers (5 biggest challenges for Young Lawyers in 2017); problem solving (5 ways to avoid social media risk). This ties back to the fact that blog readers are essentially selfish, and we need to quickly communicate to them 'what's in it for them'. Headlines also need to include keywords to ensure that blogs live on through search engine discoverability.

## Thinking about writing a YL Blog? Please follow these instructions:

- Prior to your submission, if necessary, seek firm approval of your blog post.
- Submit your blog article together with the completed YL Blog Release Form via email in Microsoft Word format to [younglaw@liv.asn.au](mailto:younglaw@liv.asn.au)
- We will review your blog and determine eligibility for publication.
- Approved blogs will be submitted to the LIV Social Media / Editorial teams.
- LIV Social media / Editorial teams to review and arrange editing, design, upload to web and final proof by the YL Manager or Coordinator.
- Final online version to be provided to author to review before publication and promotion.
- Promotion of the YL Blog will normally commence Tuesday evening (Facebook, Twitter, LawNews etc.)

Please direct any questions you may have regarding the YL Blog to us on (03) 9607 9370 or by email at [younglaw@liv.asn.au](mailto:younglaw@liv.asn.au).