

# The Vegan Society Blog – Submission and Style Guidelines

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## Overview

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[The Vegan Society blog](#) launched on Friday the 13<sup>th</sup> February 2015, and every new blog post has been going live every Friday afternoon from then on. Sometimes differing blog posts go live twice a week, if there is a particular event or day occurring that matches to a specific blog post.

Thousands of people around the globe from all walks of life read The Vegan Society's blog, so we ask that bloggers try to keep their scope international if possible. However, you can direct your post to a particular and specific audience by following the 'pitch' submission procedures as outlined below.

## Submissions

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We welcome submissions throughout the year on a range of topics relating to veganism. All you have to do is email [web@vegansociety.com](mailto:web@vegansociety.com) with your pitch, with the email subject 'Blog pitch'.

Recent editions of the blog have covered important debates such as the feminisation of care in animal advocacy, as well as providing a space for bloggers to tell their vegan story, for bloggers to write on current vegan issues and events as well as a space for 'fun' comment geared towards driving engagement. **Take a look at past blog posts to familiarise yourself with topics and writing ability.**

Whether you wish to write upon stock-free farming, global food security, the latest vegan news, personal advocacy and outreach, we are open to all vegan-related suggestions. Unfortunately we only accept vegan nutrition and health blogs from registered dietitians.

When pitching a blog topic to [web@vegansociety.com](mailto:web@vegansociety.com) try to include the following information:

- What is the aim of your blog post? Is it to provide outreach, to encourage debate, to drive engagement or to provide light relief?
- Who is the intended audience? Is it young vegans, new vegans, established vegans or non-vegans, etc.?
- What is the structure of your post? Will you provide images?
- What does this blog post hope to achieve? Does it have a call to action?

An example pitch could look like this:

"My blog post topic is entitled '[tips to convince your family you're serious about veganism](#)'.

Its objective is to provide outreach to its intended audience: young vegan-curious people living at home/with parents. It will be a fun article intended to provoke laughter as well as provide solutions to a serious issue. With that in mind, it will roughly be 600 words. I will provide a hi-res image of myself and my family having a vegan picnic to be used in the article, though I would like The Vegan Society to source the second image. Its call to action will be for the vegan-curious to search for local vegan groups, either through The Vegan Society's website or through others', to help them on their vegan journey."

[Click here](#) to see an example of an academic blog post that was aimed towards established vegans, with the intention to provoke activists into re-assessing internalised behaviour as well as encourage debate. Note: blog posts do not need to be academic.

Click [here](#) and [here](#) to see examples of more fun-loving blog posts, our most typical kind of blog post, designed to inform as well as capture the reader's interest and/or imagination.

**If you're interested in submitting a recipe blog,** [this](#) and [this](#) blog demonstrates what we're looking for: interesting bio on the author, then into the recipe(s). Try to liven up the recipes by making them more personable.

## FAQs

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### **What's the word count?**

Blog posts are usually between 750-1200 words, or more if you're including recipes.

### **When's the deadline?**

We accept submissions all year round. However, if you wish your blog post to go out on a specific date and have confirmed this with The Vegan Society, first drafts need to be in two weeks before the agreed date. This allows time for the blog post to be sent back to you for editing if needed. Note: The Vegan Society reserves the right to pull or re-schedule the blog post at the last minute.

### **How many images are included in the article?**

Between one-three.

### **How do I submit my work?**

When you are ready to submit, please email [web@vegansociety.com](mailto:web@vegansociety.com) with your piece saved as an attachment. Accepted formats include MS Word document (.doc), (.odt) and (.rtf) files. If you have relevant images to include, you can attach them with your piece in the email, or you can upload any large images to your preferred file sharing site (e.g. [Dropbox](#) or [WeTransfer](#)) and share the link with us.

### **When will I hear from you?**

We try to read and respond to every submission within four weeks, but sometimes it takes longer. Thanks in advance for your patience. If you haven't heard from us in a while and would like an update, please email [web@vegansociety.com](mailto:web@vegansociety.com).

### **Will my article be edited?**

Content may be edited and the editor's decision is final.

### **Does The Vegan Society pay for submissions?**

The blog posts have been provided on a voluntary basis by our supporters, almost without exception. You will retain all copyright in all Work but grant us an irrevocable, royalty free, worldwide licence to use, copy, store, print, publish, display, reproduce, distribute the Work in any current or future medium. The licence shall be exclusive to us from the date of creation until 90 days following publication by us of the Work. You warrant that the Work is original and all relevant third party clearances have been obtained.

## Style Guidelines

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### Images

- If you wish to include images rather than have us source them, please include generally positive, inspiring images of high resolution

### Title

- Titles should be roughly 5 words in length, but allowances are made for longer titles

### Summaries

- Summaries must be concise, consisting of two-three sentences, using short words to avoid large gaps
- Don't just state the obvious – say something interesting!
- This is what will appear in large letters at the start of your blog, and as the link text on a web link of your post, so think carefully about how to make it attention-grabbing

### Quotes

- Pull quotes should be used wherever possible to break up the text
- Accuracy is paramount, but text may be omitted for reasons of space or clarity

### Call to action

- Posts should generally end with a further action that readers can take
- Think: "Why are we printing this article?"
  - To inform – use bullet points, include links, write with authority
  - To entertain – use a new style that is bright, bold, and engaging
  - To persuade – include punchy, targeted messages and phrases

## Consistency

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### Abbreviations

Use full stops after some abbreviations ('e.g.' and 'i.e.') but not for titles (e.g. 'Dr'). Write any acronyms in full the first time they are used with the acronym in brackets afterwards if it comes up later in the article. If only mentioned once, no need to include the short form. 'CEO' and 'e.g.' are examples of common abbreviations. No need to spell these in full.

### Accents

No acute on cafe or other foreign words that have been anglicised/are commonly used in English. Check the dictionary if unsure

### Apostrophes

There is only ever one meaning of **'it's'**. It means **it is** and nothing else (e.g. I think it's going to rain). 'Its' is the possessive form of 'it' (e.g. 'the society is changing its image'). All other possessives *do* take an apostrophe (e.g. 'Anna's slice of cake').

### Ampersand

Only use if in the company name (e.g. 'Marks & Spencer'). Otherwise, write the word 'and'.

### Bias

Choose inclusive language, and avoids expressions with prejudiced overtones. For example, write about non-human animals, indigenous peoples, people with disabilities; use inclusive terms such as 'spokesperson'.

### Bios

Writers are invited to include a short bio at the end of their piece, and a website URL if desired. Bios should be under ten words ideally, although occasionally we have enough space print a sentence or two.

### Bullet pointed lists

Lists are a useful way of getting information across without overloading the reader. Here's how you do it:

- Introduce your list with a colon (at the end of the sentence above)
- Use a capital letter at the start of each new point
- Make sure that each point makes sense on its own
- Finish your final point with a full-stop.

### Capitals

Use sparingly. Proper nouns (i.e. names of people or places) always have capital letters. The Vegan Society should have a capital 'T', 'V', and 'S' because it is the name of our charity, unless descriptive (e.g. the Vegan Society office). When referring to the society

thereafter, a lower case 's' for should be used. Events and campaigns have capital letters (e.g. 'Love Vegan', and 'Vegfest', thereafter simply 'the campaign' and 'the festival' respectively). Job titles have capitals only when referring to a particular person. In general terms, 'communications officer' does not have capitals. Common nouns (e.g. 'vegan') do not have a capital. Seasons do not have a capital (unless a proper name, e.g. '*The Vegan*, Spring 2014'). 'Government' is lower case, including 'the British government'.

### Collective nouns

Use a singular verb and keep the pronoun singular (e.g. 'the society has...').

### Commas

Use the Oxford Comma (e.g. 'avocados, bananas, and carrots').

### Dates

Write the day, date, and year in full (e.g. The Vegan Society was founded on Wednesday the 1<sup>st</sup> of November 1944).

### Exclamation marks

Use sparingly (i.e. no more than one exclamation mark for every 1000 words of text).

### Hyphens

Hyphenate to avoid confusion (e.g. 're-covered' means something different than 'recovered'), fractions, when same two vowels meet (e.g. 'co-ordinate'), compound adjectives (e.g. 'four-wheel drive'), and when meaning 'formerly' (e.g. 'ex-vegan'). Also use a hyphen for 'anti-freeze', 'pro-Russian', and for two-word nouns (e.g. 'it was a set-up' vs. 'to set up a shop'). Do not use a hyphen after 'well' (e.g. well stocked), adverbs ending in '-ly' (e.g. readily available), or modifying phrases that appear after the noun (e.g. the up-to-date website vs. the website is up to date).

### Inverted commas

Use single quotation marks when referring to a concept or quoting one word (e.g. the word 'society' should not have a capital letter). Arguably, 'meat', and 'dairy' ought to be put in inverted commas, but at the editor's discretion

### Italics

Use italics for:

- Names of publications (e.g. *The Vegan*), newspapers, book titles, films, etc.
- Website URLs
- Email addresses
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### Measurements

Use metric weight measurements, with imperial in brackets if required. Always use figures, not words, for all numbers (e.g. 2 lemons). Use °C (specify if Fahrenheit). Write units in full in first instance then abbreviate, (e.g. 3 tonnes then 3t, 3 micrograms then 3mcg). Use

straight quotes for inches. No space between figure and measurement (e.g. 10ml). Distances can be imperial or metric. Always spell out 'metre' and 'mile'.

### Numbers

Write out numbers one to nine in full. Use numbers for 10 onwards, except where the number is a date or measurement (e.g. in recipes). Write generic numbers in full (e.g. 'one hundred' or 'several thousands'). Do not use commas in numbers below 9999. From 10,000, use a comma to separate zeros. Do not include pence if it's zero (e.g. £1 not £1.00).

### Products

Unless pre-arranged, only products registered by The Vegan Society's Vegan Trademark can be featured.

### Staff

Write job role first, then member of staff by full name (e.g. Senior Advocacy and Policy Officer, Amanda Baker).

### Spellings

Always use British spellings of everything. Do not use 'ize'. The following words are often used incorrectly. Look them up if you're not sure.

- Compliment / complement
- Consist of / comprise
- Despatch / dispatch
- Draft / draught
- Forward / foreward
- Imply / infer
- Inquire / enquire
- Jealous / envious
- Kerb / curb
- Less / fewer
- Program / programme
- That / which

### Tone of voice

Refer to our [Tone of Voice Guidelines](#). As this is a blog, the guidelines do not have to be adhered to strictly, as often articles will be on important subjects and are unable to take a positive and/or inspiring tone. However, it is still good practice to end on a positive note.