

# Guidance for Bog Blog Writers

---

## What is the Canada WaterPortal?

The Canada WaterPortal Society is a registered charity. Our focus is to create and grow an online environment for Canadians to better understand water, via the Canada WaterPortal website at [waterportal.ca](http://waterportal.ca). Our strength is how we operate transparently and without bias to share factual, credible water data and information. We seek to educate audiences from various perspectives on water issues; enabling them to make informed decisions, engage in dialogue, and ultimately generate water solutions that benefit all Canadians.

We invite guest bloggers to help share knowledge, research and raise awareness on various water issues, challenges, and opportunities. To ensure efficiency and manage expectations regarding guest blogging the following guidelines are provided for all contributors.

## Authorship

The arrival of generative Artificial Intelligence and large-language models has provided content creators with new tools to create that content. However, the nature of the new tools is such that they are vulnerable to generating false information. Therefore, it is essential that, if AI is used, it is validated by human review prior to publication.

## Content

### Target audience

The WaterPortal blog readership is diverse. As a result, we recommend writing your blog in a style and at a technical level suitable for comprehension by a high school level reader. Assume the reader knows nothing about your subject. Within our Canadian viewers, the largest sources of visitors are from Alberta, Ontario, British Columbia and Quebec.

### Objective

Ask yourself what the reason for writing the blog is. For instance, is it answering a specific question? Sharing research? Explaining how something works? This will help keep the blog concise, especially for more technical content.

### Images, graphics

Graphics are strongly recommended, and we suggest at least two.

All images provided require the following:

- a caption
- alt-text
- attribution especially if sourced from another party / owner

Only clear, high-quality images will be included. By providing images you also provide approval for their use in the blog and WaterPortal social media.

## Length

We recommend not exceeding 3 pages, however, there is flexibility, especially when multiple images, tables, or diagrams are included.

## Submission format and style

### Format and Style

We would prefer to receive your submission as a Microsoft Word document (.doc or .docx). PDF or XPS files will not be accepted.

We will apply our standard style (typeface, colours, sizes) to the blog for publication.

## References

Given we are focused on science-based content, relevant references are essential. Ideally, the reference is accessible to the general audience, meaning that it is not behind a paywall.

Please include a list of reference at the end of your blog document. Use whatever reference style you are comfortable with but keep it consistent within the document.

We use a modified [APA Format](#) :

**“x. Aaaa, B.B., ZZZZ, Title. [URL](#). Accessed YYYY-MM-DD.”**

Where:

- “x” is the number of the reference,
- Aaaa is the surname of the author,
- B.B. are the initials of the author,
- ZZZZ is the year of publication of the reference (use n.d. if there is no date)
- Title is the reference title,
- URL is the linked hyperlink to the reference,
- YYYY-MM-DD are the year, month and day of the date the link was last checked and working.

## Process

1. Read through the guidelines and communicate with the WaterPortal team if you have any questions or concerns.
2. Draft a blog and include a brief one to two sentence biography of the author/s (this will appear at the end of the blog).
3. Email the blog and images to your WaterPortal contact or [info@waterportal.ca](mailto:info@waterportal.ca)
4. The WaterPortal team will review/ edit your blog and send an approved version back to you. We will not promote hate speech or shameless advertising and require the content to align with our site’s mandate and intent. This is not intended to limit valid argumentation.

5. Something we will do is a brief scan of keyword popularity once we see your content to see whether some subtle tweaks could make the article more SEO-friendly.
6. Review the approved version and communicate significant changes or respond to any comments/questions by the review deadline.
7. The WaterPortal team will publish the blog, including promotion via our free, weekly, subscription-based Canada Water News and via social media channels.
8. Share and promote the blog via your networks and social media. You can tag us in your post.
9. If the WaterPortal receives significant feedback regarding your blog we will share it with you and work with you if a written response/update/comment on the blog is required. Please note that we do not currently enable comments on blog posts.

## Timing

If you're aware of upcoming relevant news events, it would be ideal to ride the wave of interest that might be triggered by that event.

## Questions?

Reach out to your contact at the Canada WaterPortal, or email us at [info@waterportal.ca](mailto:info@waterportal.ca).