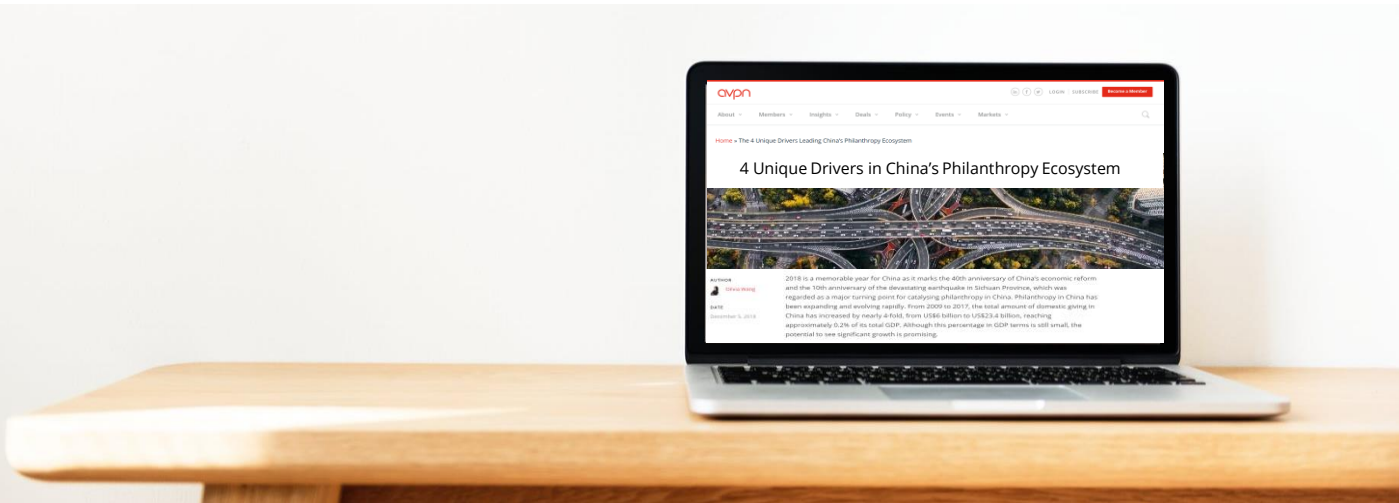




A GUIDE TO GUEST EDITORIAL

Our highly visited blog shares *insights and experiences in the social investing space.*

AVPN members and Deal Share listed Social Purpose Organisations (SPOs) are granted the benefit of publishing content to reach AVPN's wider audience and gain exposure in their work, thereby scaling impact.



**Newsletter
Subscribers**

9,848

**Blog Visitors
Yearly**

25,070

**Website Visitors
Monthly**

76,493

**Website Visitors
In 2018-2019**

918,000

*Blog posts are promoted in our newsletters

USEFUL INFORMATION

Examples of articles our audience likes:

For AVPN Members

- ✓ **Thought Leadership:** Highlight a problem where you have an effective solution that readers can learn from
- ✓ **Listicles:** Curate a list of key takeaways or lessons learnt from a report, case study or experience

For Deal Share Listed SPOs

- ✓ **Founder Story:** Inspire readers with your work on the ground and how others can support your efforts

Pro – Tip: Use the [AVPN Editorial Template](#) to create a draft outline before starting your article. The template is an effective way to shape your writing!

We do not recommend self-promotional content:

- X Blatant sales pitches, or promotional materials for an event
- X Grant applications or competitions

The article can include promotion of these items but they should not be the primary focus. Company's name and service can be mentioned at the end of the editorial.

Articles should be written using **UK English*

HAVE A GREAT STORY TO SHARE?

Contact **Amanda Kee** at amanda.kee@avpn.asia to share your ideas.

5 WAYS TO OPTIMISE YOUR EDITORIAL

DEVELOP A CRISP STYLE OF WRITING

- Write as though you're talking to someone; use an active and conversational voice
- Shorten sentences and paragraphs
- No jargon, define terms
- Break the article using catchy headers, formatted in **bold**
- Length is important - 600-700 words is ideal

CATCHY HEADLINES

- Draw the right readers to your article by being topic and audience specific

3 opportunities to scale your impact investments in Asia

INSIGHTS OVER SUMMARIES

Do not simply recap events or summarise reports

MAKE YOUR ARTICLE ACTIONABLE

Have a call-to-action at the end so readers know how to engage with you

AUTHOR INFO AND VISUAL CONTENT

- Share with us a short bio, profile picture, and LinkedIn handle
- Provide high res images & banner image (1200px width)

THE NOT-SO-FINE PRINT

- AVPN will not accept articles that have been published before
- AVPN will publish articles on a ruling basis; we do not guarantee all content pieces will be published
- AVPN does not allow republishing of the article on other channels (instead, share our blog link or an abstract)
- AVPN reserves the right to edit and adapt the article after publishing

SUBMISSION & EDITORIAL PROCESS

Draft is submitted to AVPN marketing
2 weeks in advance for review

AVPN marketing to check for clarity,
precision, and engagement

AVPN marketing to send edits and
comments to author for approval

After author's updates and approval,
AVPN marketing to publish article

Published article will be promoted in
social media and through newsletter

CHECK OUT OUR HIGHLY-READ BLOG POSTS

- [52 Organizations who are shaping Impact Investment and Social Enterprises in Indonesia](#)
- [The First Smart Social Impact Bond: Innovative Synergies between Blockchain and SIBs](#)
- [How corporations can find the right partners to scale their impact initiatives: a case-study to tackle India's malnutrition problems](#)
- [Nurturing the Young Social Entrepreneurship Ecosystem in Indonesia: Highlights from AVPN-YCAB Foundation Group Discussion](#)