MyGridGB Blog Guidelines

Version 1.1, 31st July 2018

Introduction

MyGridGB is a website and Twitter feed designed to put real, unbiased data about energy to the public. It is designed to take information from all sides of the debate and allow people to form their own opinions of if, when and how energy should change. MyGridGB is run on an entirely voluntary basis. At the time of writing, it is not a paid job.

The MyGridGB blog allows guest contributors to comment on energy transition be that the MyGridGB data, new or existing technologies, innovative case studies and proposals for the future. It should help visitors to the site gain insight from a wide variety of experts and to be able to compare disparate opinions from the sector.

The following document provides guidelines to blog writing. The latest copy of the guidelines shall be made available on the MyGridGB website.

Blogs are hosted at: http://www.mygridgb.co.uk/blog/

Blog Guidelines

<u>Publication process</u>

Contributors from across the energy sector are invited to publish blogs. There is to be an agreement in email between MyGridGB and the author to contribute.

There are two ways of publication

1. A writer submits a word document containing the blog to MyGridGB and it is published for them. The blog is attributed to the author and is labelled as "guest author" in the content management system. The author is able to view the document in a draft format and must agree to it's content by email before it is published.
2. A writer who intends to publish multiple blogs is given an account by MyGridGB. This allows the writer to draft, edit and publish blogs at any time. The account can be revoked at any time if it is felt to be in breach of the guidelines.

<u>Writing Style</u>

There is no defined word limit or style to the blogs, only the suggestions below. It is desired to allow contributors to write in their own style.

- It is strongly recommended to include images and/or charts in blogs. These shall be less than 2MB in size in order to be uploaded to the MyGridGB website.
- Blogs should not be too long (**less than 1,000 words is suggested**) or broken in to several blogs in a mini-series. This is generally more engaging for the audience.
- Authors should try where possible to **include links, media and references in their work**.

<u>Attribution</u>

The article shall clearly be attributed to the author/company responsible for the piece. Readers should be able to view the credentials of the author(s). This shall be in the form of a weblink for corporate authors or LinkedIn profiles of individual contributors.

<u>Advertising</u>

Under no circumstances shall the blog advertise or promote a specific product. MyGridGB is designed to be affiliation free.

<u>Other Notes</u>

MyGridGB takes no responsibility for the feedback on or response to the blog.

Authors with no account for the MyGridGB website are to approve the blog by email before it is published.

Changes to the blog content after publication are allowed if they are reasonable and not substantive. **No service level agreement is offered to make changes to blogs which are already published.**

MyGridGB reserves the right to remove blogs at any point should it be judged that the blog guidelines are broken or that the blog infringes with the motivations of MyGridGB.