**Blog Guidelines for EV Cargo employees**

Blogs are an excellent way of sharing relevant content that is of use to our customer base, driving industry conversation and showcasing our expertise. We recognise the importance of employees joining in on social media, helping to enable EV Cargo to be recognised as the most authoritative voice in the industry.

These guidelines have been produced to give employees a clear understanding of the messaging EV Cargo is trying to portray externally. We actively encourage employees to get involved with writing blogs for their own personal development.

**Blog Content**

Before you begin writing, you should have a topic in mind that you feel confident writing about. This should relate to your role within EV Cargo and you should understand the audience you are writing to. With the topic in mind, you will need to think of a compelling headline that helps readers understand what the blog is about.

To structure your blog correctly, we advise breaking it up into the following sections - introduction, main content and conclusion.

Here are some things to consider:

Do’s

* Showcase your expertise
* Understand your audience
* Remain professional
* Break up the page with headlines & paragraphs
* Speak directly to the readers pain points
* Include facts to reinforce points
* Use reliable sources
* Reference sources
* Use key words
* Include a call to action (Contact me, visit our website, etc.)
* Proofread your blog

Don’ts

* Write about irrelevant topics
* Use outdated language or scenarios
* Make your blog difficult to read or follow
* Stray from the point

It is good to showcase both your expertise and your personality in your blog. However, humour should be kept to a minimum to ensure the professional qualities of EV Cargo and the core messages are not lost. The focus should always be on EV Cargo becoming the most authoritative industry voice.

**Character count**

A minimum of 350 words is required.

**Image**

If you have an image in mind that you would like to accompany your blog, then please describe it and/or provide an example when submitting your blog to the marketing team. If a specific image isn't requested, the marketing team will choose an image that they feel best suits your blog.

**Approval process**

Once your blog is complete and you are happy with the content, there is a set process you will need to follow:

1. Send your blog to [marketing@evcargo.co.uk](mailto:marketing@evcargo.co.uk) – your blog will be reviewed by the marketing team and any necessary amends will be made.
2. The marketing team will return a copy of the final version to you, so you are aware of the changes that have been made.
3. This will then be sent to the divisional CEO to be signed off.
4. Once approval has been obtained, your blog will be added to the website and shared on social media platforms.
5. You will be informed once the blog is live so that you can also share it with your network.

**Personal use of blogs**

1. With any non-business-related blogs, written outside of work where readers can easily identify that you are a EV Cargo employee, make it clear in social media postings, within your blog or in your personal profile, that you are speaking on your own behalf and not on behalf of your employer. Write in the first person and use a personal email address.

Unless permission is received you are not authorised to speak on behalf of the company.

**Respect and Privacy**

Any negative feedback received on a blog you have written is to be handled by the marketing department. You are not to engage with the individual(s) concerned.

**Confidentiality**

You may not share any information that is considered confidential. This includes all information that has not been publicly announced by EV Cargo, as well as anything that breaches customers’ trust. If you are unsure whether you are in breach of the confidentiality policy, please refrain from writing until you have checked with your manager.