

A close-up, warm-toned photograph of a person's hands typing on a laptop keyboard. The person is wearing a dark blue long-sleeved shirt. In the foreground, there is a wooden desk with a notebook and a pair of orange-handled scissors. To the left, a portion of a red and yellow patterned mug is visible. The background is softly blurred, showing a green plant and a window with natural light. The text is overlaid in the center in a white, elegant script font with underlines.

Guidelines  
for contributions to  
UAI blogs

## About these guidelines

At UAI, we strive to raise awareness and spark critical reflection on the many forms of inhumanity being perpetrated in today's wars and against people seeking safety and asylum. Our focus is on exposing injustice, amplifying marginalized voices, and driving meaningful change through our active campaigns.

These guidelines are available to help maintain a high standard of quality, accuracy, and impact in all our publications.

... they are not rigid rules; **we value and encourage authors to use their creativity and individual style** so that the text is informative, insightful, easy to read and accessible to a diverse global readership.

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## Some basics

1. UAI's blogs<sup>1</sup> are opinion pieces focused on war-related atrocities and erosion of the global asylum regime, as well as incidence of humanity. Blogs may include suggestions for measures intended to enhance the safety, well-being and protection of war-affected communities or individuals in need of refuge.
2. UAI blogs are posted under the name of their author(s) and include a short, one line, biographical note.
3. All blogs are accompanied by a disclaimer stating that the blogs represent the opinion of the author(s) and do not necessarily reflect the views of UAI.

## Style Considerations

### Language

- **Keep Sentences Simple:** Avoid reflexive and overly complex sentences. Breaking long ideas into shorter, clear sentences makes the content more accessible, especially for non-native English speakers. Simplicity ensures broader appeal. Blogs should avoid language that may be misconstrued as offensive or discriminatory.

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<sup>1</sup> This guidance relates specifically to blogs. Separate guidance may be issued for the publication of research papers and other long-form articles produced by, or in association with, one of UAI's Task Teams

## Ease of Comprehension

- Context-specific references: Dates, historical events, and specialized terms should be explained and referenced.
- English translations: Provide translations for all foreign-language terms and technical or slang expressions that may not be widely understood.
- Use metaphors with caution: Many metaphors are context-specific and may not be readily understood, or worse, could be perceived as offensive.
- Acronyms: Spell out the full term the first time it is used, e.g., United Nations (UN) or Association of South East Asian Nations (ASEAN).

## Engaging Openings

An engaging first sentence draws readers in. It may determine whether readers stay or leave, especially on social media, where countless distractions compete for attention.

## Concluding Paragraph

A succinct conclusion helps ensure that the blog sends a convincing message.

## Length and Structure

- Short blogs with a key message: The target range for most blogs is 800 to 1,200 words. This keeps content concise yet detailed enough to cover key points.
- Longer blogs: Policy-focused pieces may exceed this limit but should not normally exceed 2,000 words.

## Short Paragraphs

- It is recommended to limit paragraphs to 2–4 sentences to ensure the text feels approachable. Long paragraphs can overwhelm readers, especially on mobile devices (67% of our readers access the blog through their phones).

## Bullet Points

- Bullet points or numbered lists make information easier to scan, improving engagement for readers skimming the content.

## Essential Elements

### Subheadings

Use descriptive subheadings throughout the blog to organize content and improve readability. Subheadings also enhance Search Engine Optimization (SEO) by signaling content structure to search engines.

## Images

Authors are invited to provide copyright-free, optimized images (e.g., max 1200px wide) with descriptive alt text for accessibility. These images load faster and enhance SEO, while alt text improves accessibility for visually impaired readers.

Photos shall have recognized authorship, sharing rights, and do not depict condescending scenes, victimization, or the instrumentalization of others' suffering.

## Spelling and Grammar Checks

Contributors are encouraged to use tools like **Grammarly** to review their blogs before submission.

## Copyright Compliance

Authors must ensure all external content (**quotes, images**) complies with **copyright laws** to avoid potential legal issues and enhance UAI's credibility.

## References

**All quotations must be clearly sourced.** Traditional footnotes are now commonly transformed into **hyperlinks** where possible.

## Optimizing SEO Impact

### Keywords

Authors are encouraged to pick a focus keyword for their blog and include it naturally in the title, introduction, and a few times in the body of the text. Search engines prioritize content that clearly aligns with specific keywords, making it more likely to appear in relevant searches.

### SEO-Friendly Slugs

Descriptive URL slugs (e.g., "asylum-seekers-channel-france") improve search engine visibility and make links easier to share.

Currently, UAI's most-read blog is **\*\*\***"Asylum-seekers crossing the Channel: Why don't they stay in France?"

## Meta Description

Authors are invited to write a 150–160 character Meta description summarizing their blog. Meta descriptions appear in search results and play a crucial role in attracting clicks.

## Tags and Categories

Contributors should add 3–5 relevant tags for their blog. This helps readers find related content on the website, improving user experience and SEO.

Examples of Tags: War crimes, refugee rights, border violence, asylum policies, humanitarian aid, UNHCR policy.

## Hyperlink Descriptively

Authors should use descriptive anchor text for hyperlinks (e.g., “learn more about the refugee crisis” instead of “click here”). This improves accessibility and helps search engines understand the content being linked.

## Blog Management Process

Blogs may be submitted in the first instance to **contact@against-inhumanity.org**. They will then be referred, where appropriate, to the convener of a relevant **Task Team** (currently Afghanistan, Myanmar, Sudan, and the Campaign to Stop the Inhumanity at Europe's Borders). Blogs relating to issues not covered by a specific task team will be referred to designated members of **UAI's International Executive Committee (IEC)**. Once reviewed, the author will be contacted and may be offered suggestions or comments prior to publication.

Submissions are shared among colleagues with specific knowledge or expertise, and the final text is reviewed and cleared by at least two persons, one of whom is a member of the **IEC**.

## Posting and Dissemination

- UAI blogs are posted in the “**Opinion**” section of **UAI's website** (and cross-referenced when appropriate).
- They are shared via **UAI's social media channels** to maximize outreach and readership.

**Thanks for contributing!**