# digital.gov.bc.ca blog – share and inform

Thanks for submitting to the digital.gov.bc.ca blog!

Do you have an idea, opinion or strategy you want to share with an audience interested in technology, design and public service? Has your experience working in government given you a story or a lesson to pass along? We want to help you make it happen.

Please fill out the following fields. Once you’ve finished, submit to [do.contentdesign@gov.bc.ca](mailto:do.contentdesign@gov.bc.ca), along with any supplemental images or video links we can embed in the post. If you submit a photo of yourself or a member of your team, please include a completed [consent and model release form](https://www2.gov.bc.ca/gov/content/governments/services-for-government/service-experience-digital-delivery/web-content-development-guides/web-style-guide/visual-design-guide/copyright-consent).

* Write short, concise sentences in plain language
* A personal, first-person perspective will get your readers more invested
* Don’t leave out the challenges, difficulties and obstacles you encountered. They’ll make for a more interesting story

## Author info

* Name, job title and organization

Click or tap here to enter text.

## Pitch

* In a few sentences, how would you describe your story to a friend outside government?

Click or tap here to enter text.

## Title

* A good blog title is 3 to 7 words long and uses plain language

Click or tap here to enter text.

## Introduction (about 100 words)

* Introduce yourself, your context and your topic. What do you do, why is it important and how does it help people? What were you working on at the start of the story?
* We suggest opening with something intriguing like a surprising fact, a provocative question or a short, compelling scene to immediately engage your reader’s interest

Click or tap here to enter text.

## The problem (about 200 words)

* Help the reader understand the challenges and opportunities of the status quo at the beginning of your story. These could be related to service delivery and policy, legacy systems, organization and structure, etc.
* What would happen – or not happen – if your story doesn’t get told?

Click or tap here to enter text.

## Sharing your knowledge (about 400 words)

* Share your insights and lessons in an informal, conversational tone. Tell us why your topic is important and how it can add value for the reader
* This can be a chance to connect your work to the [Digital Code of Practice](https://digital.gov.bc.ca/policies-standards/dcop/) or [Digital Plan](https://digital.gov.bc.ca/policies-standards/digital-plan/)

Click or tap here to enter text.

## Real-world impact (about 200 words)

* Share a true story or case study to illustrate your point
* Tell us how your story can help improve the lives of people in B.C.

Click or tap here to enter text.

## Conclusion (about 100 words)

* Wrap up the journey with key lessons and a look at what comes next. Sharing a personal reflection can make your conclusion especially effective
* Has your team, branch or division changed the way it does things? Did you find a new passion or career path, or do you want to grow and learn more?
* Share next steps or resources, or make a call to action. If you have a team email, include it as a way for readers to follow up with you

Click or tap here to enter text.

Have questions? Contact us at do.contentdesign@gov.bc.ca.