



2015 LIV Young Lawyers Blog Guidelines

The LIV Young Lawyers Blog was launched in April 2012. The aim of the blog is to provide a voice for young lawyers, share practical information with members to assist them throughout their career, and create a platform for discussion on legal issues. It attracts between 3000-5000 readers a month.

Young Lawyers Section (YLS) members are invited to submit a blog for consideration for publication subject to the following guidelines:

Tone

Research shows that the most effective blogs are those that 'speak' with a personal voice. The Young Lawyers blog should be conversational and friendly to maximise engagement with our audience and encourage readers to leave comments.

Length

Strictly 400 – 600 words. Think short, sharp paragraphs, sub-headings and lists! Easily digestible chunks – just think – could I read this on my mobile while standing up on the train? Please note that the LIV will edit your post heavily if it exceeds 600 words, so it is much better to submit a blog post that complies with the word limit.

Content

YLS has an obligation to its members to provide them with information on matters affecting their profession, and this will drive many blog topics. However, we need always ask the following questions regarding our blog topics:

- Does the content provide value to our readers?
- Are we telling them something they need to know?
- Are we pointing them to a good resource?
- What's in it for them?
- Can we add stats, graphs, quotes from specialists etc.?

Ask a question

One of the purposes of the YL Blog is to encourage engagement of our Young Lawyers – one of the most effective ways to development this is to ask a question at the end of your blog. The more active and personal the question is, the more likely we are to get comments. E.g. "I'm interested in hearing from anyone who has had experienced a case where mandatory sentencing would have been enforced?" rather than "comment here".



Include some lists

Resources such as lists prove to be extremely popular blog-fodder, and it encourages link-backs, which in turn improves search engine results. What can we write a list on? Most useful online legal resources for students? Best places to search for legislative updates?

Headlines

There has been much research done on the importance of headlines in blogging. It is essential that the blogger engages readers with a compelling title and hooks them with an opening statement or question that supports the title. Sometimes it's the title that comes first and triggers the idea for a blog! So always keep on alert for a good blog title and take the time to jot it down when inspiration strikes.

Many blogs use questions (Are you ready for your first case?); numbers (5 biggest challenges for Young Lawyers in 2012); problem solving (5 ways to avoid social media risk). This ties back to the fact that blog readers are essentially selfish, and we need to quickly communicate to them 'what's in it for them'. Headlines also need to include keywords to ensure that blogs live on through search engine discoverability.

Want to submit a blog? Follow these simple instructions:

- Prior to submission, if necessary, seek firm approval of your blog post.
- Submit your blog via email in Microsoft word format to YLS Manager by email to younglaw@liv.asn.au
- YLS Manager will review your blog and determine eligibility for publication.
- Approved blogs will be submitted to the social media / editorial teams.
- LIV social media / editorial teams to review and arrange editing, design, upload to web and final proof by YLS Manager.
- Final online version to be provided to author to review before publication and promotion.
- Promotion to commence Thursday evening (Facebook, Twitter, *lawinbrief* etc.)

Please direct any questions regarding the blog to the YLS on (03) 9607 9370 or email younglaw@liv.asn.au.