

The objective of the [NAGC blog](#) is to create awareness, provide information, and engage readers. Here are some thoughts and guidelines:

- The piece should have at least one takeaway (i.e. “how to”) or a point of view.
- The audience is the gifted field, including parents and families, and through [The High Flyer](#), a collaboration with the Fordham Institute, the reach includes the broader education field and policy wonks.
- The length of the blog should be 500-800 words, but longer pieces will be considered.
- Longer pieces still need to be written in short sentences and text needs to be broken up, which may include sub-headings.
- The key point is to keep a conversational tone, including engaging soundbites that can be pulled for headline and promotion—Great soundbites and headlines draw more traffic, generate social media shares and click-throughs.
- A photo, graph, or other image may be included.
- Provide citations if necessary, but keep them to a minimum. All references to outside material will be links, not endnotes or footnotes.
- The blog may be posted on NAGG or the NAGC and Fordham sites under [The High Flyer](#) banner.
- Previously published material can be repurposed as a blog with permission of the original source. An editor’s note will be included citing the original source.
- The content may not be published on another blog without approval.



*The views expressed in The High Flyer are not necessarily those of the National Association for Gifted Children.*

## **FYI: Quick tips to help content gain more traction online**

- **Be creative with titles**  
"Without an attractive headline, readers may never discover the value that your blog articles have to offer" ([Sukhraj, 2017](#))
- **Include infographics, images, videos, and podcasts**  
Use different types of content to draw attention to content
- **Format content so that is it easy to read**  
Style text and make it easy for readers to engage
- **Add relevant links to other information on site**  
Direct readers to other information to keep them engaged longer