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- The content may not be published on another blog without approval.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" (Sukhranj, 2017)

- Include infographics, images, videos, and podcasts
  Use different types of content to draw attention to content

- Format content so that it is 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