



# NWSidebar

The Voices of Washington's Lawyers and Legal Community

## **About NWSidebar**

NWSidebar provides a less formal tool that allows for engagement and interaction with and among multiple and varied voices from all segments of the WSBA membership and the broader supporting legal community. The less formal format of this blog is intended to foster greater sharing of thoughts, opinions, and ideas.

NWSidebar is an inclusive blog, accepting posts from all members of the legal community. While we don't accept purely promotional posts, we can link to seminars, products, and groups as part of an informational post. For example, we will publish a post about an attorney's process of writing and publishing a novel, and will include a link to that novel. We will not publish a post about the novel. See the template on the next page for examples of how we include promotion for events, sections and products.

## **NWSidebar Blog Post Ideas for Section Leaders, Bar Leaders, and Speakers**

The list below provides ideas for posts. This list is not exclusive – please contact [blog@wsba.org](mailto:blog@wsba.org) with your own ideas or adapt what is below to suit your needs. You can also view the [NWSidebar archive](#) to familiarize yourself with the content we typically publish.

A template is on the next page.

- 3 [Area of Law] Updates Every Lawyer Needs to Know
- *Doe v. Doe*: What every [Area of Law] Practitioner Needs to Know
- Essential Apps for [Solo/Big Firm/Small Firm/New/Area of Law] Attorneys
- 5 Tips to Bring to Your Next Trial/Deposition/Pre-Trial Hearing
- You practice what? 5 things to know about animal law/equine law/collaborative family law/bike law/other niche area
- A Year of Rent Law: Lessons Learned from Going Solo
- [Area of Law] in the Cloud: 3 Cloud Tools Every [Area of Law] Practitioner Should Try
- Business Tips for Managing Your Practice
- How [X Change] Affects Solos and Small Firms/Big Firms/Your Clients
- Networking Tips for Solos/Big Firm/New Attorneys/New to Practice Area/Introverts

## **Giveaways**

Giveaways are a useful tool to increase interaction and sharing of your post. Past giveaways have included product subscriptions, CLE registrations, and books.

Readers enter a giveaway by commenting on the post with the answer to a question. For example, in a post like "Business Tips for Managing Your Practice" readers could be asked to share a tip of their own or share which tip they would incorporate into their own practice. Contact [blog@wsba.org](mailto:blog@wsba.org) if you're interested in including a giveaway as part of your blog post.



## ***NWSidebar Blog Post Template***

<b><i>Title</i></b>	3 Family Law Updates Every Lawyer Needs to Know
<b><i>Intro</i></b>	Recently, the Legislature and the Supreme Court have changed the landscape for family law attorneys. Here are 3 critical updates that will affect your clients and cases. These updates – and more – will be covered in depth at the Family Law Mid-Year on Oct. 1. More information and a chance to attend for free below.
<b><i>Body</i></b>	<ol style="list-style-type: none"><li><b>1. Changes to Parental Relocation laws.</b> In December, the Legislature passed amendments to RCW 26.09.480 that changed the requirements of the objecting parent. Nullam semper, odio eget molestie sodales, augue nunc sagittis risus, ac gravida massa felis a lorem. Sed ac fringilla eros. Aenean dolor libero, cursus non suscipit et, commodo at nibh. Praesent elementum posuere commodo.</li><li><b>2. New Standards for Guardian ad Litem.</b> In <i>Doe v. Doe</i>, the Washington Supreme Court laid out new standards for the use of guardian ad litem reports. Nam a ligula eget velit hendrerit feugiat quis at felis. Nullam suscipit turpis sit amet ipsum pulvinar gravida quis at sapien. Maecenas eu dui lorem. Ut tincidunt elit a dui laoreet vestibulum.</li><li><b>3. Effects of marriage equality on in-progress adoptions.</b> If you're handling an adoption for a same-sex couple, your clients probably have questions about how Washington's passage of R74 will affect the adoption proceeding. The answer? Sed ante lectus, volutpat nec sollicitudin ac, euismod blandit diam. Ut metus leo, ullamcorper id laoreet id, euismod a ante.</li></ol>
<b><i>Event Promo (optional)</i></b>	Want to learn more about recent case developments and best practices in family law? Attend the Family Law Mid-Year. Our annual event spanning two days and offering up to 15 CLE credits, the Mid-Year is a great way to get up to speed, network with colleagues, and hone your skills.
<b><i>Giveaway (optional)</i></b>	Interested in attending the Family Law Mid-Year? Check out the agenda and tell us what session you find most interesting in the comments. You'll be entered to win a free registration for the Family Law Mid-Year. Entries close June 1.
<b><i>Section Promo (optional)</i></b>	<p>The Family Law Section is the only statewide organization of family law attorneys, and is one of the most active sections in the State Bar. The Section is devoted to improving the profession and practice of family law, to the benefit of its members and other family law professionals, the judiciary, and the general public.</p> <p>Read more from the Family Law Section. Join or learn more about the Family Law Section.</p>
<b><i>Author Bio</i></b>	Headshot and short bio.



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## ***Tips for Writing a Great Blog Post***

Published to NWSidebar April 12, 2013 | by Julia Nardelli Gross

[View this post on NWSidebar](#)

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If you have a blog, want to contribute to NWSidebar, or are thinking about starting your own blog (legal or otherwise), here are a few tips that will help you write great blog posts.

### **1. One at a time.**

Limit blog posts to a single topic. “All About the Cases the US Supreme Court is Hearing this Session” is not an appropriate topic for a blog post. Why? There’s just too much to cover! Your audience will get lost or bored and click away. A better alternative would be “What will the Supremes do in U.S. v. Windsor?”

### **2. Short and sweet.**

Keep your blog posts concise and simply written so your audience can easily and quickly consume the information. Use a conversational tone and try to keep posts under 500 words and under an 8th grade reading level. (Learn more about Flesch-Kincaid Grade Level System or check your writing using Microsoft Word. This post has a Flesch-Kincaid Grade Level of 6.1). Make sure every word earns its keep.

### **3. Breaking up is great to do.**

Readers love headings. Search engines love headings. Add descriptive headings to your posts to help break it up into digestible chunks and to help readers navigate your post. Bulleted and numbered list are helpful, too.

### **4. Help the reader dig deeper.**

Talking about a case? A recent news item? A product you love? Add links! If I want to learn more about the single topic you’ve written about, a link helps me to do that. This helps the reader think of your blog as a useful tool they’ll come back to, instead of just an interesting read. Don’t be afraid to link to your own related content, too!

### **5. Offer your opinion, and ask for theirs.**

Sometimes writers shy away from offering an opinion because they’re afraid to ruffle feathers. This is a mistake. A well communicated opinion will help engage your readers. Invite your readers to leave their own comments. Respond to comments in a thoughtful way. Avoid arguments though — internet fights are a lose-lose situation.



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## ***NWSidebar Blog Post Guidelines***

*NWSidebar* is a tool for engagement and interaction with and among multiple and varied voices from all segments of the WSBA membership and the broader supporting community. Our vision is that *NWSidebar* fosters greater sharing of thoughts, opinions, and ideas.

Posts are welcome from WSBA members, WSBA staff, and other legal professionals.

### **Submit a Post**

Please review the guidelines below before submitting a post. Email your post and images to [blog@wsba.org](mailto:blog@wsba.org). If you have questions, please contact Stephanie Perry, [stephaniep@wsba.org](mailto:stephaniep@wsba.org).

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### **Topics**

Post topics should broadly be about the practice of law: this may include posts on practice areas, new developments in case law, interesting stories, work-life balance, or lifestyle topics. If the topic is relevant to you as a professional, we'd love to help you share it with the Northwest legal community!

We cannot accept posts that endorse a political candidate or any referendums or initiatives.

### **Length**

Posts should be around 300 words and should not exceed 500 words. If you're interested in having a longer piece published, consider submitting it to *NWLawyer* (formerly *Bar News*).

### **Republishing**

If you have a blog, you are welcome to submit a post that you have already published. We're happy to link back to your blog or website if you provide the URL.

If you submit a post, you are free to republish it on your own blog or website. Please link back to *NWSidebar*.

### **Author Credit**

In addition to your post, please submit a bio of no more than 50 words and a photo of yourself. Photos should be at least 100x100 pixels.

### **Images**

Please include images with your post, if appropriate. If you send an image and don't own it, please provide the licensing information for the image. Images carrying the Creative Commons "CC BY" or "CC BY-SA" licenses are acceptable.

Please include the images as separate attachments — do not embed them in your document. Images should be in JPG format.

### **Links**

Please include any links that a reader may find useful. We reserve the right to add links to your post.

### **Advertisements and Promotional Posts**

Posts that are purely promotional will not be published. However, your post can contain links to products.

For example, we *will* publish a post about an attorney's process of writing and publishing a novel, and will include a link to that novel. We *will not* publish a post about the novel.

Products will be linked to their listing on amazon.com, when available.

### **Submit a Post**

Email your post and images to [blog@wsba.org](mailto:blog@wsba.org).

WSBA reserves the right to edit any submissions for grammar and style, length, and adherence to our [Social Media Policy](#); to add relevant media to your post, such as images and video; to add links to other *NWSidebar* posts, the WSBA website, myWSBA website, WSBA CLE store, or any other relevant webpage.

***NWSidebar** is published as a benefit for WSBA members. The views expressed on this blog are those of the individual contributing writers only and do not represent the opinions of WSBA, unless expressly stated.*