



GREATER MANCHESTER **GOOD LANDLORD CHARTER** **BLOG GUIDELINES**

Purpose

The Greater Manchester Good Landlord Charter is a free and trusted source of information and guidance for tenants, landlords and the wider housing sector. We publish blogs to keep people updated with the latest news.

We're working with organisations in the housing sector to highlight original and valuable thought leadership to improve rental standards.

Content

- ▲ Affordable renting
- ▲ Responsivity from landlords
- ▲ Managing properties well

- ▲ Inclusive practises
- ▲ Safe & decent homes

- ▲ Privacy & security in the home
- ▲ Supporting landlords and tenants

Guidance

When writing a guest blog consider:

- Is the topic relevant to the Charter's audience?
- Is the blog bringing your unique insight? (without promoting a product or service)
- Has the Charter already covered the topic?

Brand

Tone

You are an authority on your topic, so write to educate, entertain and engage. People want to read an authentic tone, so don't be promotional.

Structure

Aim to write between 500-1000 words. Break up your content with images, bullet lists, headings to make it more readable.

Accuracy

Please name your sources if you decide to provide statistics or references. Our blogs provide honest and accurate information for readers.

**Submit your blog to info@gmgoodlandlord.org.uk.
We will get in touch with the next steps.**