

Support Paid Leave

Become a Blog Writer and Contributor

The National Paid Leave Coalition website is a one-stop shop for activists, advocates, reporters, policymakers and people across the country who want to learn more about the paid leave crisis in the United States and take action. Its companion blog, which lives both on the website and on Medium, aims to be a go-to resource and forum for the latest paid leave news, data, analyses, stories and commentary. Writers and contributors to the blog represent the diverse coalition of advocates who are leading the charge for a national paid leave policy solution.

Are you a Medium newbie?

Follow the six steps below to get yourself set up and posting in no time.

Are you already an experienced Medium user?

Check out steps two, five and six for instructions on how to post to the *Support Paid Leave* publication.

Step One: Create a Medium Account

- Go to [Medium.com](https://medium.com) and click “Sign in / Sign up” in the top right corner of the page.
- Choose one of four options for setting up your account – through an existing Twitter, Facebook or Google profile, or with an email address. If you sign up using a Twitter or Facebook account, your connections will automatically follow your Medium account.
- Log in and link to whichever account you choose by filling out the appropriate fields.
- Add a profile photo and a 160-character bio for your page.

Step Two: Agree to Follow a Few Simple Rules

All *Support Paid Leave* writers and contributors are expected to comply with the following guidelines, which are designed to maintain a consistent, coherent and professional publication.

Due to current Medium limitations, posts will need to be approved (posted) by the primary blog administrator, but posts will not be reviewed or edited. Based on information provided to the Medium community, this “approval” process is expected to be temporary (only until Medium expands writer/editor permissions). The ultimate goal of the blog is to generate a robust paid leave discussion among a trusted community of self-publishing contributors.

DO:

- **Share original content developed by you or your organization.**
- **Argue for a national paid family and medical leave solution.**
- **Highlight local, state and private sector progress.**
- **Include graphics, photos and other images.**
- **Add hyperlinks to stats, data or other information that needs citing.**
- **Share stories, and include the “SPL Stories” tag (see step five) when you do.**
- **Discuss and link to your own related work, products and resources.**
- **Cross-post to and from your own blog – attribute and hyperlink appropriately.**
- **Follow Associated Press (AP) style, when possible. A “cheat sheet” is available [here](#).**

DO NOT:

- **Plagiarize or share content published by someone else without attribution.**
- **Publish posts on topics other than paid family or medical leave (including sick days).**
- **Fundraise, sell items or ask for donations or money of any kind.**
- **Include electoral or other content that violates 501(c)(3) restrictions.**
- **Exceed 1,000 words per post (a minimum of 400 is also preferred).**
- **Post more than once per week without administrator approval.**
- **Drive readers to a page on your site that *requires* viewers to provide an email address.**


Step Three: Write and Prepare to Publish!

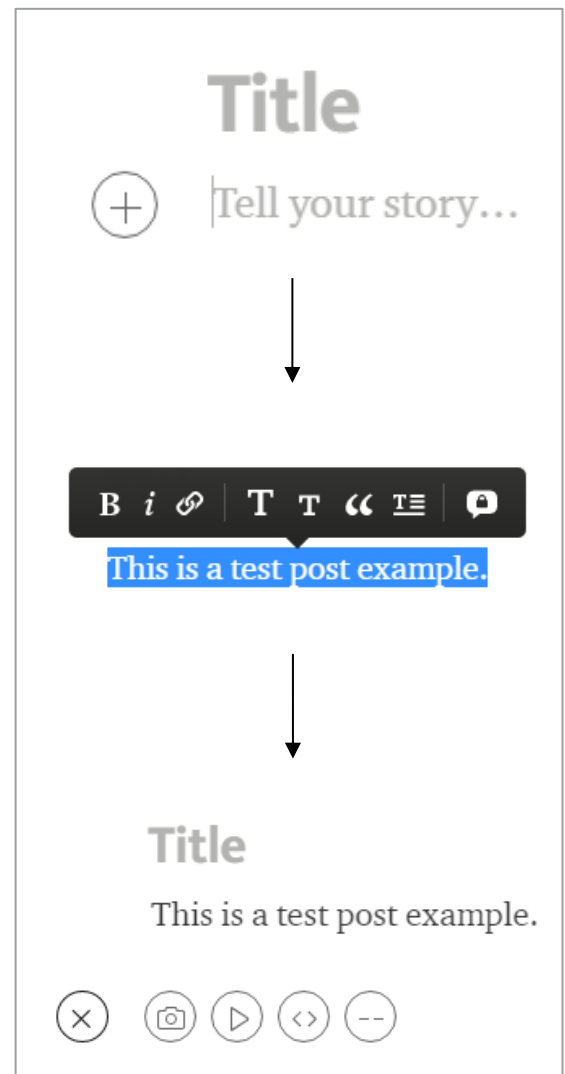
You're all set to share your paid leave stories, thoughts and analyses. As you prepare your posts, please keep the following best practices in mind:

- Posts with images will not only look great on your Medium page, but they will also be more appealing when they pull into the coalition website. Images will be available [here](#). *Note: The first image that appears in your post is what will appear on the website, even if it's a headshot.*
- Breaking up large blocks of text with bold headings and using bulleted lists for a series of key points will make your post easier to read, understand and remember.
- Linking to outside sources increases the strength and credibility of your arguments and will make it easy for readers (including reporters) to verify your claims.
- A headline or title that captures readers' attention while staying true to your great content is critical to driving traffic to your post and the publication. So, spend some time thinking about what will make people want to click to read more.

Step Four: Upload Your Post

Once you've written the content of your post, settled on a catchy title, included appropriate hyperlinks and gathered the images you'd like to include:

- Log in to your Medium account.
- Click "Write a story" in the top right corner of the page.
- Add your headline/title and post by pasting your content into the "Title" and "Tell your story" areas provided.
- Medium should convert and retain the formatting of your post when you paste it, but you can add or adjust formatting by highlighting text and using the pop-up toolbar.
- You can add images and videos to your Medium story in two ways:
 - Paste the image or video's URL into the post body. Medium will automatically recognize the format and render it.
 - Click the  button that lingers in the left margin. It will expand and give you the option to insert a photo or video, embed something or create a new section.



Step Five: Tag and Publish Your Post

When you are happy with how your post appears, click "Publish" in the top right corner of the page. Your post is not yet live. Instead, a drop-down window will appear that allows you to add up to five relevant tags for your post before publishing it. Tags are used on Medium and a variety of platforms to group content and make it easier to find and filter.

A list of relevant paid leave tags is below. ***Support Paid Leave contributors should tag every post with “Paid Leave,”*** followed by a combination of specific and general tags, depending on your argument or angle. The general tags encourage more organic visits while specific ones will help generate expertise for the publication.

All posts that include stories or that should be included in a collection of paid leave stories, should be tagged with “SPL Stories.” This will allow blog administrators to aggregate stories so they can be linked to and featured on the coalition website.

Note: It is the posting organization’s responsibility to obtain permission to share an individual’s story publicly, and to have proof of that permission readily available. Please only refer to individuals by their first names and with city and state identifiers to maintain privacy and consistency across posts.

Once you’ve added up to five tags, click “Publish.”

KEY TAGS for *Support Paid Leave*:

- Paid Leave
- SPL Stories

SPECIFIC TAGS:

- Family Leave
- Maternity Leave
- Medical Leave
- Paid Family Leave
- Paid Medical Leave
- Parental Leave
- Paternity Leave

GENERAL TAGS:

- Business
- Caregiving
- Congress
- Economy
- Equality
- Family
- Parenting
- Politics
- Women
- Work
- Working Parents

Share stories!

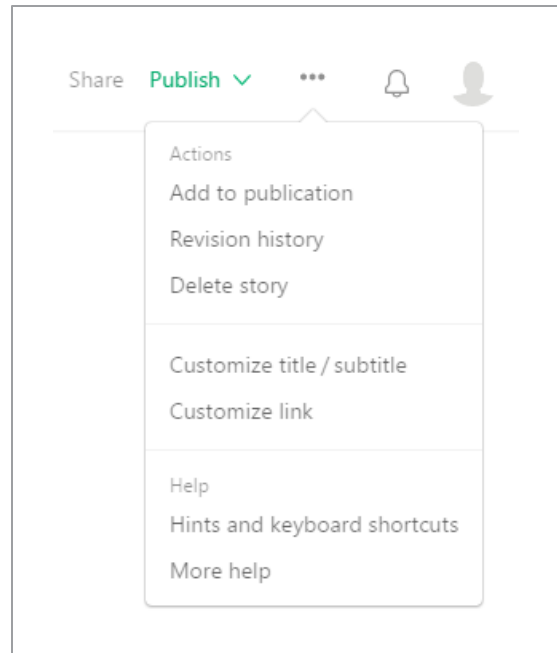
Contributors are encouraged to share the stories of individuals who both have or had paid family and medical leave and those who need or struggled without it. This is an important way for the coalition to illustrate how access (or lack of access) to paid leave affects workers and families.

Remember to use the “SPL Stories” tag.

Step Six: Add Your Post to the *Support Paid Leave* Publication

Your post is now published on your Medium page, but you still need to add it to the *Support Paid Leave* publication. This is a critical step. In order for your post to appear on the *Support Paid Leave* Medium page and on the coalition website:

- Click on the “...” to the right of the “Publish” button.
- Select “Add to publication.”
- Select “Support Paid Leave.”
- Notify the blog administrator that you have submitted a post by emailing the title of your post to blog@supportpaidleave.org.



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If you need assistance at any point, Medium has an extensive [Help Center](#). You can also contact [Jess Hood](#) from the National Partnership for Women & Families.