



# Write a Blog for Dump the Scales

Thank you for your interest in supporting Dump the Scales by writing a blog for our website ([dumpthescales.org/blog](http://dumpthescales.org/blog)).

The blog will be published on our website and shared across our social media channels to help raise awareness and reach even more people.

Below, you'll find our guide to writing a blog for Dump the Scales, along with our media guidelines for discussing eating disorders. Please take a moment to read through these before getting started.

If you'd like to discuss your blog idea, need more guidance or support while writing, would like some prompting questions, or have any general queries, please email us at [dumpthescales@gmail.com](mailto:dumpthescales@gmail.com) with the subject line 'BLOG POST'.

*Please note, we are a small, entirely voluntary team so response times may vary but we will aim to get back to you as soon as possible.*

Thank you again for considering writing a blog for us and supporting our work

The Dump the Scales Team

[Blogging Guide](#)

**Structure** - What would be most helpful in supporting you in the writing of this? I tend to give a couple of options - one being allowing the writer to write the blog as they see fit - others prefer a few guiding questions on the chosen topic to answer and help to structure and get started.

**Word Count** - I tend to suggest anywhere from 500 to 2,500 words for blog posts as each topic can vary so much it's difficult to quantify - and I wouldn't want to.

**Editing** - It may be necessary to make some edits if this is the case we will inform you of any changes to obtain your approval. This is to ensure the safety of both you and the audience. Please also check out the guidelines below in terms of Eating Disorder specific edits that may be required. Do not worry about formatting your writing i.e headings/italics - unless this is easier for you - we will format within the blog before publishing.

**Photos** - If you would like to include photos could you please send across three photos with your blog for us to select from - only if you feel comfortable. Please refer again to the guidelines around this, we will be unable to use photos that go against the guidelines. Please consider neutral photos rather than eating disorder focused.

**Author** - Let us know what name you would like us to use on the blog or whether you'd prefer to be anonymous Please also let us know if there are any social handles or links to your work you would like included at the bottom of the blog alongside a few lines for an author bio at the top - if not we will write a short intro for you.

**Publishing Consent** - If at any point in the future following the publishing of your blog you would like it removed, reach out and we will do so immediately. If writing on behalf of a loved one, where possible please do gain their consent before sharing their story. Please avoid using names of specific professionals and instead only include their role i.e 'the consultant'.

**How to send your blog** - Please send this to [dumphthescales@gmail.com](mailto:dumphthescales@gmail.com) via a google doc or word document.

**Examples** - Please do have a look at our website to see/listen to some examples of blogs others have written for us: <https://www.dumphthescales.org/blog>

### **Key Questions we ask before publishing:**

1. What name would you like added as the author (it can be anonymous if you wish)
2. Would you like to include an author photo - if so could you please send one or two photos when you email your blog to us.
3. Would you like any social handles / website included at the bottom of the blog post for people to find more from you?
4. Would you like to write a brief author bio (a few sentences) that will be at the top as an introduction or we can create a more generic one for you.

# Eating Disorder Media Guidelines

We are committed to ensuring that all stories shared are safe, respectful, and supportive for everyone. We will be adhering to the guidelines set out by BEAT, you can read them in full here: [BEAT Guidelines](#).

To help you prepare your blog, I have provided a summary of important points to keep in mind. If your story/blog includes any content that does not align with these guidelines, we will make edits where necessary and will let you know of any changes made.

When sharing your story/blog, please avoid:

- **Sharing specific weight, BMI, or body measurements**
- **Sharing 'before' and 'after' photographs or graphic images**
- **Sharing detailed information about calories or specific amounts of food eaten**  
(e.g. number of calories consumed per day, portion sizes, amounts of food groups)
- **Sharing detailed examples of Eating Disorder behaviours**  
Instead, discuss behaviours in general terms (e.g. purging) without reference to:
  - Methods
  - Frequency
  - Implements used
- **Sharing personal or identifying details of other individuals without their consent**  
Instead of naming individuals, use general descriptions such as:
  - *friend, loved one, dietitian, consultant, teacher, therapist, etc.*
- **Sharing meal plans or listing specific 'fear foods'**