## OBJECTIVE

The CTS blog aims to fulfil the mission of CTS, by "providing honest and compelling answers to life's deepest questions." While CTS publications always aim to assist people on their faith journey, the blog does this for a new, younger audience who are more accustomed to searching for answers online.

## AUDIENCE

While many blog posts will be suitable for all CTS readers, the primary blog readership will be young people aged approximately 18-35, who are already engaged in their faith.

## TONE

To ensure blog posts appeal to a younger audience, the tone of each post needs to be approachable and engaging. Whether serious or more light-hearted, blog posts should always be intriguing for young people.

## CTS POSITION

People rely on CTS to always reflect the position of the Church. Therefore no personal opinions that contradict or put into question doctrine or Church teaching should be shared in the blog.

## STRUCTURE

6 steps to a great blog post:

1. Ideal length: preferably around 600 – 800 words.
2. Compelling title: lure people in with a great title that both intrigues and accurately portrays the contents of the post.
3. Lead paragraph: grab the attention of the reader with the first paragraph to ensure they keep reading.
4. Short paragraphs: it breaks up the text and makes it easier for people to read.
5. Don't fill your post with complicated words: the goal is to communicate, not to impress my readers with outstanding vocabulary.
6. Split your post up with subheadings: use them to capture the attention of the reader and give the gist of what the post is about at a glance.

## REFERENCES

When referring to Church teaching, please ensure that you include the paragraph in the Catechism, Vatican Document etc. If quoting from Scripture, please try to use the Jerusalem translation, and the Grail translation for the Psalms to stay consistent with the CTS Bible.