

- w: <https://schoolreadinglist.co.uk> | <https://k-12readinglist.com>
- e: enquiries@schoolreadinglist.co.uk | enquiries@k-12readinglist.com
- twitter: [@schoolreading](https://twitter.com/schoolreading) | [@k12readinglist](https://twitter.com/k12readinglist)
- facebook: [@schoolreadinglist](https://facebook.com/schoolreadinglist) | [@k12schoolreadinglist](https://facebook.com/k12schoolreadinglist)

Reviewer / Guest Writer Guide

What we can offer you

- A platform for your writing and professional evidence which you can share with your PLN or use as evidence for your CPD or UPS.
- A by-line and bio, including a link to your LinkedIn, Twitter, or other professional social media.
- A mention of your professional background and “Expertise, Authority and Trust”, including, if relevant, a link to your workplace or company website.
- A professional writer will edit and proofread your copy prior to publication.
- Free exposure on our social media channels.
- A testimonial for your website, LinkedIn or professional record.
- You are welcome to keep the review copy of books or educational resources. You might want to use these in your school or with your children. All we ask is that if there are any restrictions or requirements (for example an embargo) stipulated by the book publisher, please ensure these are adhered to.
- Copyright for your review remains with you, but please don't duplicate your article on another website due to Google guidelines, SEO and our Copyscape protection account. When writing for us you agree to give us an exclusive licence to use your review on the <https://schoolreadinglist.co.uk> or <https://k-12readinglist.com> websites. This is to allow us to deal with internet bad actors that scrape, copy or spam our website content.

What we can't offer you

- Search engines, especially Google, have strict rules about paid or reciprocal linking. Therefore, we cannot offer advertorials, paid links, “dofollow” links to commercial organisation websites, reciprocal link schemes or mass link exchange schemes.
- **We can't offer payment for your reviews or articles.** Sorry! As a small, web-based operation, we're not yet able to pay writers.

What we'd love from you

- Independent, enthusiastic, authoritative and expert reviews of children's and YA books, or third-party educational products. (400-1000 words)
- Professional thought-leader articles and ‘think-pieces’. (500-1000 words)
- News, and features on recent developments in pedagogy, initiatives and new thinking – especially regarding literacy, reading, writing, phonics, and assessment of English. (400-800 words)

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Our website style guide

- Quotes are great, but please don't quote more than two sentences at a time.
- Try not to use the same adjective or verb or expression twice.
- Please vary the lengths of your sentences.
- Do use subheadings to indicate the start of a new section.
- Finish key paragraphs with a zinger!
- Please see the format and structure of our website reviews [here](#) and [here](#).
- Original content only: content must be 100% yours and pass Copyscape. (Don't worry we have an account and we can check text for you.)
- We're a book recommendation site, rather than a review site. For that reason, we only publish positive reviews about books we really like. So, if you receive a book for review that you really cannot be enthusiastic about – that's fine – there's no obligation to review it.

I'm interested – what next?

- Please get in touch with us and let us know more about you and what kind of books you *would* be interested in reviewing, and also which kind of books *don't* interest you.
- Please give us an idea of how many books you would like to review each month.
- Please email us a photo and any text and social media links for a bio that you would like us to use with your reviews. Here's [an example](#).
- Please email us an address so we can forward review copies to you. (A physical address is only required for physical books, and not for eBooks.) Any personal details will be held securely, and offline, and removed automatically after 6 months of inactivity to comply with ICO rules.

A little more about us

- We promote children's books to parents, teachers and schools.
- The School Reading List was established in 2011.
- We average 10,000 page-views per day and over 100,000 unique visitors per month. (July 2020)
- Over 50,000 engaged users follow us on Twitter, Facebook, Pinterest and Instagram. (July 2020)
- We are featured on over 18,000 school websites in the UK. (July 2020)
- We have expanded into the US market with <https://k-12readinglist.com>
- For more details about us, please see our FAQ and About pages: <https://schoolreadinglist.co.uk/#FAQ>

Best Regards,

Tom Tolkien

Editor: School Reading List