- **w**: https://schoolreadinglist.co.uk
- **e**: enquiries@schoolreadinglist.co.uk
- **x**: @schoolreading
- **facebook**: @schoolreadinglist

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 website. 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 the 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 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)*
- 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

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Books & product reviews

Review Guidelines

We're happy to write book reviews for new children's and YA books, graphic novels, magazines & newspapers for children and online and physical educational products for children and teens aged 2-18. We're developing a network of independent reviewers and writers for this purpose.

We receive a lot of email requests. We *do* read all emails, but at certain points in the year, we're not always great at replying promptly. Feel free to pester us! We don't always receive DMs on social media due to the way we monitor our accounts, so email or our website contact form is the best way to keep in touch.

Here are some answers to frequently asked questions and requests:

Q: Do you only review books from mainstream publishers or products from big-name manufacturers?

A: We look at *everything.* However, we don't review everything. Name recognition and the approval of an established publisher or manufacturer is something we consider. But we're also always looking to unearth little-known talent. We have featured self-published authors, independent publishers, kindle & eBooks and start-ups, and will continue to do so – but please remember our year group lists aim to promote a range of the very best literature and resources available for parents and schools to buy for their children. We promote books and products not just through our year group lists, but also daily Twitter and Facebook recommendations, our Books of the Month, topic book lists, individual book and product reviews, thought-leader blog articles and Twitter, Facebook, Pinterest, and Instagram social media posts.

Q: Who writes the reviews?

A: We're in the process of building up a team of vetted freelance, unpaid, professional educators to write independent reviews. You can see all recent reviews here. Normally we allow reviewers to keep review copies of books and products and use them in schools, school libraries, for competitions or giveaways or to provide long term follow-ups in the case of educational products. If you would prefer the review books or products to be returned to you or to be embargoed until a particular time, please let us know in advance so that we can arrange this.

Q: What is your turnaround for review publication?

A: Normally around 2-3 weeks. We'll always email you to let you know when the review is live. Please let us know if you have something different in mind or you'd like a review published at a specific time to coincide with a publication date or marketing campaign.

Q: Do you charge for reviews or accept paid advertorials?

A: No – we don't charge for reviews and we don't write paid advertorials, due to search engine guidelines. However, please don't ask us to review your entire new release list!

Q: Do you run guest blogging, competitions, blog tours, surveys, social media giveaway prizes or author Q & A sessions?

A:

- Guest blogging– no – due to Google's Webmaster Guidelines, guest blogging is no longer possible.
- Competitions – no we don't run third party competitions due to data protection first party guidelines, but we're happy to feature your competitions on our competitions pages and our social media channels.
- Blog tours – sometimes: let us know what you have in mind.
- Surveys and social media giveaways. No, but we're happy to publicise your surveys and social media giveaways widely through our channels. Why? Because in our experience running these tend to result in a response from a fixed and limited demographic which is already interested in the product. It does cause engagement, but it preaches to the converted. A controversial opinion, but that's what our social media analytics are telling us.
- Author Q & A sessions – sometimes, but we prefer to write these up as print media style interviews on our website which can then be shared on social media – rather than running live events on YouTube, Twitter or Facebook. We do like to throw out requests for questions to our readership, so at least a month's notice is needed to get this set up.

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Best Regards,

Tom Tolkien - **Editor:** School Reading List