

FINOS Blog Post Guide

Submission Tips

- Please submit your blog content in a Google Doc or Word Doc
- Ensure all links are active and embedded, or otherwise noted
- Clearly label any draft sections (e.g. “DRAFT – Needs Review or WIP”)
- Consider your internal approvals process & timeline
- On timing - Include a desired launch date

Blog Post Overview

Length: Target 600–1,000 words

Potential Purpose: demonstrate thought leadership, share technical expertise / how-to (educate the community), showcase collaboration, announce milestones, explain standards/tools, increase project engagement.

CTA(s): Include specific calls to action relevant to purpose. Potential CTA(s) - explore a relevant FINOS project, SIG, event. A clear invitation to get involved, contribute, or learn more about a project or SIG.

Potential Audience: Open source contributors, financial services developers, financial institutions (business decision makers / senior technologists), policy & compliance stakeholders

Tone: Informative, open source–friendly, technically clear but accessible (e.g. explain acronyms, don’t assume the reader is an expert)

Coordination, Approvals & Cross-promotion

Internal Approval Process: Include a rough timeline and necessary stakeholders (e.g. legal, marketing, comms)

Engage Your Internal Comms Teams: Notify PR or internal comms for coordination and cross-promotion

Media Permissions: Confirm permission for any images or logos used

Content & Messaging Requirements

Title: Clear and specific; ideally under 70 characters for SEO

Abstract (2–4 sentences): Short summary used for social, newsletters, and SEO meta descriptions

Keywords: 5–10 terms relevant to the topic for SEO (e.g. CDM, open source in finance, AI governance)

Main Content Structure (suggested):

- Intro: Set the stage with context, introduce the topic, and give a glimpse of the takeaway or conclusion.
- CTA (Early): Invite readers to explore a relevant FINOS project, SIG, or event etc. early in the post.
- Context & Challenge: Explain the problem or opportunity.
- Response/Solution: Describe the open source solution, opportunity, or need
- Evidence/Impact: Share outcomes, adoption stats, community feedback, or examples. ROI and value to the reader.
 - Why it Matters: Clearly explain the value to the reader: how it solves a problem, drives collaboration, or impacts the industry
- CTA (Closing): Wrap up with a clear invitation to get involved, contribute, or learn more about a project or SIG.

Links: Point to relevant GitHub repos, documentation / project sites, working groups, prior blogs, or events

Visuals (Optional, but suggested): Include relevant charts, screenshots, or diagrams if helpful even AI generated

Author Details

- Author Name: Full name and title
- Headshot: high-quality image
- Author's LinkedIn Profile Link: Optional but encouraged
- Company Social Links: LinkedIn, Twitter/X
- Timezone: Helps with coordination for approvals and timing of social posts