



# Writing and Editorial Guide

---

## Who we are

Christian Connection is an award-winning online dating service, active through our website, app and events. We have been helping single Christians connect since the summer of 2000. We have an active and growing membership in the UK, Ireland, USA, Canada, Australia, New Zealand and Singapore, where members can message and connect with others in their countries. Over the last 20+ years, we've heard from thousands of couples who first met on Christian Connection (you can read some of their stories [here](#)).

We also work hard to create a supportive and inclusive community for single Christians – whether never married, separated or divorced, churchgoers or otherwise – through our blog, social media presence, regular emails, message boards and events. Find out more about us [here](#).

## Who reads our blog

We publish a new blog post at least once a week at <https://www.christianconnection.com/dating-advice>. New posts are emailed to all our members, who are single, committed Christians across a wide range of ages, backgrounds, and life and relationship experiences. Most of our members are looking for a serious relationship with someone who shares their faith and values. The blog is designed to help encourage and support them in single life and with the dating process, from creating a profile to messaging to dating and developing a relationship.



## Writing for us

We're always happy to hear from writers who create interesting, engaging and insightful content from an original angle or perspective. Our hope for the blog is to inform, inspire and entertain our readers and we have a mix of posts: advice, couples' stories, practical news about using Christian Connection, spiritual content and more.

All articles must be geared towards our readership – single Christians looking for a serious relationship. Successful blog articles will offer a new take or discussion point on the subject of dating, relationships, faith, or singleness. Article submissions or suggestions not related to these topic areas generally won't be considered.

Please read our editorial guidelines below and if you have an idea for an article you think would be of interest to our readers, please get in touch: [blog@christianconnection.com](mailto:blog@christianconnection.com). When sending content submissions please include the following:

- Your bio – who you are and why you write about this subject.
- A link to at least one previous article which you have personally written, ideally on a topic that is relevant for our audience.
- Your post idea or ideas, each with a clear theme and outline. Each post idea must be approved before you write the article in full.
- Your expected turnaround time for writing a piece.

## Things to remember when writing for Christian Connection

Be clear. The article should have one clear theme and central message.

Be original. Read [previous articles](#) to check if your topic hasn't already been covered.

Be authentic. Share your own opinions and personal experiences where relevant, rather than generic content.

Open with a strong introductory paragraph. This is what will be visible in search results and previews of the post.

Think about structure and how you'll make your subject come to life. Listed items can work well (e.g. '6 ideas for rainy day dates'). If using a list structure, each point should have a 4–5 line paragraph and an engaging explanation.



Avoid writing an advertorial or promotional piece. Our readers can spot this a mile away!

Aim for 600 to 800 words in length. If you have a topic that could justify a longer piece, suggest splitting this into two posts and set out a structure for each. We don't publish authors back-to-back so each post would need to work separately.

Remember regional differences: the blog is emailed to members in the UK, Ireland, Australia, New Zealand, USA, Canada and Singapore, and read much more widely, so please make sure your writing applies to readers in all those locations. Article submissions must be relevant to people across different cultures and climates. For example, summertime in Europe is winter in Australia! It can be helpful to think about 'Date ideas for sunny days' rather than 'Summer date ideas'.

End on a positive note or call to action. Perhaps ask a question to invite discussion.

## **Editorial notes**

We do not take one position on any particular doctrine, theology or interpretation of the Bible. Therefore, we do not publish articles which promote very strong or divisive opinions on matters of faith or politics.

We don't accept paid content placement and don't publish content which is written purely for SEO or SMO purposes. Authors are permitted to include links to external sites in their bio, provided that these links are relevant to our membership base.

Articles which have been written exclusively for Christian Connection must not be republished elsewhere without permission.

Upon submission, your post will be reviewed and edited. Amendments or rewrites may be requested before our final edits. Posts will be published at Christian Connection's discretion. Invoices can be submitted upon post approval by us.

