

Southern Housing

Terms of Reference for Resident Writers

The purpose of this group is to involve our residents in sharing their experiences on a number of topics which can be shared in a number of different ways:

- Blogs on our website and social media pages
- Resident Involvement Newsletter articles
- Open Door Articles

Our aim is to widen opportunities to gain skills and knowledge of writing articles / blogs and sharing real life experiences with other residents at Southern Housing Group.

This opportunity is available for any resident to take part in. No training is required but residents will be invited to attend relevant training for example;

- Plain English Guidelines
- Effective writing skills
- Proof reading
- and other events.

Residents will be supported by their Customer Involvement Officer who will provide support before, during and after the project.

See next page for guidance notes

#residentwrites Guidance

This is where you can write for a new resident section on the Southern Housing Group website, that we will then share with the world.

We have a series of customer pieces already on there that you can view here <https://www.shgroup.org.uk/about-us/latest-news/resident-lock-down-stories> . We would like to encourage you to add to this with your own pieces. We would encourage around 500 words per written piece – but this is just a guide – and some further tips on writing for this section are below.

What to Write for #residentwrites

1. Hobbies

Let's say that you're really into cycling. Or maybe painting. Or maybe music. Or maybe reading.

Most people have at least one hobby. You can turn that love into a blog.

The great thing about one focus for your writing is that you're likely passionate about it and that will give you an edge when it comes to keeping up with contributions.

If you can tie your hobby in to one of our key themes...even better, but we would love to hear about what people are doing whether it is an old or even a brand-new hobby during lockdown.

2. Work

If you are continuing to work during this time it would be great to know how your world has changed. Are you still working, are you a key worker, is home now your office, how are you finding the changes and what are the challenges for you?

There will be many people in the same boat as you and people will be interested to read about how you are coping, what you are feeling, any particularly positives that you might have found at this time

3. Change in circumstances

While it might be painful, if you have been furloughed or lost your job during this time it might be something you wish to write about. Perhaps as part of the furloughing process you are volunteering in some manner and might wish to write about the changes.

Our hope would be that by sharing your thoughts it will eventually lead to better opportunities ahead. We will treat these sensitively and work with each contributor on how exactly they would like their writing handled.

4. Relationships

This is a big spectrum. It could be a significant other. It could be your immediate family or your extended family. Maybe it's about your work relationships or about your friendships.

Relationships are something that every human experience. That's a big potential audience for your writing and it's something that we probably all have at least some experience in. Some relationships are under stress just now, some are blossoming, and people would be interested in hearing about you and them.

6. Teaching

We want to help others learn things. If you have something you could teach, then feel free to write about it. It could be a special recipe; a DIY tip or cheat or some successful tips for growing indoors or outside; a way to keep fit; a way to meditate; can you teach people to play an instrument or learn a new language.

We would even be happy to link to your business – if that is something you would like to write about.

7. Personal Cause

This would be something you care deeply about.

We all have things that have affected us and those we love. We all have things we care about very deeply. Things we want to change.

You can write on that topic. It may just be a little bit of the change you want to have happen, but little change can have a big impact.

8. Local Happenings

Tell us what is happening in your area as we know that our residents love to hear about local news.

There's no reason you can't become the go-to person for happenings in your area. Especially if you really love what's going on in your area.

Is there a local business doing great things? Has your street gone the extra mile in clapping for the NHS? Are you involved in a great community initiative that you want to tell people about?

Put it in writing as we are convinced people would like to know.

Conclusion

Personal writing is a great thing to do currently and we have some established web and social media channels that we can reach out to a large audience with.

If you have the itch, then we would like to encourage you to go for it.

Please send all contributions to communications@shgroup.org.uk and one of the team will be in touch.