

TE@CHER TOOLKIT

Classroom Ideas, Teacher Training, School Resources

Thank you for your interest in writing for the [Teacher Toolkit](#) website.

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1.What?

@TeacherToolkit is a well established educational website with daily blog posts and regular resources. We want to further expand our small group of teachers to have a wider range of educational voices. Pre pandemic, we had a community of about 50 writers. Now there are further openings to join our community and we are looking for a further 30 writers. Some of our writers have gone on to develop their own educational consultancy businesses and 5 have obtained publishing deals as they were able to use this platform to showcase their work. We are still looking for a wider range of opinion; writing and talking about issues in education through sharing ideas and resources on our site. We would like the right people to join us - whatever your education views.

We are looking for enthusiastic teachers who wish to write and share ideas via Teacher Toolkit. Obviously, this is an informal agreement from the beginning, as we know how good your writing is and you won't know what we really expect of you, or whether it's something you'll have time to commit to. Ideally, we would like a commitment of at least 6 blogs over the year. However, who knows how many you'll end up writing - [take a look at John Dabell](#) for example, who ended up writing 180+ blogs!

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2. Why?

Here are a few statistics about Teacher Toolkit:

- The site was created in 2008 and rebranded in 2012 and then to its current house style in 2015. This has been refined further to what you can see today.
- At present, we have surpassed 17 million views across the world!
- [Our site is accessed in 210 countries](#), with readership from [UK, USA, Australia, Canada and UAE](#).
- Website reads were between 120,000 to 180,000 per month - with just Ross McGill as the sole writer. Now it has increased further!
- We now have a small team of 5 part time staff and it is growing - we are again looking to expand our range of voices.
- Our tweets are seen by over 18 million people every 3-month period!
- We spend a few thousand pounds per month to make the website work. If we tweet out a link for example, there is an incredible surge to access one web page, so costs are spent with our hosting company to stop the website from crashing. We're that popular!

3. How?

In return for your time, we will offer you a prominent and respected platform in the UK blog sphere; with a step by step guide 'from behind the scenes', helping you curate your blogs, perhaps self-publish them in the long term. In return, you will receive support and guidance from Ross McGill (experienced school leader, author and prolific blogger) and Lynn How (Experienced school leader, copywriter and author). We will also safeguard you from the literacy police and trolls, as well as protect you from all the other hiccups that can often put people off writing. We are confident it will also prove to be a positive experience for you, improving your own literacy as well as connecting you to a worldwide audience, opening new doors for you too ...

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Over a period of time - depending on the number of blogs and resources written and shared, including the success of your publications, we are aiming to offer you increasing **numeration**; plus the occasional educational book to read and review.

We can offer you the following incentives and remuneration for your time:

All published blog author will receive a small TT voucher per blog. We are also intending to have an annual meet where we will have awards for categories such as, 'blogger of the year' and 'most single blog read'.

4. What would we like you to write?

You are probably familiar with the content we publish on Teacher Toolkit and the type of topics that are popular, but the following list is a guide to the topics/subject areas we'd like you to write about:

- Marking and planning
- Wellbeing
- Leadership
- Special Needs
- EdTech and ICT Software / Management
- Revision
- Mental Health
- Curriculum
- New GCSEs
- Assessment
- Sixth Form
- Human Resources
- Early career teacher
- Trainee Teacher
- Recruitment and retention

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- Further Education
- PRU
- Parenting

We are also really keen to build our resource offering on the site. At the moment the 5 minute lesson plan continues to be the most viewed page of Teacher Toolkit every month - it's had over 100,000 views in the last year and was voted the TES global resource of the year! We know teachers are always on the lookout for new free resources, so we'd like you to share your ideas. These are the resources [we currently have on the site](#). Is there anything you use for your teaching that other teachers would benefit from? Please ensure the work is yours and not your schools, including all images.

5. What next?

If you are serious and think you can commit to writing blogs or sharing your own resources which are free from school copyright, then get in touch. We'd like to discuss this with you.

What we need from you is:

- a short biography of no more than 100 words
- a professional photograph to build your profile page, ideally with a white background
- your twitter handle
- A few sentences on the areas you'd like to write about or the resources you'd like to create
- A signed agreement to confirm content is yours and free of copyright

Your profile will appear at the foot of every blog you write from the start!

The biography needs to contain:

- Teaching background
- Current career
- Education passion

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- Other interests
- No more than 100 words, please!

Your blogs will become your own 'author stream' of content for the site. All blogs ideally aim for 900 words - 3 minute read - to reach optimum viewers. We will add SEO (search engine optimisation) coding, imagery and headers for you behind the scenes and envisage that one 900 word blog should take no longer than 30 minutes to one hour to write.

We will proofread your work, grammar check, ask for amendments where needed and provide you with a preview before taking care of all the rest as stated above, including sharing your posts on various social media platforms for the first 7 days.

6. Contact Us

If you are keen and have read this far, then you are likely to be the sort of person we are looking for! Provide us with your biography, photo, twitter handle and areas of interest (as listed above) by filling in the [Application to Write For Teacher Toolkit](#).

We will then create a profile and send you a full guide to creating your own blog content. Our editor Holly will be in touch with you to help you get started. We hope to welcome you to an alternative and evolving forum for teachers which is still very new to the profession, even though we have been doing it for 11 years! Why not be part of something special?

Thanks!

Ross - @TeacherToolkit

(updated July 2022)

<http://www.TeacherToolkit.co.uk>

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