Tips on Writing for Medium

The Medium platform publishes original content featuring fresh perspectives on current events, issues, or trends and typically includes new and compelling opinions on a timely topic, similar to op-ed content. Medium content can help support advocacy, stimulate discussion, or promote public debate and does not run straight news coverage or marketing-related content.

Tips on writing for Bank Street's Medium feed include:

- Recommended word count: 500 – 1,200 words
- Submit original, previously unpublished content. Writers can reference publications, research, and other written materials, however, content that has already been published elsewhere cannot be repurposed word-for-word, per Medium
- Content should feel editorial vs. technical or academic. Blend factual information with your informed point of view to create a compelling argument and keep the reader engaged
- Stay focused on a single idea or issue—if you cannot explain your overall message in a sentence or two, you are trying to cover too much. Supporting body copy should always tie back to your main thesis
- Simple is best. Research shows the most popular content on Medium:
  - Is written at the middle school/grade 6 to 9 reading level
  - Features paragraphs including 1-3 sentences, on average
  - Contains sentences with an average of 12-15 words each
- Writing should be clear and concise:
  - Avoid jargon or overly technical language
  - Go easy on adjectives and adverbs
  - Rely mainly on straightforward declarative sentences
  - Use the active voice (For example, use "I believe…" instead of "One thinks…")
- Attribute or link to any third-party publications or experts referenced within your content. Have a list of sources on the side for factual information and quotes, though formal citations will not be published
- Effective headlines that help drive clicks are clear, assertive, and provocative and focus on what is most interesting about a piece. Consider using a subhead to draw readers in, if needed
- Reference content previously published on the **Bank Street Medium** feed for ideas on voice, style, and organization (such as how to use bullets or sub-headings to organize your content)

Here is a basic content outline for a Medium post:

- Paragraphs One and/or Two: Introduction
  - Orients the reader and provides context for the content to follow
  - Additional framing facts or information to set up the “need” or “why” of your pending thesis/opinion
- Paragraph Three: State Your Thesis/Opinion
  - Declare to the reader your unique point of view/state in simple terms what the rest of the article will explore
- Paragraphs Four or More: Supporting Information
  - Facts, quotes, or news stories
  - Data points or research findings
  - Anecdotal stories
  - Can be written in essay form, organized with subheadings, or shared via bullet point format
- Final Paragraph: Closing Content
  - Restate your thesis again