

10 tips to get your op-ed published

Tip 1. Familiarize yourself with our current campaign. Check out [Results Canada's campaign](#) issue of the month for inspiration.

Tip 2. Find a 'hook'. Use current events in the local or national news that can be linked to your issue, like a recent report, upcoming conference/event, or something that's popular in the media. Make sure it's relevant to both your topic and your reader in order to effectively capture the audience's attention.

Tip 3. Research your topic. You don't have to be an expert, but it's important to include facts to support your position. Don't forget to provide sources!

Tip 4. Get to know your publication of choice. Find out the typical length and subject of their articles to ensure that you are writing something that they will want to publish. Most op-eds are around 700-800 words, but it's a good idea to confirm! Consult our [list of newspapers](#) to find out which is best suited to your issue.

Tip 5. Co-author. Having more than one perspective will help build your credibility, particularly if your co-author is an expert on the subject.

Tip 6. Include a one sentence bio and a photo. People want to know who you are, so provide a short description of yourself. Include a photo related to the issue to effectively catch people's attention, as well as your name, address, and phone number for the editor.

Tip 7. Dynamite title. A unique title that attracts attention will increase your chances of getting published.

Tip 8. Follow up and persevere! Within a couple days of sending your op-ed, follow up by phone and email. Be sure to sell your piece! If it doesn't look like your op-ed will be published, don't give up! Ask for feedback and send your email to another editor and follow-up again.

Tip 9. Get it on social media. Op-eds have impact beyond their publication date. After, or even before you are published, share your piece with colleagues, friends, and decision-makers – particularly your [MP](#)!

The logo for Results Canada, featuring the word "results" in white lowercase letters on a red speech bubble background.

Tip 10. Track it. When you're published, share it with Results Canada by tracking it using [our online reporting system](#). You can find out if you got published by Googling your name or following up directly with the paper.

Bonus tip! Reach out to Results volunteers to ask for help and feedback via our Google Groups and on the online community on Slack.

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