

# 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 online groups](#).

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