

Arizona Birth Network 2011 Guest Blogger Guidelines

Leigh Steele at leighsteele@gmail.com for more information

Thank you for your interest in submitting a guest blog post to The Arizona Birth Network blog. We appreciate the passion, enthusiasm, experience of all of our guest bloggers and thank you for adding your wisdom to our blog! Please read the below information and guidelines before submitting a guest post. Thank you for your time.

Our Vision`

- We would love to have two guest bloggers post each week on our AZBN blog throughout the rest of 2011. That equals approximately 52 guest blogging posts.
- Our vision is to promote diversity and variety among topics, posts, ideas, experiences, and opinions.
- We enjoy encouraging our community members in their blogging, advocacy, and education efforts so of course we will include your name and a link back to your blog or website.

What We Would Like to Request From You

- How many posts you'd be able to offer the AZBN this year. Example: Could you post once a week? Once a month? Once a quarter? Or just a one-time submission?
- If you are able to provide more than one guest blogger post, please send a very brief description of your future posts/topics. Example: *"My Journey to Adoption"*, *"How to Gently Merge Marriage and Parenthood"*, *"A Busy Mama's Guide to Pregnancy Nutrition"*, etc.
- Please provide a brief bio along with a photo of yourself — 30-75 words is sufficient.
- A link to your blog and/or website.

Guidelines

- Please submit your post through our website link at <http://azbirthnetwork.wordpress.com/2011/06/08/groovy-guest-bloggers-wanted/>
- Your post should be a minimum of 450 words in length. While we don't have a set maximum, use your best judgment. Posts that are too lengthy or wordy won't get read as easily as more concise posts. Consider 1000 words as a post that is probably on the borderline of too lengthy. As long as your post is well-organized, interesting, articulate, and well-edited, we will accept it regardless of length. Here is an easy, free online word count tool: <http://www.wordcounttool.com/>
- Please edit your post appropriately and fully. Our goal with guest blogging is to make this process easy and efficient on everyone. Please understand that we do not have the person-power to be editing blog posts. Editing includes adding links, photos, appropriate grammar, citation when relevant, and overall flow and readability. We do reserve there right to edit if necessary but will not spend an

Arizona Birth Network 2011 Guest Blogger Guidelines

inordinate amount of time doing so. We kindly thank you for your accountability and help with this.

- While we will accept blog posts that you have previously posted on your own blog or website, we try to keep content fresh and exciting by encouraging new, original blog posts. Therefore, we ask that you limit your **previously written blog submissions** to **one per every three guest posts submitted**. Example: If you are only interested in submitting one guest blog post, we ask that your FIRST post at least be a short original piece perhaps about how you became interested in your passion/work/blogging. After that, we will follow it with your previously published post or an original, new one.
- Please include links when necessary, but try not to overdo it.
- We welcome posts in a series as well, such as three part series on a certain topic.
- We are open to most any pregnancy, birth, parenting related topics (see list below). For obvious reasons, we do avoid highly controversial topics such as abortion. Sensitive topics, but not ones we will necessarily avoid, may be (but are not limited to) topics such as *circumcision, baby loss, fertility, adoption/surrogacy, choices in birth and parenting, formula feeding, religion and spirituality*. Sensitive topics simply means that we will require more stringent editing and discretion and posts need to be worded with respect, care, and caution. For posts submitted in these sensitive topic categories, we reserve the right to edit, ask you to provide more information or research, or reject publication. Please do not take this personally. The AZBN is committed to providing fact based advocacy, information, and support on all sides of issues and topics. We avoid taking sides on issues but will include relevant, new, groundbreaking, or compelling information and research when necessary. We do aim to support Mother/Baby-Friendly Care, Facilities, and Providers.
- Avoid heavy self-promotion. When guest blogging you need to write a post that makes readers think, that makes them interested and creates a desire in the reader to want to read more of your posts.
- Consider whether the topic that you are writing about has been recently covered on our website. Browse our website and look at the dates on our posts. We don't mind posting topics that have been repeated before as long as our guest bloggers wanted to provide a new perspective and fresh ideas on a previously covered topic.
- Using images in your post is ok and we do like to see posts submitted to us that have an image in them. If you send us an image with your post please be sure to include proper attribution and credit for the image. If your post does not include an image, we may add a relevant one at our discretion.
- Promote your guest blog posting after it goes live on our website. You might be thinking to yourself "that's not my job." But here's a perspective you may not have considered before. The last thing many guest bloggers wanted to happen is for their guest blogging on our website to be a flop, especially if it is the first time you've written for us. After you submit your post to us and it goes live, that is the ideal opportunity for you to promote someone else and demonstrate your willingness to engage in the community. Promote your guest blog posting with the same care and attention that you would to your own blog. We've been told that guest bloggers

Arizona Birth Network 2011 Guest Blogger Guidelines

wanted to promote their post on our website, and that's fine with us, just don't spam. Consider tweeting it to your twitter followers, posting it on Digg, facebook and StumbleUpon. Email it to your friends and colleagues.

- Once you send your guest blogger post to use, we reserve there right to decide when it will be published. We want to avoid the back and forth of scheduling. However, if a certain publication date/time is relevant tot your post (such as "*World Breastfeeding Week*" or "*Day of the Midwife*", etc) then please let us know and we will do our best to schedule it upon your request).

(Many of these guidelines are courtesy of www.link-popularity.org)

List of Topics

Possible topics could include *stories, news, advice, pros/cons, science, history, cultural viewpoints, rituals, techniques, theories, personal wisdom* on the following topics:

- Breastfeeding
- Midwifery
- Natural & Alternative Medicine
- Labor and Birth
- Birth Trauma
- Baby Loss and Remembrance
- Adoption
- Surrogacy
- Fertility
- Family Planning
- Pregnancy
- Children's Activities & Toys
- Bottle Feeding & Formula
- Cultural Rituals around Pregnancy and Birth
- Community for Mothers
- Nutrition
- Upcoming Events & Classes
- Local Artists and Businesses
- Body Image
- Parenting
- Baby & Mama Sleep
- Marriage
- Informed Consent (Pregnancy, Labor & Birth)
- Doulas
- Childhood Development
- Pre & Perinatal Psychology
- Spirituality
- Poetry
- Birth Stories

Arizona Birth Network 2011 Guest Blogger Guidelines

- and more!