# ArtsEd Amplified Blog Guidelines

We are excited to have you contribute to ArtsEd Amplified! Designed as an outreach and engagement tool to share work and news with AEP partners, affiliates, advisory council, general arts education audience and the education policy field, we welcome engaging writing that showcases arts education.

**Here are a few guidelines to assist in the blog drafting process:**

- Our primary audience members are AEP arts education partner and affiliate leaders, so make clear the connection between arts education and the topic you are writing about. **How will this blog post help inform arts education leaders?**

- Our organization is nonpartisan, and our blog is no different. We do not publish opinion or advocacy pieces. Ways to maintain nonpartisan in your writing can include the following:

  - Support all claims with research and include links to research for readers.

  - Avoid directive language like "should" or "must" when discussing policy decisions or addressing policymakers. Instead, use "consider," "may" or other open-ended language.

- Keep your post **under** 600 words.

- Submit titled blog post as a **Word .docx file** with your name, job title and organization, as well as relevant links added. Along with the blog post, please include an author headshot photograph that we can use with the post. Bio photos need to be **.PNG files** and should be square with **515px x 515px dimensions** and a minimum resolution of **72 dpi.**

- Each blog post will include at least one image. AEP may use stock images and accepts optional images and graphics if the submitter either owns the copyright on the images/graphics or has explicit permission to use the images/graphics. If interested in providing visuals for your blog post, when submitting the post, please also submit a photo or photos that are well-lit and have good contrast as a **.PNG file** with sizing at **895px by 530px** and a minimum resolution of **72 dpi**. AEP will review all photo submissions and make a final determination of photo use on the blog.

- We ask that authors **provide us social media handles** so that we can promote post, and we ask that authors share their publications via their communications channels and tag us in social media to expand the reach of their writing. (**Twitter:** @aep_arts, **Facebook:** @ArtsEdPartnership**, LinkedIn:** Arts Education Partnership)

**Blog post tips to consider as you write:**

- What do you want readers to walk away with? What is your **key takeaway** connected to arts education policy and or practice? Make sure it is in the first paragraph (or two) — or even better, in the title.

- Be yourself. Blog posts are more conversational than other types of writing, including research papers and op-eds. Write like you are talking to a friend.

- Avoid technical terms or acronyms when you can. When acronyms are necessary, be sure to write out the full name upon first use and include the acronym in parentheses.

- Aim for a strong hook in your blog post intro to grab the reader's attention.

- Looking for a catchy title? Titles that include numbers (i.e. 5 Ways to…), pose a question or offer a "How-to" typically increase reader interest.

**Next Steps**

After you submit your post to the blog coordinator, your writing receives a thorough content edit and copyedit and **will be returned within 5 business days** with any feedback and questions that need your attention. Please return the updated draft to the blog coordinator for finalization **within 5 business days of receipt**. When the blog post goes live, the blog coordinator will send you a link to the blog post and promotional info if relevant to help you spread the word about your publication.

Looking for blog post examples to guide your writing? This post on [juvenile justice and the arts](#), this post on [ArtsEdSearch](#) and this post on [STEAM and remote learning](#) may help!

**Still have questions?** Contact ArtsEd Amplified blog coordinator [Brady Smith](#).