

DRC GUEST BLOG GUIDELINES

Audience: Professionals in the business community.

Blog posts must be original content. Blog posts provided to the DRC must be unique, original, and align with the DRC and its initiatives, while complying with the DRC and AP style guides.

Content should be clear, concise, and professional. We want to hear your voice, but be sure that you quickly get to the point and are clearly communicate your message. Your content should add value to the business community and not serve as a soapbox or self-promoting platform. Blogs can help position you or your company as a thought leader.

Word Count: The sweet spot is approximately 500 words. Do not exceed 750 words.

Include the following:

- **Photos:** When submitting a blog post to the DRC, please include at least one image for us to include with the content. A headshot of the author is great, but an image that paints a picture of the blog content is better.
- **Relevant links to resources:** Links to your bio online and other relevant resources gives readers more supporting information.
- **Blog title and byline:** Your blog headline will follow this format: *Guest Blog: (your headline goes here)*. A byline will also be included, giving you credit for your content. Please include the name, title, company, and bio for the author. An example byline is *By Joe Smith, Vice President Public Relations, XYZ Company*.

FOUR TIPS FOR SUBMITTING GREAT CONTENT

1. Clearly communication your key message within the first three to four sentences.
 2. Our audience leans towards a casual, yet professional tone. Keep the audience (business professionals) in mind.
 3. Include a blog title or headline and byline.
 4. Read your blog out loud to confirm clarity.
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The DRC owns the content: The DRC owns the rights to this content; however, we can provide you with a link to the blog once it is posted, so you can share it.

Editing Rights: The DRC will publish guest blogs in its original state; however, the DRC Communications team will proofread and edit guest blogs so that the communication is consistent with the DRC and AP style guides. This includes punctuation, capitalization, and grammar. At times, the DRC may make other editing and stylistic recommendations.

Publishing Disclaimer: The DRC will post guest blogs based on our editorial calendar. The DRC also reserves the right to forego posting any blogs submitted for publishing. DRC event-related blogs should be submitted within five business days after the event to remain relevant. The DRC reserves the right to not publish a blog if we receive the content after the five days.

If you have questions about blog content or submission,
please contact the DRC Communications department at communications@dallaschamber.org.