



NPA Blog Writing Guidelines

The NPA Blog offers a public forum for NPA members and guest authors to share ideas and stories that speak to NPA's mission and program areas. Below are general guidelines for authors to review when preparing posts:

- **Title** -- Make it short and catchy! Shorter titles are better for sharing on social media. Facebook, LinkedIn and other platforms will cut off longer titles.
- **Author's Professional Degree and Title** -- Please include your name and professional degree and title at the top of your post. Some authors like to include their city/state and/or institutional affiliation but that is optional. Posts that address especially sensitive, politically controversial topics (such as gun violence prevention) can sometimes elicit hostile comment threads; in these cases, you may wish more anonymity.
- **Word Length** -- 300 to 400 words is a good zone to aim for, as short posts are more likely to be read in full and shared. For some topics, though, longer posts make sense and will be published.
- **Submission Format** -- Submit your blog post draft to NPA staff in a Word file, Google doc file, or plain text file.
- **Images** -- Posts may include an image if you have an image that is available through documented creative commons licensing or that is self-created. Please send the image to NPA staff in a jpeg format and include clear image licensing permissions/information at the bottom of your post.
- **Links** -- It is fine to use links in your post, but do so judiciously. Include in-text links only when they are necessary to share important resources or to back-up a claim. An over abundance of links will take your readers away from your post and they may not return.
- **Footnotes** -- Limit footnotes in blog posts. The blog format is generally much more casual than academic or journal writing and does not need or benefit from the extensive footnoting of data and references required in academic/medical journals.
- **Post Promotion** -- NPA promotes blog posts on its Facebook, Twitter and LinkedIn pages but self-promotion of your post to your own social and professional network is vital and will do a lot to get the post read and shared. Make a promotion plan. Share, share, share the link with colleagues, patients (as appropriate), friends/family, media outlets, etc. And consider cross-promotion opportunities too: does your employer, school or alma mater have any publications that would be interested in cross-publishing your NPA blog post? If so, contact them directly with the pitch and link or let NPA staff know and we will reach out to inquire.

Have other questions or comments? Please contact Becky Martin, NPA Advocacy Director at becky@npalliance.org

The National Physicians Alliance is a non-partisan, non-profit organization that offers a professional home to physicians across medical specialties. We create research and education programs that promote health and foster active engagement of physicians with their communities. The NPA accepts no funding from pharmaceutical or medical device companies.

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