ARTSblog Author Guidelines

Thank you for your interest in writing for Americans for the Arts' ARTSblog! This document outlines the requirements and expectations for both one-time and recurring authors. If you have any questions about these guidelines, please contact our Digital Communications Strategy Manager at artsblog@artsusa.org.

WHAT WE'RE LOOKING FOR

Americans for the Arts is dedicated to advancing the arts and arts education in America. We believe the arts have the power to transform America's communities. Together with arts professionals across the country, we advocate, research, connect, and lead, always with the goal of ensuring that the arts play an important part at the decision table.

ARTSblog is a highly curated space for our members, stakeholders, and constituents to share and learn from each other about a variety of specific topics related to the arts. Successful guest contributions are authentic, relevant, well-written, and compelling posts that tell a story, teach our readers something new about a topic, and/or offer a unique perspective on a common matter in the arts world.

As you write, keep the audience in mind: who's going to read your post, and what can they take away from it? Make your post personal and relatable—sharing your successes, failures, and revelations makes your content more meaningful, since your readers are likely thinking about, experiencing, or trying to problem-solve the same things you are. Please consider what our readers might want to read to help them with their careers, their organizations, and their communities.

Specifically, we are interested in blog posts that address one or more of the following topic areas:

Arts & Business
Arts Education
Arts Marketing
Community Engagement
Leadership
Public Art
Social Change

Other topic areas that are of particular interest to our readers include arts advocacy, local arts advancement, professional development, cultural equity, arts and healing, arts and the military, and content for artists.

Arts Marketing blog posts also appear on the National Arts Marketing Project website at namp.americansforthearts.org and are further categorized into 11 topic areas: Audience & Community Engagement; Branding; Content & Storytelling; Data & Analytics; Digital Marketing & Social Media; Innovation; Partnerships & Collaborations; Research & Evaluation; Resources for Individual Artists; Resources for Local Arts Agencies; Revenue; and Strategy & Planning.

Please note that we will not accept blog submissions that are explicitly selling a product or service; soliciting donations or crowdfunding; or promoting any political candidate or figure.

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WRITING GUIDELINES

- CONTENT: Posts should be approximately 450-900 words in length, and must include a title. Short and sweet is often better! Please familiarize yourself with ARTSblog and be sure your writing reflects the style and tone of the blog. All submitted content (including title and photo captions) is subject to editing by Americans for the Arts for length, clarity, style, and content.
- FORMAT: Posts must be submitted as a Microsoft Word document. **PDFs will not be accepted**.
- IMAGES: A minimum of 1-2 images that you have permission to publish on our website should be submitted with each blog post. **At least one image is required for all arts marketing blogs.** Horizontal images that are at least 600 pixels wide work best. The more compelling the image, the more successfully we can share your blog on social media! Certain types of rich media content may be accepted, including infographics, videos, or animated GIFs. **All images must be sent as individual .jpg, .gif, or.png attachments with a descriptive file name.** You may embed images in your Word document to show your preferred placement, but note that exact placement cannot be guaranteed.
- HYPERLINKS: Links to additional relevant content are a valuable asset to any blog post and can help with internet search traffic. When using hyperlinks, please hyperlink the word or phrase within the Word doc (like this).

AUTHOR PROFILE

All ARTSblog authors must have a profile (example) on our website, including a headshot (cropped square, preferred dimensions 200 x 200 pixels) and a short bio. Bios exceeding 200 words are subject to editing for length. You also can provide Facebook, Twitter, and/or Instagram handles to help us with social sharing.

To create a profile, you must first have an account on our website. If you're not sure whether you have an existing account or need to create one, follow these steps:

1. Click here to check whether you have an account.
2. If your e-mail is found, you'll be provided a link to reset your password. If your e-mail isn't found, you will be instructed on how to create an account. *If you have multiple e-mail addresses, such as business and personal, you may want to check more than one in case you have an existing account under a different e-mail.*
3. After you have either created your account or retrieved your password, go to the Americans for the Arts homepage and click the LOGIN button (upper right side of the page).
4. When you are logged in to the website, you can find your profile at americansforthearts.org/user. Click the edit button to update your profile.
5. If you have any trouble, please contact webmaster@artsusa.org for assistance.

AUTHOR EXPECTATIONS

- Adhere to guidelines listed in this document
- Adhere to deadlines shared with you by Americans for the Arts staff
- Carefully proofread your posts before submitting
- Share your post via your own social media channels (don't forget to tag @Americans4Arts!)
- Periodically re-visit your post to check for comments and answer reader inquiries

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