

# Guidelines for Blogs

## Submissions should:

- Be submitted as a Word Doc or Google Docs
- Be written in the third-person unless otherwise allowed by Nature Canada's communications team
- Be relevant to Nature Canada's campaigns and programs
- Be search engine optimized with at least one relevant keyword included throughout and at the top of the document
- Be well written, clear, interesting, and above all, helpful.
- Provide attribution for all data or statistics cited in footnotes.
- Be educational and not promotional.
- Include all images as separate attachments with citations.
- Be 1,000 - 1,800 words in length
- Include no more than one link to your company or personal website in the body of the post.
- Be written with SEO in mind. Choose a relevant keyword (single word or long-tailed ex. Conversation or Nature Conversation) to use at least 4 times throughout your copy. Your keyword will be critical for allowing people to find your content through organic Google searches.
  - Tip: "If you were searching for relevant articles or blogs, what would you include in the Google search bar?"

## Things to Note:

- Nature Canada reserves the right to reject contributions at its discretion.
- Nature Canada reserves the right to edit, adapt, update, and republish contributions at its discretion, and make updates in the future for accuracy and comprehensiveness.
- Calls-to-action may be added to selected submissions.
- In rare cases, contributed posts may be removed.
- Submissions must meet Nature Canada's quality standards in order to get published.
- There is no guarantee that your blog post will be shared on Nature Canada's social media channels.
- You may republish to your own blog but content cannot share the same title as the one provided to Nature Canada.

## Formatting:

- Focus on clear, in-depth explanations that readers of different levels can understand and learn from.
- Paragraphs should be no more than four to five sentences long and be formatted using H2, H3, and H4s where necessary. Blocks of texts and little to no sub-headlines are strongly discouraged. Write your blog with readability in mind.
- Always include a conclusion

- Images included throughout your blog must be cited and include alternative text
- At least one reference to Nature Canada's campaign pages or blog posts must be included throughout the copy of your blog

**How to Submit:**

Send your completed post and relevant assets to media [at] naturecanada.ca with the subject line "Guest Blog Submission." Please note that we strive to respond to every inquiry in a timely manner, we are not always able to do so.

Thank you for your interest in contributing to our blog. We look forward to receiving your work. Due to the volume of requests we receive, we cannot respond to all submissions.