

PAACC BLOG GUIDELINES

ABOUT THE PAACC BLOG

The PAACC blog aims to drive traffic to the PAACC website and social media platforms while promoting the expertise of its members by delivering well-written, informative, and interesting posts pertaining to a variety of relevant topics in business, human interest, community interest, news, events, testimonials, and so much more.

The PAACC blog will be a public resource and will be actively promoted to PAACC members as well as the business community-at-large. Readers will represent a broad spectrum of businesses from owners of small businesses and independent contractors to leaders representing large corporations.

TOPICS COVERED (This is only a general list)

- General business
- Marketing
- Sales
- Customer service
- Social media marketing
- SEO
- Human resources
- Leadership
- Team-building
- Entrepreneurship
- Communication
- Multi-generational communication management
- Time management
- Project management
- Organization finance
- Taxes and accounting
- Economy
- Business trends
- Succession planning
- Health and wellness in the workplace
- Managing stress
- Ergonomics
- Office space planning and interior design/decoration
- Event recaps
- Testimonials
- Community interest
- Human interest...

PAACC BLOG CONTRIBUTOR GUIDELINES

Contributors must be employees of PAACC members. If you are a current member and you wish to participate as a writer in the PAACC blog, read the following guidelines and submit your request/proposal. We look forward to having you on board!

Content

- Posts must be between 350-500 words in length, and original content is encouraged. A blog is not meant for dry, business jargon.
- No more than four submissions per year.
- Blog posts must not contain any advertising copy. Sorry, but no pitches allowed. Allow your expertise and your generous sharing of knowledge to serve as your calling card.
- Blog posts must not contain political rhetoric or propaganda-based references and links.
- Blog posts must not make false claims or state opinions as facts. Please use source links for statistical and data-driven info.
- Blog posts must be submitted according to the schedule created by the PAACC.
- The PAACC maintains the right to make general copyedits without contributor's permission

Style and Formatting

- Posts should utilize formatting and style that provide the best reading experience. It is acceptable for your content to be conversational and casual in tone. For example, long narratives are not always attractive and can have a tough time holding the reader's attention. The use of headers, subheads and bullet points helps to break up lengthy and/or technical posts.
- Posts should speak appropriately to the audience. The PAACC blog audience is made up of business people, leaders, entrepreneurs, managers of varying levels...many who are working in the Pittsburgh Airport Area, but not all. The audience will represent a broad array of industries from engineering, medical and hospitality to IT, retail and human resources, just to name a few. Be careful with technical speak and knowledge assumptions when communicating with such a diverse audience.
- Posts should be appropriately titled. [Click here](#) for tips on best blog titles. The PAACC maintains the right to edit titles as needed in order to best promote the post and the overall blog.

Images

- Posts should not include photos that are not owned or licensed by the contributor. If you do not own or license the image, do not include it. Otherwise, a unique photo to accompany your copy is encouraged and makes for a better reader experience. The PAACC has a library of stock images that can be used if needed.

Links and Reposts

- Contributors are not to post blog posts written for the PAACC Blog prior to the post being published by the PAACC, without advanced permission. However, once published by the PAACC, contributors are welcome and encouraged to re-post using the PAACC Blog link.
- Contributors **cannot** include links to their own website. These will be provided in the "Author note" and are unnecessary to be placed throughout the copy. You may choose what you would like to be included in the author note (e.g. social media, job titles, author, etc.)
- Please double-check links to ensure they are correct. The PAACC reserves the right to remove links to inappropriate sites including political or propaganda-based sites.
- Contributors must provide a minimum of three keywords with their submission for SEO purposes.

The PAACC may choose not to publish posts that do not meet with guidelines.

The PAACC reserves the right to approve or reject topics and proposals based on PAACC Blog goals and objectives as well as PAACC mission and policies.

The PAACC may choose open or closed comments options; and if open to comments, the PAACC will monitor.

The PAACC does not guarantee publication dates, but will publish as appropriate. If there are a high volume of submissions of a similar topic, publishing of blogs will be delayed for a specific time period.

How to Propose Your Post

Submit a request via email to communications@paacc.com. Include:

- contact information
- area(s) of expertise
- topic(s) you wish to cover in your post
- sample(s) of other posts or articles you have published, if any

EXAMPLE BLOG POSTS

Dog Therapy: The Best Kind of Medicine

By Ohio Valley Hospital

Some may say everything but a dog is the best kind of medicine. Ohio Valley Hospital uses an unusual topic to address the unique ways in which we can heal, aside from just the normal medication we are prescribed – originality at its finest.

<http://ohiovalleyhospital.org/dog-therapy-the-best-kind-of-medicine/>

Can You Build a Content Marketing Super Brand?

By Jay Bear, President of Convince & Convert

Take note in the voice Bear maintains throughout his writing. He uses “I” a lot, experiences from his personal life, and makes the content original and relatable to the reader. This is the tone you should shoot for when writing your own pieces. Make it personal.

<http://www.convinceandconvert.com/content-marketing/can-you-build-a-content-marketing-super-brand/>

How To Network The Right Way: Eight Tips

By Andrew Vest, Forbes

Vest highlights the important points of networking through his inspirational-style writing that also uses “I” a lot. The eight tips he provides are very insightful and may be contrary to what you have heard before. Thinking outside the box on a deep level makes blogs worth reading.

<http://www.forbes.com/sites/theyec/2014/07/28/how-to-network-the-right-way-eight-tips/#456380514595>

5 Ways to Manage Stress on the Job

By Deidre Paknad, Workboard

This blog post is short-and-sweet in its delivery. Notice, there are five points marked very clearly with bold headings and a numbered list. Paknad is clearly communicating the points in which are most important to pay attention to in the post. Help your own readers identify those points by using similar methods.

<http://www.workboard.com/blog/manage-stress-on-the-job.php>

MORE TIPS FOR WRITING GOOD BLOGS (Not to be used all at once)

- Use bulleted lists or numerals when making important points
- Intentionally ask questions that make the reader think about the post
- Link to sources where you derive information to build credibility
- Make it personal and include experiences that can be relatable to the reader
- Bolded words, headings and subheadings help organize the information
- Accompany a post with a graphic if possible to create visual appeal
- Use colored text where necessary (e.g. to make a quote stand out, highlight it with the color most prominent to your business)