



Guest article guidelines – member contributions

All current members of The Chamber are invited to submit guest articles to be published in Chamber communications! These may appear on our [blog](#) or in [The Bridge](#) newsletter. If you wish to submit a post, please adhere to the following guidelines:

- Articles should be between 250 and 700 words.
- Posts should include a byline from an individual. Include the person's name, title and company, as well as headshot and short bio if available.
- Subheads and photos are encouraged with all submissions to break up large blocks of text and increase readability.
- Choose a quality, educational topic that will display your unique expertise. Showcase your position as a thought leader!
- Tone should be engaging and informative and geared to a business audience.
- All posts must be original content.
- Limit outbound links on blog posts to no more than three per post (not including one link to company website within the bio).
- All data, quotes or research must be properly sourced and attributed.
- SEO optimization is encouraged but not required on blog posts. Chamber staff can help optimize your post upon request.
- Chamber staff reserves the right to edit for grammar and style to fit our standards.
- Please do not republish the same post to your own blog afterward (Google frowns upon duplicate content); however, you may share the link and a short snippet.

Topic suggestions*:

- Relevant community information and area highlights
- How your industry has grown or changed
- How-to/tip articles on sales, marketing, customer service, lead generation, etc.
- Break down complicated/relevant current events, new industry rules or emerging technology
- What you have learned about business or leadership, or a list of best resources
- Respond to FAQs about your industry or business niche
- Listicles

**Feel free to pitch us any other topic you think is interesting! Any promotional posts with an overt pitch or sales-y tone will not be accepted; nor will controversial topics not relevant to the business community.*

The Chamber blog features guest posts no more than twice a month. In The Bridge, only one guest post is available per month. Upon acceptance, your article will be scheduled at the discretion of The Chamber Communications & Marketing Manager. Each member is allowed to submit up to two times per year.

How to submit

Email your finished article as a Word document, or as HTML, with any photo attachments to ahuggett@fmwfchamber.com. Questions? Call 218.359.0526 or email ahuggett@fmwfchamber.com.