

# Community blogger tip sheet

Before you officially become a community blogger for our website, we want to share some tips that will help your blog posts meet our standards, engage our readers and be an enjoyable experience for you.

- No anonymous blogging.
  - Bloggers must follow the Terms of Service posted on the website.
  - No libel. No unsubstantiated attacks against businesses, people or other groups.
  - No profanity.
  - Blogs must not plagiarize. Bloggers must respect copyright laws in any content posted in their blogs, including photos, text or video. Link to something, but don't copy it or use images that are not public domain or original.
  - Blog frequently, at least twice a week. Frequent bloggers establish an audience and keep people coming back for more.
  - Blogs that are not active (at least two posts per week) or do not generate traffic will be removed from the website.
  - Keep blog entries short, usually no more than 300 words.
  - Link to other blogs and stories on our website or elsewhere that are relevant to your blog post. Try to link to sites with authority, such as government websites or publications. Avoid linking to sites that lack credibility, such as user-generated sites.
- Use devices to organize your posts: 5 things to know or to do, 10 new names, quotes, number to know, etc.
  - Set a schedule using those devices to ensure you post consistently.
  - Be sure you have Facebook and Twitter accounts, and link to your new blog posts to encourage people you know to check out your new blog.
  - Enhance your blog with related photos and videos whenever possible.
  - Make sure your blog can be found by search engines. Your blog post headlines should tell readers what your post is about. Avoid puns and metaphors. Be specific with your headlines.
  - Show your personality in your writing style. Blogs are a conversational place, not a formal place. Have fun!
  - Interact with your commenters. Be polite and friendly. Never get into an argument with a critic.
  - Use spell check and give your blog post a critical read before you post it. You are solely responsible for the quality of the blog. If frequent errors detract from your message, the blog will be removed from our site.