



# **Blog Guidelines:** How to Contribute to the Safe and Sound Schools Blog



[www.safeandsoundschools.org/blog/](http://www.safeandsoundschools.org/blog/)

For blogging, email: [mgonzalezcorona@safeandsoundschool.org](mailto:mgonzalezcorona@safeandsoundschool.org)

# The Safe and Sound Schools Blog

## About the Safe and Sound Schools Blog .....

The Safe and Sound blog is populated by in-house and guest blog submissions. The purpose of the Safe and Sound blog is to provide community members with access to timely school safety literature and compelling stories that educate, inspire, and/or help our readers tackle the challenging landscape of school safety. In addition to educational and inspirational posts, subscribers and visitors can find quarterly reports and other updates to stay in the loop on all things Safe and Sound.

**Please take a moment to review our guidelines before submitting a post.**

## Blog Guidelines .....

### OUR READERS

Our readers include educators, administrators, parents, students, first responders, solution providers and other community members with interest in school safety. Submissions should resonate with at least one of our readers.

### WRITING STYLE

Content should be original, well-written, clear, unbiased, and should not be self-promotional. Please avoid jargon and provide definitions, links, and citations where appropriate.

### CONTENT

Submissions should fall under one of the six key components of comprehensive school safety:

1. Mental and Behavioral Health
2. Health and Wellness
3. Culture, Climate, and Community
4. Operations and Emergency Management
5. School Law, Policy, and Finance
6. Physical Environment

As you brainstorm, please keep a school safety angle in mind.

**Plagiarism is not acceptable. All content must be original. Any offensive content will not be tolerated. Our blog is not a place to slander or review organizations, services, or products.**

# The Safe and Sound Schools Blog

## TYPES OF POSTS

- Summaries of research
- Listicles
- Educational posts
- Opinion pieces (with approval)
- Advice
- Actionable tips
- Useful know-how pieces
- Personal stories/experiences/concerns
- Calls to action
- Recognition posts

## IMAGES

Please submit at least one relevant image with your post. **Do not violate copyrights.** If no image is submitted, Safe and Sound Schools reserves the right to include an image of our choice.

## LENGTH

Blogs should be approximately 500 words or less.

## Submissions .....

Guest bloggers are vetted by our Safe and Sound team and all submissions will be carefully reviewed.

1. Please submit your piece to [mgonzalezcorona@safeandsoundschools.org](mailto:mgonzalezcorona@safeandsoundschools.org) in a Word or PDF file.
2. Include a 1-3 sentence short bio.
3. All pictures must be a .jpg or .png file.

Safe and Sound Schools reserves the right to edit all content. If applicable, Safe and Sound Schools may insert calls to action and/or links to relevant resources and/or tools.

**Safe and Sound Schools reserves the right to reject contributions. Submissions that violate our guidelines, misrepresent our organization, or purposefully misinform readers will not be accepted.**

# The Safe and Sound Schools Blog

## **Publishing** .....

Approved submissions will be shared with our subscribers and social media community. Safe and Sound Schools reserves the right to remove published content. Authors reserve the right to request that their content be removed.

Each guest submission will have the following editor's note attached. By giving Safe and Sound permission to publish your piece, you agree and accept to the following:

*Editor's Note: This blog contains views, and positions of the author, and does not represent Safe and Sound Schools. Information provided in this blog is accurate and true to the best of the author's knowledge. Safe and Sound Schools accepts no liability for any omissions, errors, or representations. The copyright to this content belongs to the author and any liability with regards to infringement of intellectual property rights remains with them.*

## **Frequently Asked Questions** .....

### **Who can write for the Safe and Sound Schools blog?**

Subject matter experts, solution providers, parents, students, educators/administrators, first responders, mental/behavioral health professionals, and those in school or safety-based industries and roles.

### **Can I include a link to my website or my organization's website?**

You may include a link to your website or organization in your short bio. If applicable, you may include a link to your organization in the post if presented in a non-biased and/or non-promotional manner (e.g. linking to fact sheet or research located on your site).

### **What if my submission is longer than 500 words?**

In some cases, there may be word count leniency. This will depend on the content and will be evaluated on a case-by-case basis. If submissions are still significantly longer than 500 words after the editing process, Safe and Sound Schools reserves the right to shorten the content or publish the content in a series of blog posts (e.g. Part 1 and Part 2).

### **Can I submit a piece about a topic that's already been written?**

Yes, especially if you bring a new perspective to the table or would like to build upon an existing blog.

# The Safe and Sound Schools Blog

## **How long will it take for my blog to be published?**

This depends on the editing process and few other factors. Once submitted, our team will edit and provide feedback (if applicable). Once you review the edits and feedback, and make changes, if necessary, and our team approves the final draft, submissions are generally published within a week. In some cases, submissions may be saved and published at a later date to coincide with a content-relevant observance (e.g. Bullying Prevention Month, Teacher Appreciation Week, Poison Prevention Week, Sexual Assault Awareness Month, etc.)

## **Can I promote my product/service?**

No. Safe and Sound Schools does not endorse any product or services and will not publish posts that appear to do so.

## **Do you accept paid ads on your blog?**

At this point, we do not.

## **Can I submit a co-written piece?**

Yes. Please include the secondary author's bio in your submission.

## **Do you accept opinion pieces?**

This depends on the topic. Please submit your idea for review.

## **Can I share my piece on other platforms?**

Safe and Sound Schools only accepts original content. Sharing on your personal or company page is the exception.

## **What types of blogs are your readers most receptive to?**

Our readers are comprised of various stakeholders so this answer will vary. Generally, readers enjoy pieces that are clear and concise. Using lists and bullet points makes content easier to digest and helps readers segment ideas. Pictures, icons, and infographics are great ways of adding visual appeal, especially with lengthier pieces.

## **How often will you share my blog?**

Blogs are shared on our social media channels and emailed directly to our subscribers immediately after being published. Blogs maybe re-posted on social media if the content includes pieces of information that is timely during certain points in the year. Sometimes blogs are shared in our quarterly reports.