

# 2021 ARTSblog Author Guidelines



Thank you for your interest in writing for Americans for the Arts' [ARTSblog](#)! This document outlines the requirements and expectations for both one-time and recurring authors. If you have any questions about these guidelines, please contact our Senior Manager, Digital Communications Strategy at [artsblog@artsusa.org](mailto:artsblog@artsusa.org).

## About ARTSblog

At Americans for the Arts, we envision the arts as integral to the lives of all people and essential to healthy, vibrant, and equitable communities. As the nation grapples with two major pandemics—COVID-19 and systemic racism—we believe the arts will unify our country and drive recovery. We welcome ARTSblog contributions from our [members](#), stakeholders, and constituents to help tell this story.

ARTSblog is a highly curated space for the arts + culture sector—creative workers, arts educators, arts administrators, students/emerging leaders, and others working in the field—to share and learn from each other. Successful guest contributions are authentic, relevant, well-written, and compelling posts that tell a story, teach our readers something new about a topic, and/or offer a unique perspective on a relatable matter in the arts world.

## What We're Looking For

In 2021, we are committed to telling stories of change and impact through two major lenses: cultural equity, and COVID-19 relief/recovery. Preference will be given to blog pitches that focus on one or both of these lenses. We are interested in stories of recovery that center equity in practice, and recovery or equity stories that intersect with all sectors of the field but especially:

- the creative economy
- local and state arts programs or initiatives
- arts advocacy
- arts and health
- arts and business partnerships
- the work of individual creative workers

As you write, keep the audience in mind: who might read your post, and what can they take away from it? Make your post personal and relatable—sharing your successes, failures, and revelations makes your content more meaningful, since your readers are likely thinking about, experiencing, or trying to problem-solve the same things you are. Please consider what our readers might want to read to help them with their careers, their organizations, and their communities—and try to keep the overall health and needs of the field in mind as well.

Please note that we will not accept blog submissions that are explicitly selling a product or service; soliciting donations or crowdfunding; or promoting any political candidate or figure. [Learn about advertising opportunities with Americans for the Arts.](#)

By publishing on our site, Americans for the Arts will hold the copyright to your blog post. Any requests we receive to republish your blog post will be shared with you, and the requestor will be required to obtain both your and our permission to republish. Our full content reuse policy is available [on our website](#).

## ARTSblog Author Guidelines

### Writing Guidelines

- **Content:** Posts should be approximately 450-900 words in length, and must include a title. All submitted content (including title, photo captions, and alt text) is subject to editing by Americans for the Arts for length, clarity, style, and content.
- **Format:** Posts must be submitted as a Microsoft Word document. **PDFs will not be accepted.**
- **Images:** A minimum of 1-2 images that you have permission to publish on our website should be submitted with each blog post. **(At least one image is required for all arts marketing blogs).** As you identify images, please note that horizontal images that are at least 600 pixels wide work best. The more compelling the image, the more successfully we can share your blog on social media! Certain types of rich media content may be accepted, including infographics, videos, or animated GIFs. **All images must be sent as individual .jpg, .gif, or.png attachments with a descriptive file name.** You may embed images in your Word document to show your preferred placement, but note that exact placement cannot be guaranteed.
- **Alt Text:** Americans for the Arts is committed to making our blog accessible and will add alt text to any image submitted with a blog. If you prefer to write your own alt text, please include it with your submission. [Learn about alt text and get writing tips](#).
- **Hyperlinks:** Links to additional relevant content are a valuable asset to any blog post and can help with internet search traffic. When using hyperlinks, please hyperlink the word or phrase within the Word doc ([like this](#)).

### Author Profile

All ARTSblog authors must have a profile ([example](#)) on our website, including a headshot (cropped square, preferred dimensions 200 x 200 pixels) and a short bio. Bios exceeding 200 words are subject to editing for length. You also may provide social media handles to include on your profile and to help us with sharing.

To create a profile, you must first have an account on our website. If you're not sure whether you have an existing account or need to create one, follow these steps:

1. [Click here](#) to check whether you have an account.
2. If your email is found, you'll be provided a link to reset your password. If not, you will be instructed on how to create an account. **Note:** If you have multiple email addresses, such as business and personal, or have previously written for ARTSblog or registered for an Americans for the Arts webinar/event using an email from a previous employer, please also check those as you may have an existing account under a different email.

3. After you have either created your account or retrieved your password, go to the Americans for the Arts [homepage](#) and click the “login” button (upper right side of the page).
4. Once logged in, find your profile at [americansforthearts.org/user](https://americansforthearts.org/user). Click the edit button to update your profile.
5. If you have any trouble, please contact [webmaster@artsusa.org](mailto:webmaster@artsusa.org) for assistance.

### **Author Expectations**

- Adhere to guidelines listed in this document
- Adhere to deadlines shared with you by Americans for the Arts staff
- Carefully proofread your posts before submitting
- Share your post via your own social media channels (don’t forget to tag @Americans4Arts!)
- Periodically re-visit your post to check for comments and answer reader inquiries