



APA Blogging Tips for APA Ambassadors

See examples of APA blog posts at <https://www.planning.org/blog/?tags=1337>

1. CONTENT AND FORMAT

- **Average length:** 450–650 words, but any length is good if it covers the subject well.
- **Tone:** Posts should be written in the first person and informal in tone. Do not use footnotes or endnotes.
- **Focus:** Use it as an opportunity to tell your story — What did you do? Who was there? What interesting and unexpected things happened? Are there takeaways you want to share with other APA members and ambassadors? Use direct quotes whenever possible.
- **Images:** Please include at least two images as stand-alone image files. See more details below concerning requirements for photos and other images.
- **Format:** Send as a Word document or share a Google Doc. Please don't paste the blog text into the body of an email.
- **Links:** You may include links to other websites.

2. AUTHOR INFORMATION

Write a very short bio (1 to 2 sentences) that will appear at the bottom of your post with the headline: About the Author. View blog posts at <https://www.planning.org/blog/> for examples. We typically try to include headshots with bios, so we encourage you to send one with your post. Please send your headshot photo as a stand-alone image file in which the head image is *at least* 200 px by 200 px. All APA blog posts identify the author by name.

3. PHOTOS AND OTHER IMAGES; CAPTIONS AND CREDITS

- **Number of photos:** Please provide at least two photos; one for the banner image at the top and at least one for the body of the blog. The banner image is horizontal so please keep that in mind.
- **File size and quality:** Photos must be high-quality jpg, png, or gif files. The photos must be at least 1000 px wide.
- **Copyright:** APA is strict about copyright. If you did not take the photo, you must either have the explicit permission of the photographer or the picture must be shared through a Creative Commons license or labeled "public domain." If you found the photo online (such as a Creative Commons shared image at Wikimedia or Flickr), send a link to the web page where you found it. The blog post will credit the photographer and specify under which Creative Commons license the image was shared.
- **Captions:** For each photo, include a caption that describes the image fully (1-2 sentences) and credit information (if you took the photo add "Photo by YOUR NAME"; if you didn't take the photo add "Photo courtesy NAME").

Photos must be sent as individual high-quality image files rather than embedded in the Word or Google doc.



4. EDITING AND PUBLICATION

APA may edit your title and post for content and also for grammar and style in accordance with *The Chicago Manual of Style, 16th Edition*, and APA house style. Edited text will be resubmitted to the author for approval before publication.

Authors are encouraged to repost the blog on their organizational or personal sites.

QUESTIONS

Contact ambassadors@planning.org