



## Hands Down Better: Guideline for Blog Submission

The following information is intended to assist writers in preparing submissions for the Hands Down Better blog. For questions, please contact [communications@acatoday.org](mailto:communications@acatoday.org) (subject: HDB BLOG).

### Mission

The Hands Down Better blog provides readers with tips on how to prevent musculoskeletal injuries and pain, as well as information on chiropractic's non-drug, wholistic approach to alleviating pain and restoring function.

### Suggestions for Blog Posts

Posts on the Hands Down Better Blog should provide information that helps the public to live healthier lives and to make more informed choices when it comes to their health care, with particular emphasis on the value of choosing non-drug approaches to pain before the use of riskier treatments. Blog posts can accomplish these goals in a number of ways. For example, writers can:

- Educate the reader on a specific topic or condition.
- Provide advice on how to improve upon something.
- Help readers achieve specific goals in some way.
- Address common issues and provide answers – tips or step-by-step instructions. (Tell them HOW to get results.)
- Create a call to action – and give readers the next steps they should take.
- Provoke a conversation among readers by asking a question.
- Profile someone who has achieved positive outcomes with chiropractic care.

### World Count

Generally, posts can be anywhere up to 750 words (500 to 750 is a good range). Longer posts may be permitted—please check with the blog editor if you anticipate your post will be substantially over 1,000 words by emailing [communications@acatoday.org](mailto:communications@acatoday.org) (subject: HDB BLOG).



## Deadlines

Posts should be submitted on the deadline established between the author and the blog editor. If you are a regular contributor, a monthly/weekly/quarterly deadline will be determined. Posts should be submitted to [communications@acatoday.org](mailto:communications@acatoday.org) (subject: HDB BLOG).

## Style and Format

Depending on the subject, blogs are written in more of a conversational style. Writers have more latitude to let their personalities and writing style show. Best practices for blogs also suggest the following:

- Craft the blog post with one, clear point in mind, and illustrate that point with examples, stats, metrics, research, personal stories, etc.
- Create a catchy title (preferably 65 characters or less). Try to include important keywords in the title, if possible.
- Add links where possible. In the Hands Down Better blog, we suggest one or two for shorter posts (300 to 500 words) and three to five for longer posts (750 + words).
- Try to present information in outline form – add subheads, if possible, so readers can scan the post.
- If you are listing information, use bullets.
- Any photos submitted with a blog post should be in either .jpg or .png formats.
- Submit any charts or tables in a Word document, already formatted.

## Format for Citations and References

For an in-text citation, add a numerical superscript after the sentence that contains information from an outside source. Example: Recent research shows that spinal manipulation is effective.<sup>1</sup>

Include references at the end of your post:

### Journal Reference:

**Author(s). Title. Journal, Year; Volume(Issue): Pages accessed: DOI or URL if available.**

1. Bronfort G, Evans R, Anderson A, Svendsen K, Bracha Y, Grimm R. Spinal Manipulation, Medication, or Home Exercise with Advice for Acute and Subacute Neck Pain: A Randomized Trial. *Annals of Internal Medicine*, 2012; 156(1): 1-10.

Website reference:

**“Article Title (if available),” Website, date accessed, URL.**

1. “Francis Collins,” Wikipedia, accessed May 10, 2017, [https://en.wikipedia.org/wiki/Francis\\_Collins](https://en.wikipedia.org/wiki/Francis_Collins).
2. The Clinical Compass, accessed May 10, 2017, <http://clinicalcompass.org/>.

## We Won't Accept

- Any post that is not evidence-based.
- Anything that may be construed as a link-building scheme.
- Anything that's too promotional for your company or organization. Reserve self-promotion to your bio (as opposed to marketing a business, course, workshop or service directly in the post). Please note that links in the body of the post may be removed by the blog team.
- Anything that's offensive or inaccurate.
- Anything that's overly critical of individuals or companies (this is not a site to air personal grievances).

## Editorial Policy

Posts published in the Hands Down Better blog are screened by ACA staff and ACA's Editorial Advisory Board; however, neither ACA nor its contributors, officers and staff investigate, endorse, or approve any statements of fact or opinion, which are solely the responsibility of the authors and sources of information. They are published on the authority of the writer(s) over whose name they appear and are not to be regarded as expressing the views of the ACA.

## Permissions

People whose blog posts are accepted for publication on the Hands Down Better blog must assume full responsibility for any permissions necessary to publish the work, including obtaining permission to publish any accompanying photos, charts and figures.

## Reposting

Posts submitted to Hands Down Better must be offered for exclusive publication, unless otherwise approved by the Hands Down Better blog editor.

## Editorial Review Process

All posts submitted for publication on the Hands Down Better blog are subject to review by ACA staff and the ACA Editorial Advisory Board, a panel composed of ACA members. The Hands Down Better blog team reserves the right to edit and adapt your blog content as necessary and update it in the future for accuracy and comprehensiveness. ACA reserves the right to include calls-to-action to ACA content, including but not limited to ACA email newsletters, online information and resources, and other content.

## How to Submit a Post

After reviewing the guidelines above, please submit your blog post to [communications@acatoday.org](mailto:communications@acatoday.org) (subject: HDB BLOG). You can also contact the Hands Down Better blog team at [communications@acatoday.org](mailto:communications@acatoday.org) (subject: HDB BLOG) to pitch your idea. Staff may be able to suggest changes that will make it more likely to be accepted. When you are ready to submit, please email your submission and include the following:

- Your *completed* post as a Word document
- Short author bio (60 to 80 words) including a maximum of one text link to your own website
- A photograph of yourself (optional)

Following the review process, if your post meets our editorial standards and aligns with the ACA brand, we will notify you that your article will be published. That process may take up to one month.

*Last updated: May 2020*