



GUEST BLOGGING REQUIREMENTS

"After nourishment, shelter and companionship, stories are the thing we need most in the world."- Philip Pullman

We are excited to learn that you are interested in writing a guest post for our festival's blog. With more than 10,000 views in 2013, our blog offers a thriving platform to make connections with its hundreds of unique visitors and expand your online visibility and social network. You can attract highly targeted visitors to your own blog or website just by sharing an inspiring story or a personal life experience with *JOURNEY*.

Our mission at Spirit & Place Festival is to act as a catalyst for civic engagement and our blog offers an excellent platform to trigger community conversations on important issues. We invite community leaders, policy makers, and invested citizens to share their priceless opinions and spark collective action for the common good.

Mandatory Requirements

- 1. Title:** You must include a catchy title in your post. Ideally, the title should not be more than 10 words and should create an urgency or importance, almost compelling the reader to read the entire post.
- 2. Originality and Conversational Tone:** All blog posts should be original and contain unique content. Original voice is extremely important in blogosphere. The style of your guest post should be lively and thought provoking with a clear message and a transparent structure.
- 3. Relevance to our annual theme:** Your posts must be relevant to Spirit & Place Festival's mission and annual theme, i.e., JOURNEY.
- 4. Content:** You must include the following text in your post:
 - a) This is the 19th year of the Spirit & Place Festival and the festival will explore JOURNEY

- b) The festival dates: Nov 7-Nov 16, 2014
- c) Your tie or association with Spirit & Place Festival

5. Word Count: Your post must not exceed 400 words.

6. Image: All blogs must contain an image, caption, and photo credit.

7. In-post links: You may include in-post links if they are relevant to the topic of your post. We also have the capacity to embed a video in your post by either inserting the URL link or the embed code in your main blog text.

8. Byline/Signature: Here's where you can provide information about yourself or your organization to our readers. You must include a short and concise bio about yourself. A good byline usually includes author's name, area of expertise or areas of interest, and a link to his/her website or blog. You can also include your social media profile information like your Twitter handle and invite readers to follow you on Twitter.

Comments: Blogging is a form of conversation. One of the most important features of the blog is the readers' ability to interact with the author through comments. To help increase comments, we would recommend that you include a question at the conclusion of each blog entry to encourage readers to participate and provide a response. Since conversation is always two-way, we encourage you to respond to comments on your posts.

Please note: Spirit & Place Festival reserves the right to make minor edits to your post. These will include making grammatical edits as conforming to the AP Style.

Submission Process

Please email your post in a Word doc attachment to Deeksha Kapoor (PR & Social Media Coordinator for The Polis Center) at kapoord@iupui.edu.

Spirit & Place Festival is looking forward to your rich content.

HAPPY BLOGGING!!