



## Blog Guidelines

### **Principles**

Blogging is a form of public conversation on the Internet, and Spirit & Place Festival (S&P hereafter) is taking part. The first blog was posted in mid May by Pam Blevins Hinkle. To make this blog successful, we believe we need the help of our partners, sponsors, donors and friends by being “guest bloggers.” What better way to engage the public than through and by our engaging colleagues and friends!

When a blogger clearly identifies himself as a friend/partner of Spirit & Place Festival and its mission, it goes without saying that S&P expects the blogger to behave well when blogging, and in ways that are consistent with the S&P’s mission and policies.

We hope that if you choose to guest blog, you will add to the “industry conversation” by relating personal experiences with and reactions to S&P. The guidelines below are not intended to restrict this, but rather, to enhance the writer’s and reader’s experience as it relates to the 15<sup>th</sup> Annual Spirit & Place Festival, November 5-14, 2010.

### **Guidelines for Guest Bloggers**

You should be aware that there is no “standard” blog approach and that what really counts is how effective you are at communicating to your selected audiences the messages or news you want to get across.

The style of a guest blog should be lively and provocative, with a clear message and a transparent structure; reading a blog should not be hard work for the general public. Personal experiences, colorful language and a memorable phrase or two will catch and engage the reader’s attention. A blog is like a writer’s journal.

Relate your guest blog to the Spirit & Place Festival’s 2010 theme, *Food for Thought*. In fact, make sure you mention the Festival and the relevance of your topic as it pertains to this year’s Festival theme. Any incident, episode or issue that can be included would be timely and appropriate.

1. Please include the following in your Guest Blog:
  - This is the 15th year of the Spirit & Place Civic Festival;
  - The theme changes every year, and this year it is “Food for Thought”;
  - The festival dates, November 5-14, 2010; and
  - Your tie to S&P.
2. Opinions vary about the appropriate length of a blog. The general rule is that a blog should be at least 250 to 300 words and no more than 1,000.
3. Submit to Pam Blevins Hinkle by 5 p.m. on the day your blog is due at [pbhinkle@iupui.edu](mailto:pbhinkle@iupui.edu).

Thank you!

### **Additional Resources**

<http://www.probblogger.net/how-to-write-great-blog-content/>

<http://www.toptenblogtips.com/>