AWS Blog Guidelines

Tips on writing a great blog post:

1. Choose a good topic that is original and interesting to you: Take some time to think of the topic you want to cover and make sure that it is educational in nature. Be creative with your content – we look forward to reading what you have to say. Advertorials will not be accepted.

2. Make your writing scannable. Help the reader by incorporating formatting elements that help the reader scan the piece, like lists; format using bold or UPPERCASE to draw attention to important points; and separate sections with headings and sub-headings. This is not required, but can make your article more dynamic to read.

3. Incorporate photos/graphics: Photos can help create interest and help in promoting the content on social media. If you would like to include images in your blog, you will be required to complete a copyright form related to that image.

4. Consider length: The blog posts are meant to be short pieces written in a format that is almost conversational. When posts are lengthy (sometimes the topic warrants it), it helps to break down by creating specific subheadings or well written transitions. We usually keep the posts closer to 500 words. If the author does not want to eliminate content, we suggest adding subheadings to break down into smaller "chunks" and reviewing for transitions to help the reader.

5. Grab attention with your title: Try to think of the NEED that you are addressing in your blog post. Show readers that they will gain something from reading it.

6. Add depth: How can you make the post even more useful? Are there additional resources to point to?

7. Proofread: Check for common errors in grammar and spelling and have others review.

Additional Information:

• Please send a short biography and headshot to go along with your article. In your bio, add your twitter handle or other social media platforms you are active on so that readers can find you.

• Repurposing existing content. While we prefer original and unique content, it is acceptable to cite existing content. Please add references to indicate where the original content can be found. We prefer not to have a reference list as we see in scientific articles. Instead, blog articles are easier to read when

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links to references are added as hyperlinks in the text of the document. Pick 1-3 words for each hyperlink.

• Not all submissions are accepted for publication. Submitted content for AWS is subject to editorial review and approval by AWS and may not meet the needs of the organization at the time submitted.

• Due to the sensitive nature of some topics, the AWS Executive Council may occasionally wish to review your piece prior to determining if it is okay to post on the AWS blog. Please refer to a previous Open Letter from AWS Communications Committee regarding difficult topics for the blog.

• Submissions are subject to editorial alterations. Once submitted, AWS has final editorial authority of the work. The AWS Blog Committee will add suggestions and comments to the blog article and will send back to the author for approval before the article is posted.

• By submitting content for the AWS Blog, you give the Association of Women Surgeons and Association of Women Surgeons Foundation permission to publish your provided text, images, videos, and other content on our blog. You also agree that AWS and AWSF may use your content in other communications and/or promotions.

• Photos submitted to the AWS blog that include individuals under the age of 18 may not be published without a completed and signed consent form from a parent or guardian.

• Submitted content for the AWS Blog is exclusive to AWS. We don't allow reposting of the same article to your blog or another site, although we do encourage you to post a link to the guest article on your own blog or social media.