

## Blog Submission Guidelines (July 2013)

Thank you very much for agreeing to participate as a guest blogger on our Ottawa-Gatineau Chapter of CSAE blog. We have created these guidelines to help you get started and to provide additional information on some basic criteria, and formatting.

Should you have any questions about the information provided below, please do not hesitate to contact Meagan Rockett, 613-288-4517, or by email at [meagan@greenfield-services.ca](mailto:meagan@greenfield-services.ca).

**Blog Categories:** We would prefer to have blogs posted that fall within the following categories\*:

- Advocacy/Government Relations
- Governance, Board & Leadership
- Human Resources
- Membership
- Sponsorship & Non-Dues Revenue
- Marketing/Communications
- Strategic & Business Planning
- Meeting & Event Planning
- Education, Programs & Services
- Technology (including CRMs, Websites & Social Media)

\*If you feel that there have been categories missed, please let us know, we would be happy to speak with you to further discuss additions to the above list.

### Submission Formatting:

- Submissions received in Word documents preferred.
- Include any links to outside references that you would like included
- All posts will have an image. Should you have one that you would like us to review & use, please submit along with the post. Otherwise, an image will be selected on your behalf.

**Post Length:** While there are no “rules” to be applied, common practice is that posts are between 200-750 words. The idea is to provide value to our readers within a quick-read.

**Submitting:** Please send your blog and image (when applicable) to Meagan Rockett ([meagan@greenfield-services.ca](mailto:meagan@greenfield-services.ca)). When received, we will advise of the date of post. Please include a short bio to include in the post as well.

### Other Tips:

- Subject Lines should be eye-catching
- Calls to action identified, when appropriate
- Posts should not be self-serving, but provide value to readership

Should you have any questions regarding the OG CSAE Chapter Blog initiative or wish to submit posts on a regular basis please do not hesitate to contact:

François Brunet  
Co-Chair Communications Committee  
[fbrunet@desystems.com](mailto:fbrunet@desystems.com)

Dawn Kelly  
Co-Chair Communications Committee  
[DKelly@caslpa.ca](mailto:DKelly@caslpa.ca)

CSAE Ottawa-Gatineau  
Kanata North RPO box #72024, Kanata, ON K2K 2P4  
Tel: 613-271-1476 Fax: 613-595-1155  
[csae.ottawa-gatineau@rogers.com](mailto:csae.ottawa-gatineau@rogers.com)  
[www.csaecanada.com/ottawa](http://www.csaecanada.com/ottawa)