

# GUEST BLOG SUBMISSION GUIDELINES

*Updated March 2020*

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We welcome guest submissions to Hello Sunday Morning's weekly blog, and these contributions make up around 30-40% of the blogs we publish. Our typical blog is read by 2,000 people in the first week, and contributions can be accepted if they fit the guidelines below, cover a topic which we have not covered recently, are well written and are suitable for our audience

- We look for contributors who can write in an engaging style and present our readers with a new angle on some aspect of alcohol. These may be personal experiences, discussions on health matters related to alcohol, perspectives on the place of alcohol in society, or tips on finding a better relationship with alcohol.
- Hello Sunday Morning supports people who want to change their relationship with alcohol, and that can mean either cutting out all alcohol, or simply moderating their intake, depending on the person. We do not take a hardline position of abstinence-for-all, although we understand that for many of our followers, abstinence is their optimal relationship.
- We will not post blogs that are partisan, political or take a polarising stance on social issues.
- We cannot publish anything which might be taken as medical advice (other than common sense).
- If you make any bold claims please back them with a reputable and checkable citation.



- We cannot endorse any commercial enterprise or products through the blogs (so no indirect promotion of wellness clinics, addiction services, etc.).
- We confine our scope of discussion to issues around alcohol and avoid opinion on other drugs.
- Before you draft a blog for consideration, we encourage you to familiarise yourself with other published blogs on our blog page to give you an idea of the sort of subject areas and range of tones that are acceptable.
- If you are writing a personal story, make sure you write about your journey without implying how other people's journey should go. We simply want to hear your unique story. Be honest about it but focus on the change.
- We do not pay for content. We will occasionally (case-by-case) agree to add a link to your own website or Facebook page.

## **STYLE:**

- Although some personal stories can be confronting and raw, Hello Sunday Morning blog articles should leave the reader inspired and hopeful.
- We need to maintain a reasonably high standard of literacy – too many errors make a piece unreadable and can't be used.
- We prefer to use profanities sparingly, if at all, and only when the context is appropriate.
- Word count: At least 800 words. Most recent blogs have been 1200-1500 words.
- Please submit only fully original work – the blog content should not be copied from existing published work.





## EDITING AND PUBLISHING PROCESS:

- We reserve the right to exercise our editorial judgement in deciding what to publish. About 40% of blogs we receive are suitable, and one-quarter of those that are suitable require some re-writing by the author.
- A professional editor will edit the blog prior to publishing. If that process has significantly affected the content or altered your 'voice' significantly we will get back to you and agree the changes needed to better fit these guidelines before we publish.
- You have the choice of signing the blog with your name, a pseudonym or 'Anon'.
- If the story is a personal one, it's good to have an accompanying photograph if you feel comfortable supplying a usable and suitable one. We can still publish without one, but it works better with a face.
- Photo specs: a high resolution (min. 600MB, 1600px width), preferably landscape, no rude content.
- By providing us with your copy and photograph you confirm that both the written story and the photograph were created by you as original works and indemnify and release us from any copyright obligations to you or anyone else. If you provide us with a photograph taken by someone else, we will send you a form for your photographer to give us consent to use the photo with your blog.
- Once published, please share the blog post through your own network or social media platforms to increase awareness of Hello Sunday Morning and our resources.