



Anxiety & Depression
Association of America
Triumphing Through Science, Treatment, and Education

ADAA Blog Posts Guidelines - 2021

Thank you for your interest in contributing a consumer/professional blog post to ADAA. All blog post subject matter - for both professional and public focused blogs - must be aligned with the mission of the organization. ADAA reserves the right to not publish a blog submission if the content is not aligned with our mission. As a nonprofit 501(c)3 organization, we are nonpartisan, we don't lobby and cannot share any content that is political in nature.

ADAA's blog post guidelines

- Words: ideally between 500-750 and edited prior to submission.
- For public blog posts please keep your writing informal. Sentences and paragraphs are best kept short. Bulleting key information is great.
- Photographs – images/video are great for bringing a post to life.
- Include a **title (please keep all titles short and “catchy”)**, a **current author headshot (high resolution JPG or PNG file)** and a **bio sketch** (one to two paragraphs in length). If any of this information is not provided, ADAA will not publish the blog post.
- Include a link to an affiliated website (i.e. your practice, academic organization, your website, etc.)
- The publication of all blog posts is at the sole discretion of ADAA. ADAA will decide whether to publish the post and determine the publication date. Once published, the blog post is considered to be the property of ADAA. ADAA can publish and share the blog post in any manner its chooses and on any media/social media site its chooses (now and in the future).
- The blog post author agrees and warrants that the piece is original and has not previously been published on another site (ADAA does accept blog posts that are posted on the author's own website).
- It is understood that no compensation is provided for any blog posts.

For samples (re. format and style) for our public focused blog posts, please [click here](#). To view our current professional focused blog posts, please [click here](#).

All blog posts will be posted on the ADAA website (visited by more than 11 million people annually) and will be comments-enabled (people can leave a comment, ask a question, etc. on each blog post). These comments are all reviewed by the ADAA staff on a daily basis and must be approved before being posted. Those comments that are deemed inappropriate are deleted. ADAA will share positive feedback on posts with the authors on a weekly basis.

All blog posts are also shared on ADAA's social media platforms (Facebook, Twitter, LinkedIn and Instagram) and highlighted in our free e-newsletters (*Triumph* – ADAA's monthly consumer focused newsletter, and *Insights* – ADAA's professional bi-weekly focused newsletter).

Please contact Lise Bram, ADAA Deputy Executive Director at lbram@adaa.org or 240-485-1016 with any questions. Thank you!