



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

ADAA Professional and Public Blog Submission Policies and Guidelines

Note: You must fill out the actual submission form at [ADAA Blog Post Submission & Additional Materials Survey](#)

At ADAA, we publish **two types of blogs**:

- **For the professional community** (clinicians, researchers, and peers)
- **For the public** (individuals seeking mental health resources)

The guidelines and policies below provide best practices for the writing of both professional and public related blogs.

General Submission Criteria (For All Blogs)

- **Content Focus:**
Must be evidence-based and align with ADAA's mission, covering anxiety disorders, depression, OCD, PTSD, bipolar disorder, or related topics.
- **Word Count:**
Ideally 750–1000 words (each submission is considered individually).
- **Title:**
Use a compelling, engaging title to attract readers.

Example:

Bad title: "Coping with Stress"

Too broad, no clear "grab", and not compelling

Good title: "How Stress Impacts Your Body - and What You Can Do About It"

Relevant, connects cause and effect, and clearly offers a solution.

Submission Checklist:

Before submitting your blog, review the checklist that will help your blog ensure high viewership:

- Think about what words, phrases, therapy, or research you want your blog to be found for.
- Include an introduction that grabs attention and clearly states what the blog will cover.
- Add two frequently asked questions with answers to the blog
- Use headings every 2-4 paragraph to break up text.
- Keep paragraphs short (3-5 sentences max).
- Use bullet points or numbered lists where possible.
- End with a clear conclusion or action (deliver on the main idea or takeaway)

ADAA Editorial Process:

- Our team may assist with grammar, tone, structure, and formatting.
- Suggestions may be made to improve clarity, internet searchability, and engagement.
- ADAA may use AI-assisted tools in the review process, supervised by staff.
- You will receive any proposed edits for review and approval prior to publication.

Conflict of Interest:

Any actual, apparent, or perceived conflicts of interest must be disclosed by the author or ADAA, if applicable, to ensure transparency.

Blog Review Timeframe:

Submissions are reviewed within **5 business days**. Accepted blogs will be posted according to ADAA's editorial calendar.

- ADAA reserves the right to edit and approve all content before publication while preserving your voice and message.

Blogs for the General Public:

- **Tone:** Informal, friendly, and easy to understand.
- **Reading Level:** sixth–eighth grade.
- **Please Follow These Writing Tips:**
 - Keep titles short, engaging, and list-style when possible (e.g., “5 Tips to Overcome School Anxiety”).
 - Use short, clear sentences and plain language.
 - Break content into sections with headers.
 - Using bullet points or numbered lists were helpful.
 - Avoid or clearly define medical terms and jargon.
 - Use active voice to engage the reader.
 - Include 1–2 relevant links (internal or external).

Blog Examples:

- [Dispelling Misconceptions About High-Functioning Depression](#)
- [5 Ways Trauma Changes Your Brain and Body \(And How You Can Start Taking Back Control\)](#)
- [Breaking the Burnout Cycle: Practical Steps for Long-Term Well-Being](#)

[View our full public blog collection](#)

Blogs for the Professional Community – Your Peers

- **Tone:** Professional, thoughtful, and peer educational.
- **Structure:**
 - Use an Engaging Title
 - Use section headers to organize the post.
 - Cite scientific references or literature where appropriate.
 - Include prompts for clinical supervision or team discussions, if relevant.

Blog Examples:

- [Integrating AI into Mental Health: Opportunities, Challenges, and Clinical Implications](#)
- [Write Your Fears Away](#)

[View our full professional blog collection](#)

Additional Notes

- ADAA may adjust wording to include commonly searched terms, improving your blog's visibility.
- ADAA may send you suggested edits to improve Searchability on the web and on our ADAA website.
- All blog content must align with ADAA's mission.
- ADAA retains full editorial control and publishing rights.
- No political content, advertising, or brand/product promotions.
- ADAA does not offer compensation for blog contributions.
- Views expressed in blogs do not necessarily reflect ADAA's positions.

Mission Alignment Policy:

All blog content—both professional and public—must align with ADAA's mission. ADAA reserves the right not to publish submissions that do not meet this standard. As a nonprofit 501(c)(3) organization, ADAA is nonpartisan, does not lobby, and cannot publish political content. No advertising, marketing, or brand/product mentions by name are permitted.

Contact:

Questions? Email: blogs@adaa.org