

ADAA 2023 Blog Post Guidelines and Policies

ADAA members are encouraged to submit blog content for both the professional and public communities. Sharing your expertise through a blog showcases the invaluable work you do to advance the mental health field in research, treatment, and practice. **Your contributions reach 7 million unique annual website visitors.**

Blogs are posted in the form of an: [ADAA blog for the public](#) or [for professionals](#).

Please note:

- ADAA can assist in editing, coordinating, and finalizing your piece. We have a staff writer/editor who can help you create, flush out, and/or edit your contributions.
- No compensation is provided for blog posts.

ADAA's Blog Post Submission Requirements:

- Word count of 750-1000 ideally but we will consider each piece individually.
- A **title (titles should be short and "catchy" - i.e., "Five Tips to Overcome School Anxiety")**.
- A **current headshot (high resolution JPG or PNG file) and a short bio** (one to two paragraphs).
- A link to your affiliated website (i.e., your practice, academic organization, your website, etc.)
- For **public-focused blogs**:
 - Keep the writing informal; use short sentences and paragraphs.
 - Bulleting key information is required where appropriate as "Listicles" drive increased engagement.
 - Provide two or three questions at the end of the blog to inspire engagement/comments.

Popular Public Blog Examples:

- <https://adaa.org/learn-from-us/from-the-experts/blog-posts/consumer/unwanted-intrusive-thoughts>
- <https://adaa.org/learn-from-us/from-the-experts/blog-posts/consumer/how-calm-anxious-stomach-brain-gut-connection>

Popular Professional Blog Examples:

- <https://adaa.org/learn-from-us/from-the-experts/blog-posts/professional/how-ocd-can-manifest-dementia>
- <https://adaa.org/learn-from-us/from-the-experts/blog-posts/professional/trichotillomania-facts-and-treatment>

All blog posts are comments-enabled (people can leave a comment, ask a question, etc. These comments are reviewed by ADAA staff and must be approved before posting. Comments that are deemed inappropriate are deleted. ADAA will share positive feedback on posts with the blog authors.

Please reach out to membership@adaa.org with any questions and to submit your blog. Thank you!

The author (s) agree and warrant that the piece is original and has not previously been published (work posted on an author's own website is fine). Blog post subject matter must be aligned with the mission of the organization. ADAA reserves the right to not publish a blog submission. The decision to publish a post and when is at the sole discretion of ADAA. Once published, the post becomes the property of ADAA, and we may publish and share the blog post in any manner we choose (now and in the future). All blog posts are shared on ADAA's social media platforms (Facebook, Twitter, LinkedIn, and Instagram) and highlighted in our free monthly public and bi-weekly professional and or public e-newsletters. As a nonprofit 501(c)3 organization, we are nonpartisan, we do not lobby and cannot share content that is political in nature.