



## Blog Submission Guidelines

Interested in sharing something on the Hinman Connects Blog? We are looking for guest bloggers to appear from time to time and we welcome your content! Our guidelines are below.

### What We Accept

- Sometimes we will seek out a specific topic but in general we are looking for content that dentists and dental professionals would find appealing. The article can be clinical, practice management related, motivational in nature or address specific topics such as nutrition, retirement or work/life balance.
- We prefer that the content be unique and not a repost from your own blog.
- Please refrain from promoting a specific product or service. We want the information to be informative and not a sales pitch. We can mention your company/website/job title, etc. in the "Author Byline" but please refrain from commercialism in your submission.

### Guest Post Format

- Article Text - web readers have a short attention span! Please keep it to 500-1000 words max. Remember to include a title for the article. The title will serve as a subject line when sent via e-blast to blog subscribers.
- Author Byline - please include information about you. We can link to your website, blog or other sites if provided.

### How Do I Submit My Article?

- Please email your article to Britney Darby at [bdarby@hinman.org](mailto:bdarby@hinman.org)
- Attached article in Word format.
- Attached images in .jpg format. Please submit at least one photo with a max of four photos.

### FAQ:

- URL: <http://hinman.org/Blog>
- When will my article be published? We try to post twice monthly, more if we have the content. [Britney Darby](#), Marketing Manager, will reach out to you with an estimated date once the article is submitted.
- Will my article be edited or altered before being posted? We will edit down lengthy articles and will proof for grammatical errors. A digital proof will be sent for your approval before being posted.

Please share your article on your own blog or social media networks!! You can tag Hinman on these sites: [Facebook](#), [Instagram](#), [YouTube](#), [LinkedIn](#), [Twitter](#).