Blog Guidelines

First of all, thank you for your interest in writing blog posts for the ICPA. We envision for the ICPA blog to be a place for you share your valuable expertise and ideas with other chiropractors and chiropractic students. The purpose is to inform, educate, inspire and foster connections. We're excited to bring this to our members and the chiropractic community.

ICPA blog posts will be published on the new ICPA website for doctors & students. Some of this content will be for members only (where they have to log-in to access content) and some of this content will be completely public for non-members to discover and learn from.

What to Write:

Audience

Writing should be geared towards chiropractors and chiropractic students.

Types of Posts

- **How To's** - teach your readers how to do something and share your expertise.

  Examples: How to improve communication with your pregnant patients, How to train your CA to speak Chiropractic and Salutogenesis

- **"What" Post -** writing that is geared towards beginners or as an introduction, explaining a concept.

  Examples: What is Salutogenesis? What do family wellness chiropractors do differently? What kind of practice should I have? How to get down to what you really want out of your practice

- **"Why" Post** - posts that explain why.

  Examples: Why doing xxxxx in your practice is a bad idea (and what to do instead), Why you should consider dropping the word xxx, Why I have a cash practice (and why it works), Why I do research, Why my local OB refers me to their patients

- **Features** - story with more in-depth details and commentary.

  Examples: Practice management: Is it really worth the cost? The problems facing chiropractic students today, Chiropractic stories from your office, Building a family practice in a small town in a transition/resort town, The Perks of Being a Chiropractor (why I love what I do), How to care for families when parents don't think we can help, How to honor your patients coming from the symptom-based model, Community and Collaboration, not competition

- **Lists** - featuring content presented as a list, making it easy for readers to put your expertise into action.

  Examples: 5 Effective Public Education Strategies, 7 ways to improve your reception area to make it more kid friendly, 5 things you should not be posting about on Social Media (and 5 things you can do instead), 10 ways you can support your pregnant patients, 14 tips to improve your wellness orientation workshop,

- **Thought Leadership** - posts that make you think.

  Examples: What the future of chiropractic holds, How xxxx will affect your practice in the next 3 years? 3 Post series on Salutogenesis, Changing the conversation on special needs, "Chiropractic Today for a Better Tomorrow" and what that means

- **Resource Lists -** share some of your favorite resources with readers.
  Examples: 4 Podcasts you should be listening to, 3 of the best places to buy xxx, 10 things I always have in my reception area (and where to buy them, 10 Conferences you should be going to this year - both chiropractic, and local to help you connect with patients, Masterlist list of kid friendly chiropractic products

- **Cheatsheets -** summary of important information you use that you would like to share with other ICPA members.
  Examples: Something specific to chiropractic, in practice or business/marketing, Pathways Connect Hacks: A cheatsheet for running a successful gathering group

- **Interviews -** interview someone in your network and include takeaways.
  Examples: ICPA instructor, board member, Diplomate/CACCP, other chiropractor, chiropractor student, CA, your local Ped (with whom you have an excellent relationship), your PC manager, your local Midwife/doula

- **FAQ -** posts that have a question and answer format.
  Examples: How I answer my patient's top questions. Answering your top questions about the ICPA Certification Program, Answers to your top questions about xxxx, Most common questions about Webster from patients and how to answer them

- **News** - something happening in chiropractic (or ICPA) that you want to report on?
  Examples: What's happening in your state? Did something awesome happen that you want to share with the chiropractic community?) New research that you are excited about

Word Count

We are interested in publishing both short and long form content. Blog posts should be long enough to engage and enrich readers (but no longer). **Please include the approx. # of minutes it takes to read your post.**

Short form: Blog posts under 1,000 words. (In this category, read time is between 3-5 minutes.)
Long form: Blog Posts 1,000+ words (up to 2,500). (In this category, read time is between 6-12 minutes.)

Edits

We may send your post back to you for 1 round of edits from you before we can publish. The ICPA communications team will be polishing your work (spelling, grammar, etc), so don't worry if it's not perfect!

Deadline

We will work with you to come up with a deadline.

What and How to Submit:

Please submit materials to jade@icpa4kids.com**.**
Use this online form to submit your headshot and post photos/videos: http://bit.ly/ICPA-photo-submission

1. **Word Doc or Google Doc:** Put your post into one of these document types. Include a title, word count and approx. read time.

2. **Bio:** 60 words max that include relevant links such as your social media, or website URL or promotional links. Include the bio at the bottom of your post document.

3. **Headshot:** Jpeg, png or Gif. **NO pdfs, and no photos in word documents.**

4. **Post Images:** Because of copyright issues, we will take care of assigning a cover image to your blog. If you feel strongly about what kind of image you would like to see, feel free to give us direction. You may also submit photos, infographics or videos to use in your post, but keep in mind that you will need to provide the source of this media so that we can give the author/distributor credit.

Tips:

What makes a good blog post?

- **Write for chiropractors and chiropractic students**. Address their needs, fears, challenges, burning questions, pain points.

- **Have, and hone, a main message.** Edit your intro so that the point of your post is ridiculously clear.

- **Explain how.** Don't just tell readers to do something.

- **Tell a story.** Cover who, what, when, where, how, and why. Make it personal. Share things you've done and seen, lessons you've learned, money you've saved (or earned), audiences you've grown, problems you've solved, etc.

- **Make it concrete.** Give examples, details, metrics. Tell and show. Make it real. Deliver aha moments for readers who may be scratching their heads.

- **Explain 'Jargon'.** Help people understand the language that you are using. Define terms they may be unfamiliar with (such as 'salutogenesis').

- **Be thoughtful when including links.** Posts with too many links back to your domain will look spammy and will be rejected.

- **Self-promotion.** Avoid promoting your tool or company in your post. Your author bio is a good place to do that.

- **Use a friendly voice.** Say I, we, you. Use contractions as you would normally (you'll). Write as if talking with a friend.

- **Incorporate utility content.** Share templates, checklists, step-by-step instructions where applicable.

- **Give credit.** Check your facts and quotations. Cite your sources.