



Guest Blog Guidelines

The Purpose of Our Blog

Insight Memory Care Center provides specialized care, support, and education for individuals with Alzheimer's disease and other memory impairments, their families, caregivers, and the community. Our blog is a trusted dementia resource, providing helpful content and resources for family and professional caregivers, accessible beyond our center walls.

Insight Blog Policies and Procedures

Blogs are posted on a rolling basis throughout the year. As such, there is no deadline and we can accept post submissions anytime. If your article is approved, it will be added to our publication queue. Although time frames vary, you can typically expect a month's time between approval and publication. If you have a time-specific blog post (such as an upcoming event, celebratory week/month), consider submitting at least a month before you would ideally want your post published. Let us know about this preferred date, and we will do our best to accommodate, based on the current publication queue.

We can include a brief author credit with your article, including your name, credentials, and relevant organization or event links.

Please note that we cannot post blogs which:

- Are solely a summary of your organization's mission or general programming
- Are exclusively about your organization's events
- Contain proselytizing or profanity
- Contain political content, including advocating for or against:
 - a specific candidate
 - a specific outcome in an election
 - a specific bill, government policy, or law

We can, however, post blogs which promote an upcoming event in advance by highlighting your topic/work and calling attention to the event itself if it is relevant to the dementia care community. (An example could be a caregiving tips article in advance of a caregiving class on the same topic.)

Insight staff may make changes to your blog article in terms of formatting, cutting down content, and minor grammatical adjustments. If there are more significant questions or concerns with a blog post, staff may reach out to work together with the writer to make edits.

Insight reserves the final right to select or reject blog posts based on their alignment with our mission and core values. Insight staff will review blog posts for appropriate alignment. Final decisions will be made by the Director of Communication.

General Writing Guidelines

The following are some general guidelines (not strict rules!) for an ideal blog post:

- Has a friendly, informal tone, usually using the first-person voice; blogs are stories we share with others, unlike formal press releases or announcements.
- Is somewhere between 350 to 1500 words.
- Provides helpful content for family or professional caregivers of an individual living with dementia. (See below for ideas and examples.)
- Includes at least one high quality photograph.
- Shares how readers can further engage or learn more on your topic.

Examples of Possible Blog Posts

The following are some ideas for topics. This is not an exhaustive list!

- **Top Tips for Caregivers:** Does your organization often answer the same caregiving questions? Other caregivers may benefit from your top 5 questions answered, or your best caregiving advice you often share.
- **Sharing Expertise:** Are you able to share expertise on a topic that caregivers may struggle with? Topics such as legal needs, financial planning for caregivers, tips for making a move or keeping loved ones safe at home are always welcome.
- **Shared Experience:** Can you share lessons learned from your own caregiving journey? Others can relate and learn from your experience.
- **Activities at Home:** Ideas or strategies for keeping a loved one with dementia engaged at home are always popular.
- **Dementia 101:** Caregivers can always benefit from medical professionals sharing more about Alzheimer's, other common types of dementia, or research and treatment updates.
- **Building Awareness:** Is there a national or local awareness day coming up? Another way for caregivers to get involved in their community?

Let's Write a Blog Post!

Any questions? Not sure what to write about? Contact Carrie Idol-Richards, Director of Communication, at carrie.idol-richards@insightmcc.org to either ask questions or submit a blog post! Blog post submissions should ideally be emailed via Microsoft Word documents with separately attached photo(s).

We look forward to working with you to continue to provide quality resources for family and professional caregivers!