

## Chamber Guest Blog Post Guidelines

---

The Lincoln Chamber of Commerce recognizes that our members are subject-matter experts and have information to share. We are pleased to provide the opportunity for you to get that information out to other members and the public. Whether it's about your work in the community, business advice, or recent events and fundraisers held, we want to hear about it!

### GUEST BLOGGING BENEFITS

1. Get extra advertising and brand awareness per month on our website and Metroland Media
2. A single backlink from an authoritative blog will greatly benefit your SEO ranking popularity
3. Increase traffic to your website and social media channels
4. Expand your personal network through social media sharing
5. Educate members and the public on expert information surrounding your company and industry

### BLOG POST CONTENT GUIDELINES

1. All content must have a **local focus** and be relevant to businesses and organizations **in our area**
2. All content must be provided as a **.word document** file (*for content arrangement purposes*)
3. **Maximum word count** is 350-400 words
4. Include an attachment of a **photo (1920px by 800px) and URL/Link** to go with the blog post
5. Include a short author biography of yourself which includes a headshot, your name, job title, organization name, social media channel links, and reference to being a member of the Lincoln Chamber of Commerce
6. Include your **URL** the blog will link to

#### *CHECKLIST for BLOG POST SUBMISSION*

- Maximum word count is 350-400 words
- File is in .word document format
- Photo (1590px by 690px) is included (*proportion = 25.5" x11.5"*)
- URL/Link is included
- Social media channel links

### BLOG POST SUBMISSION

1. Send your column to [info@lincolinchamber.ca](mailto:info@lincolinchamber.ca) using the following email subject- "CHAMBER BLOG POST" along with your name or organization's name
2. All photos must be credited to the owner or creator. When you submit a photo with your column, you acknowledge that you own the photo or have obtained permission for its use (i.e. not taken from Google Images, social media, stock or wire photo services, etc.).
3. Please provide a caption for each photo submitted

*Note: Your copy will be vetted by an employee. If any major (non-typo) changes are made, the draft will be sent back for your review before it is published.*

## TIPS FOR WRITING A BLOG

- Be timely- write about something that is happening in our communities right now.
- Make it local- give specific examples of how it is affecting people in your area if applicable
- Back it up- whenever possible, include facts and statistics that are easy to understand.
- Be clear – use an active voice and avoid clichés and jargon.

## TEMPLATE FOR SUBMISSION

**IDEAL PUBLISH DATE (select one):** can publish any time / as soon as possible / must publish by mm/dd/yyyy (if story is time-sensitive)

**PUBLICATION (select all that apply):** Lincoln Chamber of Commerce / Metroland Media

**AUTHOR:** John/Jane Smith

**ARTICLE TITLE:** Six things you might not know about Niagara Region

### ARTICLE BODY:

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Why do we use it? It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose.

[embed YouTube video – <https://www.youtube.com/watch?v=XysRGYNtpgl> – here]

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text.

**AUTHOR BIO:** John Smith is a Communications Specialist at [Organization name]. Visit [CompanyWebsite.com](http://CompanyWebsite.com) for more information.

**IMAGE ATTACHMENT:** ORGANIZATIONNAME-sampleimage-1.jpg

**IMAGE CAPTION:** This is a caption that describes the photograph.

**IMAGE CREDIT:** John Smith, Organization Name IMAGE SOURCE FOR STOCK PHOTO (n/a if original photo):  
<https://www.pexels.com/photo/black-steel-lamp-post-1070945/>