



# MN AMA Blog Submission Form

## Blog Guidelines

### A. Blog Etiquette

1. First and most importantly, the content posted on the blog will represent the Minnesota Chapter of the American Marketing Association; therefore, it must be written professionally. Profanity, obscene language, disrespectful statements and poor grammar will not be allowed on the blog. Do not post material that is unlawful, abusive, defamatory, invasive of another's privacy, or obscene to a reasonable person. Please exercise caution with your posts. Simply put: use your best judgment when writing posts and responding to comments.
2. We expect you to refer to your professional work in blog posts, but please refrain from the obvious advertising and/or selling of your products or services. This type of content will not be permitted on the blog and will be edited by the blog Account Manager. In addition, the MN AMA will expect you to have permission from colleagues before mentioning them or their work in your posts.
3. Due credit must be given in blog posts. Please provide links to the sources referenced in your posts. This includes photos, videos, and presentations.
4. We encourage you to respond to comments left on your posts. Please keep in mind that readers will express their candid opinions. Again, we encourage you to do the same, however please deal with blog comments professionally and respectfully. Comments with profanity will not be accepted on the blog.

### B. Length of Posts

Since long posts can send potential readers away, **posts should be around 250-450 words**. In rare occasions, longer posts may be permitted at editor's discretion: 600 words is the limit.

[Send Blog Submissions](#) to [mnamablog@gmail.com](mailto:mnamablog@gmail.com). We will notify you when your posting will appear on the MN AMA Blog site. Please submit your article to us one week in advance of your article posting date.

NOTE: Please include a title for your article, a picture of yourself for the posting, and a 1-2 line biography to add to the end of your post. Be sure to include a link to your website if appropriate.

*By submitting a posting, author agrees that the views express in the article is not that of the MN AMA. Further, author agrees that the MN AMA blog staffer(s) will be allowed to make minor revisions as needed to ensure the level of standard stated in the Blog Guidelines above.*