ACA Blogs: Guideline for Submissions

The following information is intended to assist writers in preparing submissions for the ACA blog. For questions, please contact communications@acatoday.org (subject: BLOG).

Mission

The ACA blog provides readers with information to help them advance their knowledge, achieve their professional goals and strive for excellence, while creating a greater sense of community among chiropractors nationwide through online engagement and information-sharing with their colleagues.

Topic Categories

Posts in the ACA blog are grouped into one or more of the following categories:

Association News – Posts from ACA leadership, ACA communities, Student American Chiropractic Association members and posts from staff with useful information on accessing ACA member benefits and resources.

Practice and Payment – Information on coding, documentation and other reimbursement issues as well as ethical business and practice management strategies and information on navigating the challenges and opportunities of modern health care.

Professional Development – Information on specific conditions, advancements in patient care and other subjects that enhance clinical knowledge and skills.

Research – Information and commentary on new research and evidence related to chiropractic services and/or health care in general.

Announcements – Posts about upcoming events, important deadlines and other time-sensitive information.

Engage – Posts about how to become involved with ACA and its members, advocacy efforts and more.

Policy and Advocacy – Posts about ACA's lobbying efforts in support of pro-chiropractic legislation.

In the Profession – Posts about news and events within the chiropractic profession.

Students -- Posts about student life, academics and other issues, as well as news from the Student ACA (SACA).

Suggestions for Blog Posts

Posts on the ACA Blog should provide information that informs ACA members about important topics and initiatives, inspires them to reach to new professional heights, prompts them to take action when necessary and helps them to accomplish their goals through ethical business practices and an evidence-based approach to health care, in keeping with the ACA Code of Ethics. Blog posts can accomplish these goals in a number of ways. For example, writers can:

- Educate the reader on a specific topic or condition.

- Provide advice on how to improve upon something.

- Help readers achieve specific goals in some way.

- Address common issues and provide answers – tips, templates, tool kits and/or step-by-step instructions. (Tell them HOW to get results.)

- Create a call to action – and give readers the next steps they should take.

- Provoke a conversation among readers by asking a question.

- Highlight ways people can get involved and engaged with ACA.

World Count

Generally, posts can be anywhere up to 750 words (500 to 750 is a good range). Longer posts may be permitted—please check with the blog editor if you anticipate your post will be substantially over 1,000 words by emailing *communications@acatoday.org* *(subject: BLOG)*.

Deadlines

Posts should be submitted on the deadline established between the author and the blog editor. If you are a regular contributor, a monthly/weekly/quarterly deadline will be determined. Posts should be submitted to *communications@acatoday.org* *(subject: BLOG)*.

Style and Format

Depending on the subject, blogs are written in more of a conversational style. Writers have more latitude to let their personalities and writing style show. Best practices for blogs also suggest the following:

- Craft the blog post with one, clear point in mind, and illustrate that point with examples, stats, metrics, research, personal stories, etc.

- Create a catchy title (preferably 65 characters or less). Try to include important keywords in the title, if possible.

- Add links where possible. In ACA's blog, we suggest one or two for shorter posts (300 to 500 words) and three to five for longer posts (750 + words).

- Try to present information in outline form – add subheads, if possible, so readers can scan the post.

- If you are listing information, use bullets.

- Any photos submitted with a blog post should be in either .jpg or .png formats.

- Submit any charts or tables in a Word document, already formatted.

Format for Citations and References

For an in-text citation, add a numerical superscript after the sentence that contains information from an outside source. Example: Recent research shows that spinal manipulation is effective.[1]

Include references at the end of your post:

Journal Reference:

Author(s). Title. Journal, Year; Volume(Issue): Pages accessed: DOI or URL if available.

1. Bronfort G, Evans R, Anderson A, Svendsen K, Bracha Y, Grimm R. Spinal Manipulation, Medication, or Home Exercise with Advice for Acute and Subacute Neck Pain: A Randomized Trial. *Annals of Internal Medicine*, 2012; 156(1): 1-10.

Website reference:

"Article Title (if available)," Website, date accessed, URL.

1. "Francis Collins," Wikipedia, accessed May 10, 2017, https://en.wikipedia.org/wiki/Francis_Collins.

2. The Clinical Compass, accessed May 10, 2017, http://clinicalcompass.org/

We Won't Accept

- Any post that is not evidence-based.

- Anything that may be construed as a link-building scheme.

- Anything that's too promotional for your company or organization. Reserve self-promotion to your bio (as opposed to marketing a business, course, workshop or service directly in the post). Please note that links in the body of the post may be removed by the blog team.

- Anything that's offensive or inaccurate.

- Anything that's overly critical of individuals or companies (this is not a site to air personal grievances).

Editorial Policy

Posts published in the ACA blog are screened by the ACA Editorial Review Board and ACA staff; however, neither ACA nor its contributors, officers and staff investigate, endorse, or approve any statements of fact or opinion, which are solely the responsibility of the authors and sources of information. They are published on the authority of the writer(s) over whose name they appear and are not to be regarded as expressing the views of the ACA.

Reposting

Posts submitted to ACA must be offered for exclusive publication on the ACA blog. No piece accepted for publication in the ACA blog should be published elsewhere simultaneously in any form without ACA's knowledge.

Editorial Review Process

All posts submitted for publication in the ACA blog are subject to review by the ACA Editorial Advisory Board, a panel composed of ACA members, and review and editing by ACA staff. The ACA blog team reserves the right to edit and adapt your blog content as necessary and update it in the future for accuracy and comprehensiveness. ACA reserves the right to include calls-to-action to ACA content, including but not limited to ACA email newsletters, online information and resources, and other content.

ACA Website User Account

If your post is accepted for publication, you will be required to set up a profile on the ACA website (if you do not already have one) so that your post can be linked to your profile. There is no cost or membership obligation required to set up a user profile on the ACA website.

Blog Comments

Readers will be required to create a profile on the ACA website in order to make comments in the blog (there is no cost or membership obligation required to set up a profile). The ACA blog encourages a free and open exchange of ideas conducted in a professional manner. Readers may also share evidence-based clinical tips. Comments with inappropriate language or other offensive posts will be removed. Comments made on the ACA blog are solely the opinion of their authors and should in no way be regarded as expressing the views of the ACA.

How to Submit a Post

After reviewing the guidelines above, please submit your blog post to *communications@acatoday.org* *(subject: BLOG)*. You can also contact the ACA blog team at *communications@acatoday.org* *(subject: BLOG)* to pitch your idea. Staff may be able to advise changes that will make it more likely to be accepted. When you are ready to submit, please email you submission and include the following:

- Your *completed* post as a Word Document

- Short author bio (60 to 80 words) including a maximum of one text link to your own website.

- A photograph of yourself (optional)

Following the review process, if your post meets our editorial standards and aligns with the ACA brand, we will notify you that your article will be published. That process may take up to one month.