



## USGBC – St. Louis Regional Chapter Blog Guidelines

Thank you for providing content to the USGBC-St. Louis Regional Chapter's blog. Blog entries will be used as a tool to reach out to Chapter members, as well as the broader St. Louis community. The focus of the blog is to highlight positive aspects of green building, LEED registered and certified projects, and sustainability topics that pertain to the St. Louis region.

The following guidelines should be followed when writing your posts. We welcome your feedback and questions regarding this process and look forward to seeing your posts soon! We encourage members to submit blog articles as often as possible!

### Requirements

- Blog entries will only be accepted from St. Louis Regional Chapter members.
- Posts should be between 200 and 500 words.
- Blog entries may not be used to advertise or market the products or services of your (or other) company.
- Please ensure that you have permission to use any image, graphic or artwork included in your post and that no copyrights are being violated.
- Include a unique title or headline to grab the reader's attention.
- Entries should be related to green building, LEED, and sustainability topics in the St. Louis area.
- Always cite sources that are used in your blog posts.
- Review the Chapter's blog to ensure that you are not duplicating previous posts.
- Before submitting the blog, please read through your blog carefully and review for grammar and spelling errors. Take pride in the words you type!

### Recommendations

- If possible, include an image, graphic or artwork with your post. Please ensure that you have permission to use the image and that no copyright is being violated.
- Make key information in your blog stand out by utilizing bold/underlined text and bullets.
- Limit blogs to one major idea or topic per entry.
- Blogs should be mostly positive and **not overly controversial**.
- Original content is always appreciated; however, posts can be articles that have been written for use elsewhere as long as they are relevant.
- When appropriate, include links to sources and relevant sites, keeping in mind that blog entries should not advertise or market the products or services of your company.
- Website users will be allowed to publicly comment on posts. Be sure to check your post and respond as appropriate. Comments will be reviewed by the USGBC-STL Executive Director or a designee before posted. Comments deemed inappropriate or inapplicable will not be posted.

### Submitting Your Post

- Submit posts to [usgbc-stl@mobot.org](mailto:usgbc-stl@mobot.org).
- In subject line of the email please indicate "New Blog Post Consideration."
- Posts will be reviewed by the Executive Director or a designee before posted on the website.
- Posts may be edited for length, grammar and spelling.
- Please include your name and company with your post as you would like it to be listed at the bottom of the post.
- USGBC-St. Louis Regional Chapter reserves the right to refuse any post.

Please contact Emily Andrews, LEED AP at [emily.andrews@mobot.org](mailto:emily.andrews@mobot.org) or 314-577-0854 with any questions or concerns.