



**We want you to share your Habitat LA experience, expertise or excitement.** Share your story by submitting a blog on any Habitat LA program, uplifting community stories, information on affordable housing in Greater Los Angeles, or your experience with Habitat LA. We will feature your content with our Habitat LA community. Selected blogs will be featured on our website, social media and Habitat Happenings newsletter. To get started, here are a few Habitat LA blog guidelines.



## Habitat LA Blog Guidelines

### Our Themes

- Construction
- Hope/Uplifting/Assistance
- Community engagement in Greater Los Angeles
- Stories about families we serve
- Grants

### Our Audiences

- Corporate Donors
- Individual Donors
- Volunteers
- Families in and around Greater Los Angeles
- Habitat LA Partner Families
- Board Members
- Habitat Affiliates

### Article Length

- Short Form: 300-500 words
  - Can be read quickly, excellent way to engage with audience, easy to read on mobile
- Long Form: 1,500-3,000 words
  - Enhances credibility, increases chance to use keywords that improve SEO score
  - Long posts usually have more social media shares

### Tone of Voice

- Our style is conversational, relatable but authoritative – so we avoid posts that are too jargon-heavy or too technical

### Images

- Please include 1-5 photos relating to your blog topic
- No stock photos
- Hi-res quality
- Smart phone photos work well
- Utilize Habitat LA Flickr Albums: Click [HERE](#)





## Backlinks

- Include links to related content
- Ideally would like to have one external link and one internal link

## Writing Rules

- Make it clear in the article introduction what value the reader will get from the article
- Have a clear point throughout the article
- The content should include actionable tips or useful resources
- Quote or cite authorities wherever possible
- For each point made, ask yourself “can this point be made by quoting or citing an authority?”
- Posts that include data and quotes should include references
  - Note: You can also reference the work outside organizations but we want to relate it back to Habitat LA’s mission, communities and programs
- Create content that’s approachable for both experts and beginners
- Use terms specific to what you are talking about but avoid using words that might be confusing to someone who is new to the organization
- Avoid clichés and speaking in absolutes
- Never use gendered language for hypothetical persons  
Always use “they” instead of “he” or “she” for these cases
- Double check spelling and grammar before sending

## Format

- Title: each word in the title should be capitalized
- Put punctuation inside quotes. “This is how you would punctuate a quote.”
- Oxford comma
- We use just one space between sentences
- Capitalize the first word of a bullet point
- Use subheadings, lists, images, and short paragraphs to break up text
- Keep your writing clean, smooth, and easy to the eye
- Use light (short) paragraphs
- Add bullets in when it is helpful

## Process

- Habitat LA employees submit blogs on Microsoft Planner
- Habitat LA community email blogs to Danielle Corpus at [Dcorpus@habitatla.org](mailto:Dcorpus@habitatla.org)
- Marketing and Communications will review submitted blog
- Marketing and Communications will send back blog to Guest Writer for approval with edits if needed (3-5 business days)
- Once the blog is approved by the Guest Writer, Marketing and Communications will add blog to website
- Once blog is added to our website, a final link will be sent to the Guest Writer

## (Not so) Fine Print

- We cannot republish a guest post to another company blog, LinkedIn, Facebook or other sites afterward due to the risk of a Google duplicate content penalty. You are allowed to share a link to the original post on the Habitat LA blog on your social channels
- We are not obligated to publish your post; all blog posts must pass our editorial standards to qualify for publication. If your post is rejected, you are free to submit a new idea again
- Habitat LA does not pay any kind of fee for guest blogging
- Habitat LA reserves the right to include calls-to-action to Habitat LA website and content, including but not limited to email newsletters, e-books, and other downloadable content



*All photos are from the Habitat LA Photo Library album on Flickr*



**HabitatLA | [habitatla.org](http://habitatla.org)**