Center for Plain Language Blog Policy

Blog Goals:

- Highlight the importance of using plain language in all sectors showcasing real-world examples and case studies.
- Be a valued and updated reference/resource by sharing best practices, innovations, and easy-to-implement tips and tricks for our readers.
- Promote the good work of the Center (reference web content, mention events or echo messaging) and inform and educate users about their role as a leader for PL in North America.

Submission Guidelines:

- Submit a narrative between 500 to 1000 words.
- Email your blog as a Word document or link to a Google doc to: Info@centerforplainlanguage.com
- Use plain language to tell your story and engage the reader.
    - Define all acronyms.
    - Avoid jargon.
    - Use headers to break up text.

- Use first-person narration ("I" and "we").
- Include hyperlinks as necessary.
- Avoid footnotes, instead incorporate context or citations into the text. For example: See 2022 ClearMark Winners.

- Include high quality photos (jpeg, tif, png) along with captions and attribution, if not taken by you. We prefer original images that are directly related to the written subject.
- Proofread your blog before submitting it.
- Include an author's biography (fewer than 100 words).
- Provide a cropped head shot (Optional).

We do not accept:

- Any plagiarized content or content found to be AI generated.
- PDFs.
- Marketing for a specific product.

- Disrespectful or bias-perpetuating content or images.

What to Expect After Submitting a Blog

The Center for Plain Language will review all submissions on a first come first serve basis. We cannot guarantee that all blogs will be accepted and posted.

We will respond within 14 business days to confirm whether your blog has been accepted or not. If accepted, we will include the estimated posting date.

We may share edits or comments on the blog with you during the blog review process. Before posting any blog, we will provide the author final review of the blog.

We will promote published blogs via our website and social media channels. We ask that you tag or mention us when sharing your blog with others.