

## The BAATN Blog - Guest Post Guidelines

The BAATN blog contains posts about the internal psychological world from a Black, African, Asian and Caribbean perspective and the meeting place between therapy, politics and the race conversation. Guest blog posts should follow this remit.

### Basics:

- Blog posts need to tell a story and have a beginning middle and end
- Give your post a snappy, interesting title
- Guest blogs are NOT advertising for your blog/business/website, or your products or services although they may contain links that reference them.

### Post Content and Formatting Preferences:

- Posts are required to have original and unique content.
- Posts should be between 300 and 2000 words
- Use subheadings through the post body as well as short paragraphs and bullet points (to make the post easier to read)
- Consider including short summary text - short summaries are only a few words in length and added to a blog post to make it easy for busy readers to quickly browse through articles.
- If you have an image to accompany a post that would be welcomed. You need to have permission to use any images in your post.

### Link Requirements and Policies:

- No affiliate links
- Guest posts are allowed to link to their own content within the post
- You are allowed no more than 3 links in your post content and by-line (not including your biography and social links)

### The process of submitting the guest post:

- Send post in a word document attached to an email to [eugene@baatn.org.uk](mailto:eugene@baatn.org.uk). Attach your images and other multimedia separately.
- Biography data should be sent in a clear and structured format with links to your blog/website and social media handles.
- Make sure you have thoroughly edited your content
- Posts will be further edited if needed; please don't be offended if we suggest changes.

### Republishing:

- Blog posts submitted and accepted for posting on the BAATN Blog are also free to be republished in other formats and publications.