



# GUEST BLOGS

## AT TIMBERLAND REGIONAL LIBRARY



In support of our valuable community partnerships, and in the spirit of resource sharing TRL offers partner organizations the opportunity to contribute guest blogs to our website.

Blogs can be found at **TRL.org/Explore** and in various content feeds throughout the site. Guest blogs are a chance to invite library users to discover community resources available through other local organizations and to highlight the importance of collaborative partnerships.

# GUIDELINES FOR GUEST BLOGS

We look forward to featuring your guest blog. To ensure that your blog fits our content standards please review the following guidelines before submitting a draft.



**Authorship and tone.** Blogs should be written from the perspective of an individual affiliated with your organization (e.g. Executive Director, Outreach Coordinator). Compared to a formal press release where you may use a third-person organizational voice, a blog should convey a more casual tone.



**Co-promotion of library resources.** While your blog will naturally focus on resources available through your organization, be sure to mention relevant library resources. Consider what online resources, books, or library programs overlap with your organization's services and broader mission.



**Media and visual elements.** Plan to include a few visual elements and/or links to external resources to add appeal.



**Be concise.** Aim for approximately 250-500 words. Longer blogs are welcome, but be sure to make appropriate use of topical headings to break up the text and help readers quickly scan the post.

## NEXT STEPS

After you have finished a draft to your guest blog, email Public Information Officer Chris Chrzan at [cchrzan@trl.org](mailto:cchrzan@trl.org). Please include your organization's logo and the author's headshot if applicable (.jpg or .png preferred)

It can take approximately 2-3 weeks for review and editing before the post is published. If your blog is time-sensitive (e.g. promoting an upcoming event) we will do our best to expedite the process.