



SHAPE AMERICA

BLOG

PROMOTED  
CONTENT  
POSTING GUIDELINES

## WRITING TIPS

- Use conversational, simple language that is easy for readers to digest.
- Use short sentences, short paragraphs, headers and lists to make the post more readable.
- Avoid excessive acronyms.
- Use text links within the post when referencing information from other articles or websites.
- Suggestions for crafting a headline that will capture readers' attention:
  - **Use numbers and lists.** Starting your headline with a number helps it stand out. Readers love lists, too, because it gives them a clear idea of what to expect in the article.
    - **Example:** *7 Fun Back-to-School Activities for Elementary PE*
  - **Use words that are proven to attract readers.** Examples include: Best; Reasons; Ways; Tips; Tricks; Secrets; Ideas; Techniques; Strategies; and Facts.
    - **Example:** *3 Strategies for Getting More Professional Development Funding*
  - **Explain the educational value of the blog post using attention-getting words and phrases.** Examples include: "How to"; "101"; "Complete Guide" and "Beginner's Guide."
    - **Example:** *Creating a Before-School Walking Club: A Beginner's Guide*

## EDITORIAL GUIDELINES

- Advertisers who want the benefit of contributing editorial content must agree to meet SHAPE America's required Editorial Guidelines and Writing Tips. SHAPE America reserves editorial rights and approval of all Promoted Content Posts.
- The tone and quality of Promoted Content Posts should reflect SHAPE America editorial values — and primarily serve the reader. This means no "hard sell" of products and services — nothing that would be considered a commercial or sales pitch.
- Effective blog content should be honest and provide value to the reader, even to someone not interested in buying or using a particular product or resource.
- Remember who the target audience is and write for them. Most blog posts are intended for the professional HPE audience, including health and physical education teachers, HPE professionals in higher education and future professionals.
- All Promoted Content Posts will be labeled and tagged as "Promoted Content," in addition to one other category tag of the advertiser's choice.
- Paid advertising placements are suppressed on Promoted Content Posts. SHAPE America reserves the right to showcase Year-Round Mission Partner logos in the right column of the post.

### CONTENT DEADLINE

Content is **due three (3) weeks prior** to the agreed upon publish date.

### CONTENT SUBMISSIONS

All content must be submitted via the **Promoted Content Post Submission Form**.