



Blogging Manual

Includes:

- *New Blogger Information*
- *Content Guidelines*
- *Submission Process*
- *Correct Language for Writing about Mental Health*
- *Blogging Agreement – (sign and return)*

New Bloggers

Getting Started

Optional Biography

- See examples at <http://www.ibpf.org/blog/blogger-biographies>
- Include:
 - Your connection to bipolar disorder - why do you want to write for the IBPF Blog?
 - Country of residence
 - What is unique about the perspective you provide?
 - Any personal details that contribute to your unique perspective: family life, culture, pets, professional life, parenthood, hobbies, life stage, background, etc.
 - Your other mental health advocacy work

Content Guidelines

Purpose of the IBPF Blog

- The IBPF Blog's purpose is to provide hope and inspiration to those living with bipolar and their caregivers, friends and family and to educate the public about the realities of bipolar disorder. Our blogs:
 - Let our audience know they are not alone and provide empathy
 - Educate about lifestyle management and treatment options
 - Share tips and advice on specific issues
 - Create a community
 - Spread awareness about bipolar disorder
 - Combat stereotypes and end stigma!
- Blogs should be 500-800 words.
- Blogs are to be positive and hopeful.
 - Understandably, blogs for certain topics will be darker. For these blogs it's important to find a positive message by sharing details about how you got through the dark time or that you are in a better place now, for example. Avoid potentially triggering details.
- Please avoid implying that another person's conditions are better or worse than your own.
- Use appropriate and respectful language. Critical posts are acceptable but they should also be helpful and have a positive message. Avoid profanity. Our community is comprised of young people and many cultures around the world. With this in mind, please consult a staff member if you are unsure of a topic.
- Including links to credible sources supporting your statements, free resources and informative articles

are appreciated.

- Avoid specific medication names. Instead use the class of medication, such as antidepressants, antipsychotics, etc.
- We require all posts to be original content.
 - If you re-publish a post you have published on the IBPF Blog on another platform or website, you must include a link to that post on our website and note “a version of this post originally appeared on International Bipolar Foundation’s blog.”
- Use keywords in your blog to improve its standing in search engines.

Submission Process

Submission

- Submit as a Microsoft Word document email attachment or Google Document to info@ibpf.org with “**blog submission**” in the subject.

Editing

- IBPF may edit your blog to fit within the IBPF guidelines. Per IBPF blogging guidelines, our goal is to project positive and supportive messages for those living with bipolar disorder and their loved ones. In order to adhere to the guideline above we may edit your blog. If significant changes are made, a final draft will be forwarded to you and you will be given a chance to review before publishing. Thank you for working together with us as we strive to create a culture of wellness, dignity and respect for people living with bipolar disorder.

Title and Picture

- The title and picture are the most influential pieces of your blog regarding web traffic and social media reach (the number of users who see your post). Unfortunately due to past instances of copyright infringement, we will choose the photo used for your blog. If you have a particular photo you wish to be used, please consult a staff member.
- For our audience, the best titles are usually simple and straightforward and describe a specific, relatable issue. Creative headlines historically do not do well.
- A sensationalist headline is not necessary; our audience is already interested in reading articles related to bipolar disorder.

Blogging Agreement

Name: _____

Email: _____

Name you want to use on our website: _____

Provide the following if you wish to be mentioned in your blog promotions:

Facebook: _____ Instagram: _____ Twitter: _____

Location: _____

(at times we may want to focus on particular regions or cultures and may reach out to you)

Favorite writing subject areas or expertise: _____

(at times we may want to focus on particular topics and may reach out to you)

Please sign below to acknowledge that you have read and agree to the following expectations:

1. I have read and agree to the guidelines provided in this Blogging Manual.
2. I understand that I am contributing blogs pro bono.
3. I will only submit writing that is my own work and other content such as photographs and images that I am authorized to use, and understand that plagiarism and/or unauthorized use of third-party material may lead to the termination of our blogging relationship. I agree to indemnify and hold harmless the International Bipolar Foundation from and against any and all claims that writing or other content provided by me infringes the rights of any third party.
4. I understand that my work may be edited according to these guidelines.
5. I understand my submissions may not be published.
6. I understand that once published, there is no guarantee that the content can be permanently removed from the internet and that IBPF is not responsible for content that is not removed in the event that you change your mind in the future.

I have read and agree to these conditions:

Name/Signature

Date

Parent/Guardian's Name/Signature (if minor)

Date