PROMOTE YOUR BUSINESS

The Chamber
Arlington Chamber of Commerce
Opportunity. Leadership. Results.

The Arlington Chamber of Commerce blog is a useful and credible source of information for business leaders in the Arlington, Virginia area. The blog serves as a resource for business professionals in the community to stay informed about trends, innovation, best practices, and other business-related information. It also features a variety of industry-specific business topics written by Arlington's thought leaders.

SUBMISSION CRITERIA

Members interested in submitting an informational or how-to post for the Chamber blog should request the Chamber Blog template by contacting the Chamber Communications Coordinator via email at communications@arlingtonchamber.org. **Content for the blog should be of interest to the general Arlington business community**. Before submitting your article, the topic must be cleared by the Chamber's Communications team prior to submitting a draft of your article. The Chamber will only consider original, unpublished materials to be posted on the blog.

Direct product selling, sales pitches, and obvious promotions of your business will not be accepted. Contributing a guest post to the Chamber blog helps establish you as a thought leader in your industry and the Arlington community, therefore promoting your business or organization. In addition, contributing to the Chamber blog also helps to boost your website's SEO, page views, and may lead to new business prospects. If you are interested in directly advertising or promoting your business, please ask the Communications team about our many low-cost promotional opportunities.

Potential contributors are encouraged to search the Chamber blog for posts related to your industry to review what topics have already been covered. The Chamber encourages writers to use subheadings, bulleted lists, and bold fonts to highlight key concepts and action items. The use of videos, photos, charts, screenshots, and other visual content makes your content more attractive to the reader. In addition, cross-linking to other Chamber blog posts with similar topics when appropriate is encouraged. Any outside sources used must be cited and, when applicable, linked to.

Blog posts allow for your personal voice to show through; however, the writing is for a business audience and should maintain a level of professionalism.

EDITORIAL PROCESS

Submit your topic idea to the Communications Coordinator, Morgan Mentzer: communications@arlingtonchamber.org. Topics must be cleared by the Chamber's Communications team before drafting begins.

Once your topic is approved, the blog editor will send you the blog template so that you may move forward with the drafting process. Please keep in mind that blog posts should be between 300-700 words.

All drafts should be sent to the Communications Coordinator for review. Any edits made that adjust content beyond grammatical corrections will be consulted with the author.

Blog posts should be submitted with suggested photo option(s), suggested tags, and suggested social media posts (as outlined in the blog template). Author information provided will link to the website of the business the author works for.

The blog editor has the right to deny posting a blog if the post has an unclear focal point, is not clearly organized, or is not correctly formatted to grab the reader's attention. *The blog editor will contact the author to see if the post can be reworked to fit these specifications.*

Once a draft has been approved by the blog editor, the post will be scheduled for publication. Scheduled dates may vary based on the editorial calendar, and are typically scheduled on a first come, first serve basis. The blog editor will notify writers when their posts are scheduled. The blog editor has the right to adjust the calendar and to delay a blog post from the originally scheduled editorial date.

While the Chamber can only consider original, unpublished materials for the blog, guest bloggers may repurpose their posts elsewhere, with the following stipulations:

- There should be a two-week window between the time the article goes live on the Chamber blog and the time it is published elsewhere (unless published in another Chamber publication).

- All subsequent publication of the article must cite the Arlington Chamber of Commerce Blog as the original source and provide a link to the blog post.

DISSEMINATION

The Chamber will promote guest Blog posts via social media, e-newsletters, and other communication resources. Authors are encouraged to promote their posts via their own business network through emails, their website, newsletters, social media (be sure to tag the Chamber's social media page), and other appropriate sources. Please tag the Chamber on Twitter (@ArlChamberVA) and on Facebook and your post could be retweeted or shared by the Chamber.

Any mention of the article within two weeks of the post's published date should not include content from the blog, but introduce the topic and link to the blog post. *Example: I wrote an article for the Arlington Chamber of Commerce Blog about the value of a Chamber membership. Read my post here: www.arlingtonchamber.org/blog.*

For more information about contributing to the Chamber Blog, please contact the Communications Coordinator, Morgan Mentzer at communications@arlingtonchamber.org or at (703) 525-2400 ext. 203.