Blog Resources
Share your Story and Inspire Action

Blog Requirements

- Remember that wildlife is our middle name. Our blogs must have a clear connection to wildlife
- All blogs must be relevant to NWF programs or on-the-ground work and consistent with our mission
- No Profanity is allowed
- Blogs must include 2-4 compelling or interesting photos with at least one photo featuring wildlife
- Any facts or statistics must include links to the original sources
- Blog must be between 300-800 words
- Blog Administrator and content reviewers have the right to make edits for accuracy, consistency, and branding

Review Requirements

All bloggers must submit a draft, in WordPress, to the Blog Administrator before publication (even if you are a WordPress administrator). The Blog Administrator will review all blogs for grammar, consistency, and branding. In the following cases, blogs will also be reviewed for content by other staff members in addition to the Blog Administrator:

- Scientific blogs will be reviewed by a staff expert such as David Mizejewski or Bruce Stein
- Blogs mentioning or including quotes from Collin will be reviewed by Miles Grant, Director of Communications or Jackie Hardy, Office of the President
- Garden for Wildlife related blogs will be reviewed by David Mizejewski, Naturalist

Photo Requirements

- All photos must include a photographer credit (even for one you took yourself. Please credit these "Your Name/NWF Staff Photo")
- If the photo is from Flickr Creative Commons, you must include both the photographer credit and a link to the original photo
- Do not crop the photos before you submit

Where to Find Photos

- WordPress Media Center
- Flickr Creative Commons (When looking in Flickr, use the drop down menu under "any license" and select "all creative commons")
- USFWS, NOAA
- NWF Staff
- Donated photos from NWF Photo Contest (2011-2014)
- Email Blog Administrator blog@nwf.org to help search for photos

WordPress (For NWF staff only. See guest blogger section for external bloggers)

Setting up a WordPress account

1. Email the Blog Administrator blog@nwf.org to create a login for you
2. You will receive an email with your login info (username and password)
3. Login to WordPress to change your password, upload a profile picture, and provide a brief author bio. See our blogger page for inspiration

Uploading a Blog into WordPress

1. Login to WordPress: http://blog.nwf.org/wp-login.php
2. In the left navigation, click "Posts" and then "Add New"
3. Enter your title and text
4. Make sure all links included are functional
5. Select ONE proposed category and no more than FIVE proposed tags
6. Save your draft by clicking "Save Draft" in the top right of the page
7. Upload any new photos into the WordPress media center
   a. In the left navigation, click "Media," then "Add New"
   b. Drag and drop your files
   c. You do not need to crop the images
   d. Make sure all photos have proper photo credits – even if the photos are ones that you took yourself
8. Email blog@nwf.org when your blog is ready to be formatted, reviewed, and published

The Blog Administrator will help with formatting and will send any suggested edits for your consideration. Once the blog is published, the Blog Administrator will send you the link. If you have trouble uploading your blog, send the blog as a Word Doc to blog@nwf.org

Guest Bloggers

1. A guest blogger's blog must meet the same requirements as an NWF blog (see REQUIREMENTS)
2. Send the following to blog@nwf.org so the Blog Administrator can upload the blog into WordPress under the "Guest Author" account:
   a. Final blog draft as a Word Doc
   b. JPGs of accompanying images (2-4)
   c. Guest author headshot and short bio (if desired by guest blogger)
3. The Blog Administrator will review and format the blog and send to the guest blogger for approval (including any suggested edits)
4. Once published, the Blog Administrator will send guest blogger the link to their blog

Republishing Content on NWF's Blog

To republish content from outside sources (i.e. blogs, magazine articles, online materials) on NWF's blog, you must have written permission from the original publisher (even if you are the author) and you must write a new blog with the following attributes:

- Unique content that has a tie to NWF's work
- 1 -3 photos
- A directly expressed wildlife connection
- Link to original piece/source

NWF will not republish content from outside sources verbatim.

For example, this blog uses information from the USA Today 2015 Hunt and Fish Guide for outdoorsmen to create a unique piece: http://blog.nwf.org/2015/10/whos-got-game-7-places-outdoorsmen-should-visit- this-fall/

Republishing NWF Blog Content Externally

To republish NWF blog content on an outside source, you must have approval from blog team. Please email **blog@nwf.org** for approval.

Blog Writing Tips

- Focus on stories and information that the audience wants to read – not just stories that we want to tell
- Include a next step that readers can take once they finish reading your blog. Do you want readers to donate? Sign up for a newsletter? Click an action link? Use a Click to Tweet?
- Include how your work can be implemented or supported on a national scale
- A short personal anecdote for context in your post is fine, but keep in mind this is not your personal blog

- Be mindful of your wording and tone of voice. You may use your personal voice as long as it's also professional. Remember that your work represents NWF

- Keep blogs concise and to the point. Posts that are too long will lose readers' attention. Aim for 4 - 7 paragraphs. If your blog needs to be longer to tell the full story, break up the text by using photos, videos or pull quotes to illustrate key points

Questions?

Please direct all questions to blog@nwf.org and the team will respond as quickly as possible.