



National Garden Clubs, Inc. BLOG GUIDELINES

NGC Website Blog
Guidelines and
Submissions

Why Blog?

A blog (short for “weblog”) is an informational website or an area within a website displaying information in a reverse chronological order, with latest posts appearing first. It is a platform for expressing and sharing a writer’s views. For example: The National Garden Clubs, Inc. (NGC) blog is where a member or even a group of members share their views on a variety of subjects related to the goals and objectives of National Garden Clubs, Inc. The main purpose of our blog is to connect our organization to a target audience concerned about nature and the natural world around them as well as involved and concerned about gardening, environment issues, floral design, landscape design, climate, pollution, forest and wildfires, etc. NGC uses blogging to raise awareness about these issues and to help promote our organization as an important member in the community of nature organizations. NGC members promote NGC through their informational articles telling the public who we are and what we do. Frequent, interesting and informative blog articles increase National Garden Clubs, Inc. discovery by the public.

What is a blog post?

A blog post is an article that expresses a writer’s point of view on a subject. NGC blog articles should be 300 - 1500 words in length. They should take the average viewer approximately seven minutes to read. Bloggers may divide extensive content into multiple parts.

Blog Structure

1. Write in third person. The third-person point of view uses pronouns like he, she, it, or they. It gives the written article a more professional tone.
2. Write a powerful headline to attract attention and draw the reader to the article.
3. Follow the headline with an introductory paragraph. An introduction grabs readers and lures them down the page.
4. Write simple, meaningful sentences. Compound sentences are more difficult to comprehend and follow.
5. Avoid using weak words or clichés. Power words and sensory words are very effective in a sentence. Power words are persuasive, emotional words that trigger a positive or negative response. Sensory words involve the five senses: sight, touch, smell, hearing and feeling.
6. Create a valuable main body expressing the main purpose, solving a problem or achieving an aim.
7. Close your article with a call to action or with inspiring comments.
8. Submit a blog as a complete and finished article suitable for publication.
9. Use a high quality image to support your article.

Topics

National Garden Clubs, Inc. is involved in a vast array of programs including global concerns. Bloggers may address issues on the local, national and global level. Blogs are not intended to relay specific information about conducting NGC schools, changes in judges’ requirements, etc. There are other means to address these issues on the website. Review the legal disclaimer in these guidelines for unacceptable content.

Number of Blogs

Members and others may submit any number of blogs. A new article is posted every Monday and Thursday on the NGC website. Statistically, these days are the highest for readership and social media involvement. Members may commit to a few articles per year or may submit continuously. Members may submit ideas for articles even if they are not interested in writing allowing the Blog Coordinator to contact potential authors.

Photos

Photos are welcome and encouraged to bring attention to an article. Photos with identifiable likenesses of people must have a NGC Release for Publication and Website form signed and kept on file at NGC headquarters. The form is located on the website. Copyrighted photos are not allowed unless permission for use is provided to NGC. Do NOT copy an image off the internet unless it is specifically licensed for use by anyone for any purpose. Free internet images must include source information.

Recognition

Each article carries the writer's name in a byline. Captions include photographer recognition.

Citing Articles

Authors may research a topic, but the blog article must be their own composition. You must get and include written permission from an author to submit someone else's article as a blog.

1. Print
 - a. Author's Last name, First initial, Middle initial
 - b. Date published
 - c. Title of source (book, magazine, etc.)
 - d. Publisher
2. Online
 - a. Author's Last name, First Initial, Middle initial
 - b. Date published
 - c. Title of source (website, online publication, etc.)
 - d. Retrieved from URL

The Blog Administrator/Committee will help cite a source if requested by the blog writer. Citing a source of information provides background and depth for readers.

Procedure

1. Members write articles in word document format. Articles must include title, author's name and use the third person tense.
2. Authors submit accompanying photos in jpg format as separate attachments.
3. Authors submit articles via the blog online form on the NGC website, attaching their articles and photos as indicated on the form.
4. The Blog Coordinator reviews, fact checks and edits articles as needed.
5. The Communication Print Committee further reviews for spelling, grammar and copyright infringement.
6. The Blog Coordinator sends the articles to the NGC Website Administrator for posting as determined on the blog schedule.
7. Seasonal articles may be held for appropriate timely posting.

Legal Disclaimer

The views and opinions expressed in the National Garden Clubs, Inc. (NGC) blog and podcasts are solely those of the original author(s) and other contributors. These views and opinions do not necessarily reflect those of NGC. NGC is not responsible for the content of any comments on the NGC blog. The content of comments is the sole responsibility of the original commenter(s). NGC reserves the right to edit, delete or not publish any comment for any reason or no reason in its sole discretion. Without limiting the foregoing, comments must not:

1. Contain any material, which is defamatory, obscene, indecent, abusive, offensive, harassing, violent, hateful, inflammatory or otherwise objectionable.
2. Promote sexually explicit or pornographic material, violence or discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
3. Infringe any patent, trademark, trade secret, copyright or other intellectual property or other rights of any other person.

4. Violate the legal rights (including the rights of publicity and privacy) of others or contain any material that could give rise to any civil or criminal liability under applicable laws or regulations or that otherwise may be in conflict with these Terms of Use and our Privacy Policy.
5. Be likely to deceive any person.
6. Promote any illegal activity, or advocate, promote or assist any unlawful act.
7. Cause annoyance, inconvenience or needless anxiety or be likely to upset, embarrass, alarm or annoy any other person.
8. Impersonate any person, or misrepresent your identity or affiliation with any person or organization.
9. Involve commercial activities or sales, such as contests, sweepstakes and other sales promotions, barter or advertising.
10. Give the impression that they emanate from or are endorsed by us or any other person or entity, if this is not the case.

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