



Spotlight & Blog Submission Guidelines

The *Spotlight* and NAMI Seattle Blog are resources for people who are interested in mental health. We feature fresh insights, personal stories, and practical tips about mental health-related topics. We also talk about ways to end stigma and strategies for living well.

About the Spotlight & Our Blog

The *Spotlight* is our newsletter that is mailed or emailed to members of NAMI Seattle and posted on NAMI Seattle's website. NAMI Seattle's *Spotlight* is published 4 times a year. It includes news about NAMI Seattle, upcoming community events, stories of success, mental health policy information, and useful articles about mental health. Our blog is the easiest way to get your post to our devoted online audience. Blog posts appear in the "News" section of the NAMI Seattle website, often appear in the Spotlight as well.

Before you start writing, here are a few things to consider.

Voice

Similar to the rest of our content, we like to keep it casual and conversational. We are a "friendly guide" to our Web visitors, leading them through difficult and intimidating topics and breaking them down in a language that they can understand. We educate when appropriate and act as a trusted friend when someone needs support. We aim to inspire hope and encourage engagement.

Values

All submitted materials should align with NAMI Seattle's mission and reflect our core values of Kindness, Integrity, Community and Empowerment. Our Mission and Values can be found at: http://namiseattle.org/about/#mission_values



Word Count

Articles should be between 350 and 500 words. Strike a balance between being detailed and concise.

Headlines

Always have shareable headlines. “How tos” and numbers work especially well to hook readers immediately. Pretend the headline is a tweet—how would you get your followers’ attention?

Layout

Please break up your paragraphs with headings. Feel free to number the headings or bold them, as long as readers can easily skim your posts for key points.

Photos

Please include a picture of yourself if you feel comfortable. You may also include other pictures as long as you own the rights to the picture.

Statistics

Numbers and data are often an important piece of our content. We like our information to be backed by evidence, which means you should link to any statistic that you reference so we can check your source. We may choose not to link to the source when posting, but we do need to do some fact checking.

Editorial Process

1. *Let us know you're interested.* Send a brief email to submissions@namiseattle.org that describes your story idea in a few sentences and include a link to other



- articles you may have written. Or, if you've already written a post that follows the submission guidelines above, please feel free to send the whole story for review.
2. We will approve the idea. If the story ideas are not in line with our objectives, but you have the right writing style, we may help brainstorm additional ideas.
 3. You write the post. Follow our editorial guidelines outlined above. Submit your post as a Word document that's ready to publish. There should be no spelling errors, grammar errors, or typos. Read it aloud to yourself and have a friend check it over as well.
 4. *We edit...if needed.* We prefer not to edit your content heavily, although we do edit for style and tone. We may send it back to you for corrections or if we have any questions. If there are too many big edits to be made, we will kindly suggest posting the post elsewhere. Our staff may work more closely with you when preparing stories for publication in the Spotlight.
 5. You are a NAMI Seattle Guest Author! Congratulations, and thank you for helping NAMI Seattle deliver high-quality content to our readers.