

Apra *Connections* Contributor Guidelines

Apra's greatest source of information is the intelligence of our members, and sharing that knowledge is the purpose of *Connections*, Apra's online content hub. Whether you have an idea for an article or want to recommend yourself or someone else as a subject matter expert, please send an email to connections@aprahome.org that briefly outlines why your topic is important and how it is relevant to Apra members. Please include details on the sources of your information (e.g., personal involvement, research, interviews), and your current position and professional background.

Apra *Connections* content is first and foremost educational and informational. Content cannot be overly promotional toward one product, service, etc., be interpreted as a sales promotion or bylined from a company or Apra sponsor without being marked as sponsored content (more details below). Any promotional language may be included in the author's bio paragraph only (i.e. linking to a book, white paper, or other educational service/resource). The Apra Editorial Advisory Committee reserves the right to review content and provide feedback for revision if content is deemed to be overly promotional. **Apra sponsors or other companies interested in submitting content to *Connections* may reach out to Erin Weintraub (erwintraub@aprahome.org) to discuss sponsored content opportunities.**

Some examples of relevant topics for inclusion in *Connections* include research, analytics, campaigns, prospect management, professional development, ethics and advocacy. Below are some guidelines for the types of content Apra considers for publication, as well as the preferred style and format for *Connections* content.

Feature articles

- Feature articles for *Connections* should be in-depth explorations of topics of broad interest to Apra members. Examples of features include case studies, trends pieces and how-to articles.
- These articles should be practical and informative and include components like lists, bulleted information, short sidebars and subheads.
- Word count: 1000-2500 words

Innovation

- Articles for the Innovation department include first-person commentary, Q&As, and reviews of books, websites and other resources relevant to Apra members.
- Reviews can be of books, websites, blogs and/or other resources worth reviewing for *Connections* readers. Reviews should provide a brief overview of the item being reviewed, and cover 2-3 areas of particular interest to readers, noting the strengths and potential weaknesses of the item.
- Word count: 500-1500 words

In the Field

- Content components for In the Field include shorter content pieces, including news and updates from Apra chapters and committees.
- Word count: 300-750 words

Statistical Significance

- Statistical Significance content consists of information that can be presented visually as infographics, charts or diagrams.
- No set word count; Apra's creative team will apply graphic design

Style and Formatting:

- Please submit a one-paragraph bio and photograph with your submission, as well as contact information and links to social media outlets (Twitter, LinkedIn, Facebook, etc.) if desired.
- Contributors should follow Associated Press style rules.
- Send graphs, charts and photos as separate JPEG files, not embedded in Word documents.
- For photos, please supply captions, naming all people pictured and their affiliations.
- *Connections* reserves the right to edit article titles and text to fit publication guidelines and placement requirements. Extensive changes will be shared with contributors for approval.