CSI Blog Submission Guidelines

Thank you for your interest in writing for the CSI official blog. This outlet is designed to cover a broad range of topics that are central to the association’s mission. It is also a forum to discuss, share, and think about issues impacting the built environment.

The CSI blog and its content is accessible to anyone; though our primary audience are those in the architect, engineering, construction, and owner (AECO) industry. We encourage and look forward to anyone wanting to submit a blog.

Blog and Guest Post Guidelines

Submissions must adhere to the CSI Blog mission, and they may not be commercial in nature. If submissions are published, the blogger may be asked to assign copyright to CSI National Organization. All submission will be reviewed, and CSI reserves the right to edit all content before posting to ensure that the post aligns with our mission, follows blog guidelines, and conforms to CSI and AP style guides. All edits will be shared with the guest blogger prior to posting for their review.

Single Blog Post Submission

Single blog post submissions should

- include a title (60 characters or fewer, including spaces) that accurately reflects the blog’s content
- be around 500 -700 words (this is best practice)
- adhere to the CSI’s mission
- include photos along with applicable credits. Photos provide interest to the story. If a photo is not included, CSI will search for relevant photos to include
- include a brief author bio, written in third person (75 words or fewer)

If the blog post is longer than 500- 700 words, consider submitting a “series” of blog posts. See series blog post submissions below.

Series Blog Post Submissions

Submissions for a series of blog posts should

- Include a description of the series and intent
• the number of posts in the proposed series
• the titles of each of the proposed posts in the series (each title should be 60 characters or fewer, including spaces, and should accurately reflect the content of the post)
• the completed first post (around 500 – 700 words)
• future posts should reference previous posts and include links to each one
• photos for each post in the series, including credits when applicable
• a brief author bio, written in third person (75 words or fewer)

To submit a series proposal for consideration, please send your proposal to the TESOL Blog editor.

Procedures

All blog submissions should be sent to marketing@csinet.org. After submitting your post to CSI, we will inform you within a few days if your blog aligns with our mission. If approved for posting we will review the content and if needed, provide suggested edits for your review and approval within 2 weeks of your submission.

Once the blog is final, we will provide you with a publish date, and share the link with you once live. In addition, all blog posts will be featured on the home page of the CSI website, and will be promoted on our social media accounts, and community board. Depending on the post, there may be other cross-promotional opportunities. We encourage you to email and share the post with your network, your employer, and your friends.

Blog Writing Tips

There are great resources for writing blogs on the internet, Hubspot has many tips and techniques, as do other resources. Here are some of our favorite tips and what we have seen works best for our readers.

★ Engaging Content — The blog is a great opportunity to have some fun or provide a fresh voice and viewpoint to the readers. Use active voice and avoid jargon whenever possible. We also welcome video blog posts too if you have an interest in that format!
★ Keep It Concise and Skimmable — In general, blog posts should range from 500 to 700 words in length. Should be easy to read, consider bullets and short sentences to make reading faster and easier — many do not have a long time to read long blogs.
★ Encourage Conversation — Give readers something to think about, encourage them to comment and engage on the ideas shared in the blog post.
★ Don’t Be Promotional — CSI will not publish blog posts that promote a product or service. You can show your expertise by writing a relevant, insightful article with keen advice.