

## **SELECTING A TOPIC**

The blog publishes content of interest to those in the histology profession, including but not limited to research, techniques, tips and tricks, advice, stories, and general career themed pieces. The blog is intended to be an educational resource, so please take this into consideration when writing your post. If sharing a personal story make sure there is an educational component.

When deciding on a topic, here are a few things to consider:

- What can I write about that is different from what is out there?
- What unique skills or experience do I bring that I can add to the conversation?
- How will my post help my audience?

## **ARTICLE SUBJECT LINE**

Your headline and first paragraph are vital for getting and keeping your readers attention. When possible try to come up with a captivating subject line.

## **ARTICLE LENGTH & FORMAT**

There is no minimum or maximum length for an article, however the majority of posts are between 700-1,000 words.

## **IMAGES**

Authors are encouraged to submit images with their submissions; however, they must have permission to use any images that are included. Images should include a source, if obtained from someone/somewhere other than themselves. In addition, please remember patient confidentiality – no patient names should be seen, nor any photos of patients used in the article. If you do not have an image, please let NSH know upon submission, and they will work with you to find an image.

## **REFERENCES**

Authors are required to cite any sources used in the writing of the article. This may be done with a references section at the end of the article.

## **PRODUCT ENDORSEMENT**

Authors may use company products and equipment for the sole purpose of teaching scientific theory, techniques, and information useful to the field of histotechnology. The articles may not include endorsement, catalogs, price lists or commercial material of any nature.

The author may list their place of business and a link to the website of the organization.

Authors should not purport to represent the views of NSH with respect to any commercially marketed product.

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### **SUBMITTING AND POSTING AN ARTICLE**

NSH posts to the blog every Friday. Submissions can be sent to [histo@nsh.org](mailto:histo@nsh.org). Once your submission has been reviewed and has been approved based on criteria listed above you will be contacted by an NSH staff member and the blog will go through an editing process. Once the post is finalized, an NSH staff member will post it to the blog on your behalf, listing you as the author.