



NATIONAL RECREATION AND PARK ASSOCIATION

NRPA Blog Guidelines

Thank you for your contribution to the official blog of the National Recreation and Park Association. Our blog posts are routinely submitted by staff, members and others throughout the park and recreation field. We cover a broad range of topics that are central to our mission, including equity, health and well-being, conservation, advocacy, professional development and much more!

Our blog audience is generally NRPA members and those interested in parks and recreation. While there is no “one-size-fits-all” for blog posts, as each have their own unique style and tone, there are a few guidelines and tips we can provide to help with the development of your post. Make sure to [give the blog a read](#) before you start writing your post and follow these tips:

- **Be engaging:** The blog is a great opportunity to have some fun or provide a fresh voice and view point to the readers. This is a forum where you can “lighten up” your writing and find your voice. Make it something you’d like to read. Use active voice and avoid jargon whenever possible. We also welcome video blog posts too if you have interest in that format!
- **Remember your audience:** Again, the readers of our blog are mainly park and recreation professionals, so keep that in mind as you approach your post and consider the audience in your messages to ensure that you remain relevant.
- **Keep it Concise:** In general, our blog posts range from 600 to 800 words in length. Shorter lengths make it easier for people to read and digest the content, especially online. Keep your paragraphs and sentences short, too. Long paragraphs can look daunting and are difficult to scan. Lists are a great way to keep things short, break up the content and make it easy to scan.
- **Have a Point of View:** Your post should really have a focus and make a single point. Your post should tell the readers why they should care about what you are writing about.
- **Give examples, tell stories, use links:** Whenever possible, provide short examples and stories to liven up your blog post and add interest. This is so much better than just a bunch of facts. But, when you are stating facts or mention a particular resource, do link to credible websites, news stories, etc. within your content to show readers where you are getting information.
- **Encourage conversation:** Give readers something to think about or chime in with by encouraging them to comment on the blog post, usually at the end of your post. Provide a few questions or give them a “challenge” to report back on through the comments. Provide your contact information and short (1-2 sentences) bio on you. Link to your social media information, too, so readers can continue the discussion with you on other platforms.
- **Artificial Intelligence (AI):** NRPA understands that AI tools are increasingly common in content development. We require all Open Space blog-related content to be developed with a human-

first approach. Open Space prioritizes storytelling that reflects lived experience, professional insight and authentic voices from the field. Content grounded in human perspective and real-world impact consistently resonates more strongly with our audience and aligns with NRPA's mission and values. *AI tools may be used as a supplemental resource (such as for ideation or light editing support), but they should not replace original thought, personal experience or authentic voice. Contributors remain responsible for ensuring submissions are accurate, original, and do not violate or infringe any existing copyright or any other intellectual property right.*

When submitting your blog post to NRPA, we will review the content and, if needed, provide suggested edits for your review and approval. We encourage you to submit photos and visuals with the blog post, or if none are provided, NRPA will use an appropriate stock photo. Also, please make sure to submit the following:

- A photo that is representative of the topic, person, place, etc. being highlighted in the blog post
 - *If you don't have a photo, feel free to browse [Adobe Stock](#) and send us the link to the photo of your choosing – we'll download it from our account if the photo is approved by our team!*
- Author's Name
- Author's [Preferred Pronouns](#)
- Author's Job Title and Organization

Once the blog post is finalized and live, it will appear on www.nrpa.org/blog, the NRPA homepage and we will promote the post via NRPA newsletters and social media (LinkedIn, Facebook, Instagram, Threads, etc.). Depending on the post, there may be other cross-promotion opportunities through NRPA's website and other outlets. We will provide you with a link to the blog post and encourage you to share the link to the blog post among your network, too.

The NRPA blog point of contact is [Cort Jones](#), NRPA's Director of Contact Marketing. Contact Cort with any specific questions or to submit your blog post.