



BLOGGER GUIDELINES

for Guest Bloggers

Disclaimer

As a guest blogger for the Office of Financial Readiness, or FINRED, you take personal responsibility for your comments, your username and any information you submit. Publication on any FINRED platform does not constitute official endorsement of personal blogs or websites on behalf of the Department of Defense.



The blogger

To qualify as a guest blogger for FINRED, bloggers must:

- ★ Be an active-duty service member, member of the National Guard, reservist or spouse.

The “dos”

Do adhere to our blogger guidelines.

Be sure to carefully read and follow these Blogger Guidelines before submitting a blog post. If you do not immediately meet the criteria listed, we encourage you to submit posts at a later date. *Blogger Guidelines are subject to change without notice. It is the blogger's responsibility to ensure they submit posts that fall within the guidelines.*

Do submit inspirational stories. We are looking for posts with a “wow” factor and that provide useful information to the military community! Don't be afraid to share your personal stories that will make people laugh, cry or leap into action. We know you have amazing stories that will inspire others through sound advice and relevant experiences! We want to hear them!

Do write well. We are looking for posts that are grammatically correct and free of spelling and punctuation errors. Write well-structured sentences. Clearly illustrate your ideas. Avoid using too many clichés and jargon. By the time the blog post comes to FINRED, it should be near ready for publication.

Do write about the blog call topics. We are working hard to ensure we offer a variety of topics to write about. While we highly encourage submissions based on our current blog topics, you may submit a blog for consideration on a financial topic you are

passionate about. Do keep in mind that topics change frequently and are updated regularly on [our website](#), so check back often!

Do submit photos. Personal photographs can be used if they do not contain personally identifiable information or geographically identifiable information. FINRED reserves the right to decline photographs accompanying blog submissions. Remember OPSEC.

Do include a brief biography. Blog bios should be no more than three to five sentences in length and written in third person. Remember PERSEC in what you include. Do not include rank in your biography, unless you are a service member. Military spouses should use phrases such as, “Kate is a proud Navy military spouse of five years,” to establish military affiliation. Use generic duty station locations such as “Pacific-based airman/Air Force family.” Be sure to indicate the number of years you have been associated with the military and in what capacity (military child, spouse, etc.).

Do submit time-neutral content. All guest bloggers are encouraged to submit material that can be used any time of year. When submitting articles for specific events, such as the holiday season, bloggers are encouraged to keep dates as general as possible. For example, instead of writing, “It's mid-November,” write, “Just a few weeks until ...”



The “don’ts”

Don’t self-promote. We recognize you are eager to share success stories about blogs you’ve started, businesses you own or are a part of, or other ventures in which you are involved. Your stories can be very inspirational! However, rather than focusing on the ventures themselves, we encourage you to share the intangible benefits of your successes. What hurdles did you overcome to get where you are? How have these ventures empowered you? How can you inspire others to be successful? Keep the emphasis on your personal journey, rather than on the ventures themselves.

Don’t use rank in your post. Keep the content focused on the topic and not on the rank of the service member when possible. Instead use terms such as “junior service member,” “NCO” or “senior leadership team.”

Don’t include statistics. We understand that statistics can be powerful, but they are also hard to verify. We encourage you to find other ways to illustrate your point.

Don’t include brand names. References to commercial brand names will not be accepted. Include generic references like “grocery store” or “mobile device” versus “Wal-Mart” or “iPhone.” References to other Department of Defense brands such as “the commissary” and “MWR” are acceptable.

Don’t violate social media guidelines. We want you to write in your own voice. Each blogger provides a unique perspective that can enrich the lives of the military community. The Office of Financial Readiness has established some basic guidelines that every voice must follow.

Be mindful that FINRED will not accept blogs that contain the following:

- Profanity
- Graphic, obscene, explicit or racial comments
- Political opinions
- Solicitations or advertisements (This includes promotion or endorsement of private businesses, or any financial, commercial or non-governmental agency.)
- Classified, For Official Use Only (FOUO), pre-decisional, proprietary or business-sensitive information (This includes personally identifiable information, personnel lists, rosters, organization charts or directories.)
- Suggestions or encouragement of illegal activity
- Links to sites other than .gov, .usa or .mil (If blogs include links to other sites, such as .com, .edu or .org, they will be reviewed and may be removed at the discretion of FINRED. Please do not include links to your personal blog or website.)

As a blogger for FINRED, you take personal responsibility for your comments, your username and any information you submit. In that spirit, bloggers are asked to also adhere to the [Department of Defense User Agreement](#).



The submission process

Submit blogs via messenger on the [FINRED Facebook page](#).
Once a blog is submitted, the FINRED team will review it.

Blog submissions must include the following:

- ✓ First and last name (legal name)
- ✓ Contact email
- ✓ Preferred name for use on the blog – only first names or nicknames will be used (e.g., “Liz” instead of “Elizabeth”)
- ✓ Service affiliation
- ✓ Blog biography **not to exceed three to five sentences** (See examples below.)
- ✓ Word count of 250 to 1,000 words per post (We appreciate variety in length.)

Optional information:

- ✓ Blogger photo or avatar (at least 200 x 200 pixels in jpeg format)

If a blog post is approved, FINRED will send a notification to the blogger indicating the estimated date that the blog will post to FINRED’s blog site.

Biography examples

- ★ Kennedy is a proud Army spouse of three years and proud fur-mom of two rescue pups. Born and raised on the west coast, Kennedy is enjoying her family’s latest PCS adventure on the east coast. Aside from working on her master’s degree, she loves sharing her family’s budgeting strategies for paying off credit card debt while paying for college.
- ★ Dave is an Accredited Financial Counselor® who has been helping families plan their finances for more than 10 years.
- ★ Luke is an HM1 in the Navy and is stationed in California with his wife and three children.