

BLOG WRITING GUIDELINES



Thank you for your interest in contributing to Exercise Right! We accept blogs from Accredited ESSA Members and our blog writers receive 1 CPD Point in return for each article they submit under the category Self-Education.

We aim to publish 1-2 blogs per month on our Exercise Right website, which we share on our social media platforms and in our email communications. We also aim to include blogs that align with observances or events throughout the year. Examples include World Diabetes Day, World Stroke Day, World Mental Health Day, etc.

Your article will be peer-reviewed by at least one Accredited ESSA staff member to ensure that all information is accurate and substantiated.

Our marketing team will also review and may edit your article for search engine optimisation or readability purposes before publishing. Rest assured we will never change key information and will send you a copy to approve before publishing.

Please liaise with our marketing team to discuss your blog topic by emailing hello@exerciseright.com.au before starting your article.

BLOG WRITING GUIDELINES:

- Aim for a blog length of 500-1200 words.
- Simple, common and searchable title, e.g. “How Exercise Can Help with Diabetes.”
- Use a conversational, approachable tone of voice with short to medium length sentences.
- Keep language simple, using layman’s terms that the public will be able to understand.
- In the first instance of acronyms (such as AEP), spell the phrase out completely (Accredited Exercise Physiologist) before using the acronym for the rest of the blog.
- Each blog should have a short, catchy introductory paragraph that summarises the content covered in the article.
- Each blog should finish with a call to action for readers to visit their local exercise professional/AEP/AES, etc. depending on the topics covered in the blog.
- Use short paragraphs and regular subheadings to break up large sections of text.
- Sign off your blog with your name, accreditation, occupation and any other relevant details, e.g. extra qualifications. “Written by ____, AEP, AES, PhD.”
- You may provide 1-2 sentences promoting your clinic, place of work and/or specialisation at the end of the article.

REFERENCES:

- Any evidence, research, statistics, studies or scientific information included in your blog must be credible, reliable and come from an academic or scientific source.
- All mentions of referenced information, such as a statistic, must be linked in the text rather than a reference list at the end of the blog.
- For example: “[Research](#) has shown that exercising with another person can help you stick with it because it makes exercise more enjoyable and keeps you accountable.”
- If you’re unsure if a source is credible or if it should be used, please email hello@exerciseright.com.au. We will then confirm this resource with our team of exercise professionals and get back to you.

Please complete your blog in a Word Doc and send to hello@exerciseright.com.au once completed with any other comments or information you’d like to be considered or included.

Please forward any questions or concerns to hello@exerciseright.com.au.