



## Blog guidelines for The Conduit

The Conduit aims to be a source for news, trends and educational information in logistics, transportation and passenger travel. Naturally this includes worthy NDTA activities, as well! Some general best practices are outlined below; naturally, exceptions can happen on a case-by-case basis.

### ***What should blogs accomplish?***

- Be timely – blogs should share new information
- Be relevant – blogs should address topics that will interest a specific audience
- Be informative – blogs should educate, not sell
- Be authoritative – blogs should be written by experts, or expertly researched/reported

### ***What should blogs be about?***

- Operations – something your company/organization/command has done (or is about to do)
  - Not an advertorial...the goal is to inform and educate, not sell a product or service
- People – highlighting the human face(s) behind operations (or experiences with NDTA!)
- Issues – an explanation of a challenge or change facing the company or industry as a whole
  - If you have a solution in the works, even better!
- Commentary – taking a position on an issue

### ***How should blogs look?***

- Short – there's a lot folks could be looking at instead, and their [attention spans are short](#)
  - For written material, 300-750 words max
  - For photo blogs, aim for around 5
  - For video, 3 minutes max
- Visual – if the blog is written and doesn't have a photo, video or [infographic](#), it's not complete
  - Visual elements help tell the story
  - More importantly, they are [100% essential for attracting interest](#) on social media
  - Photos should be high resolution, and add information the story wouldn't have otherwise (i.e. not a group photo)
- Sourced – even experts occasionally need to provide sources backing up their facts
  - This is relatively easy - [links to other online publications](#) work fine
  - The info doesn't come from an online source? Just state upfront where key information came from (a paper, a person, etc.)
  - Sometimes, you'll be the expert/source (it will just depend on the topic)
- Informal
  - First person (I, we, me) is acceptable, and encouraged to establish an author's voice
  - This is NOT a press release. Blogs can answer basic questions (who, what, where, when, etc.) without feeling like a faux news article

### ***What are some examples?***

- [MSC in the Star Spangled Spectacular](#)
- [Hurricane Katrina response](#)
- [Transportation & logistics heroes](#)