

## IGLTA Blog Post Guidelines

The IGLTA blog is an opportunity for you to share your travel expertise with global LGBTQ+ travelers. All IGLTA members in good standing are welcome to submit posts. Please remember that the blog is a forum for LGBTQ+ travel information and stories from industry insiders; it's not advertising space. Your blog post can include a byline and your IGLTA profile link, but it should read as editorial copy. These blog posts should be written with a specific audience in mind: the LGBTQ+ traveler who is interested in reading about various travel opportunities, destinations, events, products and/or services. (Members are also welcome to submit to our Business Blog to share their expertise with tourism professionals. Please follow the same guidelines and submission criteria.)

### General Submission Criteria

- The post should be 400 – 800 words in length with a proposed title.
- Include 1-3 photos – you must own the image rights or provide the proper credits. Featured image should be a landscape photo at least 800px wide.
- You may include a short byline about you and your business with a link to your IGLTA profile
- Each member can submit up to 4 posts per year.
- Please advise if the post is time-sensitive and allow two weeks of lead time.

### Instructions

1. Please contact our Marketing department if you would like to submit a blog post.
2. Please suggest an article topic and title idea for review before writing the blog post.
3. Blog post topics should fit within the following categories below. If your post idea doesn't fit one of the categories below, please contact IGLTA staff to discuss the idea.
4. IGLTA staff will review the topic and provide approval as necessary along with a proposed delivery and publication date.

### Blog Post Topic Categories & Ideas

Travel Guides: Country Guides, Simple Destination Highlights (3 Days in..., 24 Hours in...)

Safety: General, Trans Issues, Countries with Anti-Gay Laws

Diversity & Niche Topics: LGBTQ+ Family Travel, Trans Travel, Women's Travel, People of Color

Seasonal Topics: Holidays, Prides

Events: Festivals, Prides, Pride Calendars, Sports, Parties, Event Calendars

Service Providers: Tour Operators, Hotels & Accommodation, Transportation, Cruises and Travel Agents

Outdoors: Beach & Water Activities, Nature & Countryside and Adventure

Activities: Attractions, Theater & Culture, Sporting Events, Spa & Relaxation

Romance: Couples, Weddings, Honeymoon

Service Level: Budget Travel, Luxury Travel

Travel Interviews: General Member Interviews, Travel Stories & Experiences

## **Style, Voice and Tone Guidelines**

Please use active and not passive voice. Avoid slang and jargon and write positively. Posts should be informational, professional but casual. Avoid use of excessive use of humor, sarcasm or clichés.

## **Unique Content**

Please do not directly copy and paste information from other websites into your article. These posts need to be unique and writers must also avoid plagiarism and copyright laws. You are welcome to use other websites as resources but please be sure to revise the content and write in your own words.

*Please note that IGLTA staff reserves the right to edit, adapt or change any content submitted to properly fit our website, member requirements, communications style and content guidelines. Please keep in mind that IGLTA is a member-based organization and it's our responsibility to support all our members who might include, but are not limited to destinations, hotels, airlines, tour operators, travel agencies and more. We will accept content provided by members and contributors are certainly allowed to mention their business in the content, but please keep in mind that we will may also need to mention other businesses and members who provide related products and services as well. We will do our best to ensure the contributor is more prominently highlighted in the content, while other members mentioned might be listed as a secondary resource. While contributors may not be required to do this in the editorial text, IGLTA staff may adapt the content or text upon receipt and add additional member information or links throughout the post.*

*Thank you for your understanding, IGLTA staff.*