

Guidelines for SCA Bloggers

While the Society of California Archives Communications & Outreach (C&O) Committee will continue to post Announcements on the Society of California Archivist homepage (calarchivists.org), we would like to encourage those working with archives to engage our community via guest blog posts on that page. The following outlines policies and procedures for writing and submitting blog posts.

For those interested in being a guest blogger, the committee has set up a Google Form to sign-up with their proposed topic. To pitch a topic, please go to the [SCA Blog Sign-Up Google form](#) and fill in the first three columns. Once the C&O committee has reviewed your topic, you will receive an email from the co-chair regarding next steps.

Thank you for your interest in contributing to the Society of California Archivists blog. Please use these guidelines when writing your posts. These are general guidelines and can be adapted as needed.

Content

The Blog publishes posts in the following categories (posts may fit in more than one category).

Note that Communications and Outreach (who administers the Blog) is working with the Publications Committee to facilitate cross-publication content. Blog posts may be followed up by longer pieces in the SCA Newsletter per Publications Committee approval. Likewise, Blog posts may be updates to pieces previously published in the newsletter.

Announcements: Announcements regarding your archive that may be of interest to the SCA community, including new collections, exhibits, outreach programs, educational opportunities, etc.

How-To: step-by-step instructions for a project, tip, or tool.

Issue of Interest: a single post or series of posts about a particular issue, possible topics include

- Web archiving, workflows, QA, description, access, etc.
- Email archiving tools, workflows, description, access, etc.
- Digital storage, infrastructure, workflows, description, access, etc.
- Outreach
- Ethics, DEI, etc.
- Copyright
- Scholarship winners

Q&A: an interview with one or more interviewees.

Tools and Techniques: a post that highlights tools or techniques used in the profession, often focusing on practical solutions to common challenges.

Length

There is great latitude in the length of guest blog posts. Standard posts should be 300-600 words. If your post is significantly longer, please contact the C&O co-chair to discuss options.

Tone

The purpose of the blog is to increase awareness of and give voice to the importance, challenges, and victories of archiving. The blog's goal is to illustrate a diversity of perspectives, scope, workflows, etc. that exist in the field. Posts can take on whatever tone (thoughtful, casual, professional, et al.) the author desires, but it must adhere to the [Society of California Archivists Code of Conduct](#).

Audience

Anyone who has interest in archiving, both within and beyond SCA. Make sure that readers with a wide range of technical skill levels and expertise will be able to understand the main points of your post.

Images

Images are optional. Make sure you have the right to use any images you would like to include in your post: use your own images or use images with Creative Commons licenses and credit creators. Please follow these guidelines for any images you might want to include in your post:

Provide no more than two (2) images, 300 dpi or greater, in either JPG or PNG formats.

Send us the following information about your image(s):

Suggested caption text:

Title of image:

Creator:

If applicable, Creative Commons license type:

Source URL:

Optional: Alt text, if needed

Optional:

Author Bio and photo.

Author bios should be 20 to 30 words long and may include links.

Blog Post Submission

Submissions will be accepted via a Google form. After your topic has been approved for publication the C&O co-chair will email you with a link to the form. Please copy and paste your post into the form and upload any images.

Copyright and Licensing

You retain copyright for your post. By submitting it to the SCA Blog, you agree to license the content to SCA under a Creative Commons CC-BY-3.0 license.

Corrections

Mistakes can and do occur. If an error occurs in your post, we will work with you to correct it quickly and strike through any modified text.

Citations

Be sure to cite sources, projects, or quotations you reference, but don't worry about using formal academic citation styles.

Parenthetical citations: to cite a source within your text, include the author in the text itself and hyperlink the title to the source.

Endnotes: simply list the following information for your source: title, creator, date created, date accessed, and hyperlink the title.

Additional Information

The C&O committee would like to publish blogs on a regular schedule. What that schedule might be is contingent upon the level of participation within the SCA community. Our initial goal is to publish a guest post once per month. Greater member participation will likely result in more frequent publication. If the C&O committee fails to receive sufficient submission to support this schedule, we will revise our publication schedule as appropriate.

Guest posts will also be shared by SCA social media accounts.

Credits

Guidelines adapted from the Society of American Archivist Electronic Resources Section Blog "[Guidelines for Writers](#)" (retrieved 2021 February 4).