

# BLOG SUBMISSION GUIDELINES



[LiveWellSD.org/news](https://www.livewellsd.org/news)

Inspiring stories of success for a **healthy**, **safe** and **thriving** San Diego County

## Who:

Any *Live Well San Diego* Recognized Partner can submit a success story for the [LiveWellSD.org/news](https://www.livewellsd.org/news) blog.

## What:

The *Live Well San Diego* blog is a place for Recognized Partners to share success stories with the San Diego community and abroad. Partners can share success stories about community actions, programs, initiatives or events that have helped San Diego County residents be healthy, safe and thrive.

Blog stories are then collected and shared in the *Live Well San Diego* monthly newsletter which is distributed to more than **12,000 readers** and shared on *Live Well San Diego* social media channels.

## General Guidelines/Tips:

### Article submissions should include:

- Contact name and email/phone number
- Author name and title
- Photographs related to the submission
- The Basics: Who, What, When, Where, Why & How
- **Use personal stories, quotes and data to show impact**
- Include at least one result/outcome - Data measured, personal story, policy change, new program

## Why:

### Benefits of submitting a success story include:

- Gain exposure for the work you are doing to advance the vision
  - Connect your organization to people who may benefit from your services and opportunities
  - Share how a collaboration you created led to a big impact
  - Help other organizations learn best practices from your successes
  - Get your organization highlighted in the *Live Well San Diego* Annual Impact Report
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- Highlight any collaborations or partnerships
  - An ask: Let the readers know what they can do to help - learn more, volunteer, sign-up, visit website, attend an event, etc.
  - There is no set rule on the length of a blog post, but average posts range from 350–500 words
  - Use short sentences and paragraphs for readability

## Next Steps:

- Ensure you have obtained consent for any photos and quotes that will be submitted. An example consent form is on the back.
- Email your story, photos and media release form to [LWSD.HHSA@sdcounty.ca.gov](mailto:LWSD.HHSA@sdcounty.ca.gov).

## Stay in Touch

Follow, like and engage with thousands of *Live Well San Diego* followers on social media using **#LiveWellSD**



@LiveWellSDVision



@LiveWell\_SD

**PHOTOGRAPH, TELEVISION, VIDEOTAPE,  
MOVIE AND/OR SOUND RECORDING  
AUTHORIZATION AND RELEASE**

I, \_\_\_\_\_  
(Person appearing in photograph)

of \_\_\_\_\_  
(Address)

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hereby authorize and consent that *Live Well San Diego* shall have the absolute right to publish, use, or assign any and all photographic portraits or pictures, television spots, movie films, videotapes, and/or sound recordings, or any part thereof, they have taken or made of me or in which I or my child may be included in whole or in part.

I also grant permission to allow these images and/or recordings to be put to legitimate use at the discretion of *Live Well San Diego*. I relinquish all rights, title, or interest to any finished products, reproductions or facsimiles.

I grant use and right to exhibit such pictures and recordings (originals or copies) and facsimile thereof, to *Live Well San Diego* or any of their assignees and agents.

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I release *Live Well San Diego* from any and all claims, liability or obligation. I shall not own or claim any rights to such products nor to any portion thereof, and I waive all claims for any compensation for such use or for damages.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_  
(Person appearing in photograph)

Parent's Signature: \_\_\_\_\_  
(If minor is photographed)

Project: ***Live Well San Diego*** Blog and Newsletter