



BLOG SUBMISSION GUIDELINES

LiveWellSD.org/news

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

Who:

All *Live Well San Diego* Recognized Partners and County of San Diego program staff are invited to submit a success story for the blog and monthly newsletter.

What:

The *Live Well San Diego* blog is a place for Recognized Partners to share success stories with the San Diego County 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 **14,000 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
- 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
- [Success Story Example](#)

Next Steps:

- Ensure you have obtained consent for any photos and quotes that will be submitted. An example form is on the back.
- Email your story, photos and media release form to **LiveWellCommunications@sdcounty.ca.gov**

Stay in Touch

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

