

Academy of Pelvic Health Physical Therapy  
**Blog Post Guidelines**

**Eligibility Requirement**

You must be a current Academy of Pelvic Health Physical Therapy PT, PTA or SPT member

**Length**

600-1200 words

**Headline**

Include a captivating headline

**Author Headshot**

Include a professional headshot. If you also have any accompanying images, please submit them as well.

**Author Byline**

Include a byline which can be 2-4 sentences about your background

**Voice/Tone**

Use a voice that is bold, respectful, interesting and human.

**Audience**

Your audience is composed of Physical Therapists, Physical Therapist Assistants **OR** the general public who are either physical therapy patients/prospective patients

**Argument**

Offer a clear argument or a description that introduces the topic to the audience. Is supported by convincing arguments, no just opinions.

**Cite Sources**

Fact-check and cite sources where appropriate. Plagiarism is not accepted. The information you present must be evidence-based. If you have borrowed content from another source (i.e. images, quotes, statistics) you must provide proof of permission. If you wish to add images, please use royalty-free stock image websites and provide a link to the image(s) with your submission.

Example of royalty-free stock image website: <https://unsplash.com/>

**No Self-Promotion**

Must not include any self-promotion. If you are a company owner or product seller, you cannot advertise your products, company and services other than mentioning where you work in your short bio.

i.e. Susan works at Kaiser Permanente in California. – **YES**

i.e. Susan has authored a book which is available for sale on Amazon.com – **NO**

i.e. Susan recommends all of her patients to purchase maternity belts from X, use this discount code to get 10% off! - **NO**

**Post Submission**

All submissions must be submitted as Microsoft Word Document attachments in Arial 12pt font and must be attached and sent via the [Blog Submission Form](#). When you submit your blog post submission, the Academy of Pelvic Health Physical Therapy reserves the right to edit your headline, byline and post submission before publishing the post. Our review of your post submission will take 5-10 business days. Once reviewed and edited, your post will be added to the posting queue.

**Pitch Submission**

If you would like to contribute a new blog post topic, please submit your pitch (before writing the post) to [aika@aptapelvichealth.org](mailto:aika@aptapelvichealth.org) for consideration. Our review of your topic suggestion will take 3-5 business days.

**Questions**

If you have any questions, please reach out to Aika Barzhaxynova at [aika@aptapelvichealth.org](mailto:aika@aptapelvichealth.org).