ATMS GUEST BLOGGER PROGRAM
Guidelines / Terms and Conditions

ATMS Guest Blogger Program

The Australian Traditional-Medicine Society (ATMS) has a membership base of more than 10,000 practitioners across the varied modalities within the natural medicine industry. ATMS is inviting the accredited members of ATMS to apply to be part of a Guest Blogger Program to share knowledge, leadership and expertise in natural medicine and educate the public and stakeholders on the industry as a whole.

Can you be a Guest Blogger for ATMS?

- To be approved as a Guest Blogger with ATMS you must first complete the ATMS Blogger Campaign Application. On this application form you will be asked for a suggested topic for your Guest Blog. Completing the application form constitutes your acceptance of the ATMS Guest Blogger Program guidelines and terms & conditions.

- Only the ATMS Board Members and Executives can approve an accredited member as a Guest Blogger for ATMS.

- The ATMS Guest Blogger Program is open to ATMS accredited and current members only.

- The ATMS Guest Blogger Program is not open to any Board Member or employee of ATMS.

- ATMS Guest Bloggers will only be eligible to provide content about their accredited method of natural medicine.

How do I become a Guest Blogger for ATMS?

- To become a Guest Blogger you first complete the ATMS Blogger application form and submit this to ATMS. By completing this application you agree to the Blogger Guidelines/Terms & Conditions

- On the ATMS Blogger application form you will be asked for a suggested topic for a blog, which will be considered as part of your application

- Your credentials are then either approved/not approved by ATMS to be a Guest Blogger

- If successful, you will be informed by ATMS that your Blog Content Outline is approved

- You will then provide your first Guest Blog for ATMS. Complete your blog based on the guidelines here and send the final document in Word.doc format to blogs@atms.com.au

- Your post will then be edited by Zadro Pty Ltd (approved communications partner of ATMS) and approved/rejected by a dedicated representative from the ATMS marketing committee

- If successful your blog will enter the blog schedule and be uploaded by ATMS to www.atms.com.au/blog

- Your blog goes live and the URL can be shared across your marketing channels

- Your blog may be shared in the Friends of ATMS newsletter, the Wise-N-Well newsletter, the ATMS Journal or on Facebook, Twitter or LinkedIn.

Ideas for Blog Topics

ATMS will accept content on behalf of the following natural medicine modalities that are represented by the association.

- Acupuncture
- Aromatherapy
- Ayurveda
- Bowen Therapy
- Chinese Herbal Medicine
- Chiropractic
- Counselling
- Homeopathy
- Hypnotherapy & Hypnosis
- Kinesiology
- Lymphatic Drainage
- Myofascial Release
- Naturopathy
- Nutrition
- Osteopathy
- Polarity Therapy
- Reflexology
- Remedial Massage
- Shiatsu
- Sports Massage
- Tibetan Medicine
- Traditional Chinese Massage
- Traditional Thai Massage
- Western Herbal Medicine

For further ideas and guidance for ATMS blogging, visit ATMS Blog.

Blog Content Guidelines

Length: Approximately 500 words up to 800 words if content is relevant and engaging.

Title: The title should be short and catchy, and cover the content you have in your blog. Titles like *5 things that you need to know* work well or statements: *What you didn't know about [modality]*.

Consider that the title will be used across a number of marketing channels such as Facebook, Twitter and email marketing.

Content Accepted:

Professionally written, concise and unique articles, free of all errors – including sentence structure errors, grammar errors, and punctuation errors.

Content should include an introduction and a conclusion.

The blog's first paragraph should quickly summarise what you will talk about in the content and entice the audience to continue reading.

Decide if your blog is educational, informative, research based or news related – this guide the flow of the content. Think about what you want your reader to gain from the content.

Submit only complete works, rather than outlines or pitches. ATMS will not consider partially completed works.

Make sure your content is not promotional in any way. Any content that contains promotional elements or advertising will be rejected. If your content is rejected, ATMS will make every effort to notify you. However, that may not always be possible.

When quoting others' work, include attributions within the body copy following journalistic, Associated Press style. Do not include footnotes, endnotes or lists of references.

Content Not Accepted:

Submissions Must Not Include:

- Promotional content or advertisements

- Images taken directly from Google or other online sources. Images must be originals and owned by you.

- Active linked web addresses - Please follow our protocol if you must include web addresses - remove the http://www prefix. Ex: Google.com (good), www.google.com (bad)

- Plagiarism*

*Plagiarism includes:

- Using text taken directly from another source and presenting this information as your own.

- Rewrites or partial rewrites of articles by other authors.

Plagiarism will not be tolerated and will result in immediate suspension from the Guest Blogger Program.

Your Bio/Profile:

Include your name, ATMS member number, modality, address, company, title and email address.

Your bio (up to 120 words) with a link to your website and social media. Please don't hyperlink, instead include your links in brackets like this ([http://facebook.com/you].

Images:

Please send only images you own or have taken yourself. A profile picture is acceptable for your blog although depending on quality this may or may not be published. If you cannot access images, ATMS may choose or create an image to accompany your blog.

Submissions:

We welcome each and every application to become a Guest Blogger and review all submissions with utmost care. While we would love to respond to each submission and post every blog, because we are a small group, sometimes we don't have the opportunity to respond to all applications.

If within 1 month, you do not receive a response to your application or submission, or if you do not hear from us, then we will not be publishing that guest blogger or particular topic.

The timeline for content review and publishing is dependent on current volume of applications and blog submissions. If your content is accepted for publication on the ATMS blog, you will be notified.

Please only submit one post at a time: You're welcome to submit again with a different post after you've waited 14 days. By submitting to ATMS you acknowledge that you accept our terms, and any form of editing that might occur on behalf of the ATMS editorial team.

ATMS Guest Blogger Terms and Conditions

1. The purpose of these Terms & Conditions is to detail the terms under which a Guest Blogger may write content for the Australian Traditional-Medicine Society (ATMS) blog.

2. Board Members and employees of ATMS are not eligible to become guest bloggers. The program is only open to accredited and current members of ATMS at the discretion of ATMS.

3. Blog: The purpose of the ATMS blog is to maintain a following of natural medicine practitioners and the general public interested in natural medicine.

4. Topics: Content provided by Guest Blogger should not be in contradiction with ATMS' mission, vision, values or code of conduct. ATMS reserves the right to refuse any content or any piece of content.

5. Content provided must be Guest Blogger's original work and ideally not be published anywhere else online, before it is published on the ATMS' blog. Once ATMS has published the Guest Blogger content the member blogger is free to share the blog across their digital platforms.

6. Health claims: If you mention a statistic or a study in your piece, please include a reference to this source by either link or citation reference. If you're claiming that a certain food is healthy, explain how you know. Ideally you'd link to peer-reviewed scientific papers, academic journals, and/or credible news outlets. This way, readers can follow your line of thinking and investigate further if they want to know more.

7. Plagiarism: Plagiarism is not permitted. Guest Blogger agrees to ensure that all sources are properly credited. ATMS will not be held accountable for improperly credited sources. Guest Blogger agrees to take all responsibility for plagiarism or improper citations.

8. Length: ATMS prefers that the length of each blog post be between 500 – 800 words. ATMS may make exceptions to this at ATMS' own discretion.

9. Images: ATMS will accept images to accompany blog posts. ATMS prefers that the images Guest Blogger provides are related to the content. ATMS reserves the right to reject any image. ATMS reserves the right to use its own image or any other image of its choosing alongside any blog post. If Guest Blogger provides an original image, Guest Blogger gives ATMS permission to use that image. Guest Blogger will verify that ATMS has permission to

use any image that Guest Blogger provides. If Guest Blogger is borrowing an image, he/she agrees to use proper attribution.

10. Blogger Byline: ATMS allows Guest Blogger a Byline with links to Guest Blogger's website and/or social media pages. ATMS reserves the right to refuse any link for any reason. ATMS reserves the right to limit the number of Byline links. The link may not be an affiliate link or point to an affiliate site.

11. Links: ATMS reserves the right to refuse and remove any links within the post. This may be done without notice.

12. Editing: ATMS may make edits to any post to ensure that the blog adheres to ATMS' guidelines, values and mission. ATMS may make changes to the content for any reason. Prior to publication, ATMS will provide the final blog content to make sure that Guest Blogger agrees with the changes.

13. If a guest blog is inappropriate or needs improvement, ATMS will give Guest Blogger notice and may offer suggestions.

14. ATMS reserves that right to refuse publication, remove any content, and make changes to these guidelines.

15. ATMS will accept blogs in English only with attention to spelling and grammar. Regrettably, we do not have capacity to review posts in other languages or code.

16. If you are contributing to the blog, we ask that you do so voluntarily. ATMS does not provide payment, unless otherwise agreed to in writing by ATMS executive staff.

17. Changes to terms: ATMS may change these Terms & Conditions at any time. Guest Blogger is solely responsible for staying up-to-date with these Terms & Conditions.

18. Each party confirms its agreement to the Terms & Conditions listed above. By publishing content or by allowing ATMS to publish content on the ATMS website/blog, Guest Blogger confirms his/her agreement to these Terms & Conditions.

19. The ATMS Guest Blogger Guidelines form part of the terms and conditions of the Guest Blogger Program.