



Hello ROOST Bloggers -

Thank you for your interest in freelance blogging for the Regional Office of Sustainable Tourism. Once your Blog Pitch has been approved by ROOST staff, you're on your way!

First and foremost, keep in mind our mission: we aim to drive overnight or multi-day visitation to our Adirondack Destination Regions and entice visitors to participate in local activities.

Your blog will be loaded to only one site - please pick the appropriate region.

At this time our marketing regions/sites for blogs include:

LP: [LakePlacid.com](http://LakePlacid.com)

SLK: [SaranacLake.com](http://SaranacLake.com)

WFR: [WhitefaceRegion.com](http://WhitefaceRegion.com)

LCR: [LakeChamplainRegion.com](http://LakeChamplainRegion.com)

SLR: [SchroonLakeRegion.com](http://SchroonLakeRegion.com)

HC: [AdirondackExperience.com](http://AdirondackExperience.com)

TL: [Tupperlake.com](http://Tupperlake.com)

ML: [VisitMalone.com](http://VisitMalone.com)

## **Simple guidelines to get you going:**

### **The Basics**

1. All submissions need to be original, positive, previously unpublished content.
2. Blogs should be a minimum of 800-900 words / maximum of 2700-3000 words. Most of our better received content ranges between the 1100-1700 word count.
3. Photos should be clear and of good resolution. You should include a minimum of 4-7 photos (the more the merrier we can always scale back!). Whenever possible include several shots with folks smiling and enjoying the activity - we like to see those happy faces. All photos should be your personal property or used with permission.
4. Your blogs will become the property of ROOST, and we will edit/republish as we see fit while keeping as true to your voice as possible.

## **The Creative Stuff**

1. Stay true to your voice. If you're a family-type, write about your adventures with the kids. If you love camping, let's hear about your last trip. You're a music buff? Let your passion and knowledge shine through.
2. We are not selling the Adirondacks. We are telling a story that will want to make our audience excited to plan their next northern NY vacation.
3. Be positive. Yes, we have black flies and below zero temps - they are facts. Don't dwell on anything negative, put a positive spin on how you overcame any adversities.
4. Don't try to write about an experience you haven't actually witnessed or participated in. Our readers are attentive and astute. They will know if you are just spinning a story, and that is not good for business.

## **The Specifics**

1. H1 (heading 1) - Blogs need to have a strong, catchy title. We can help with that - and may choose to change as needed for SEO purposes. (example: **Guidelines to get you going** is the H1 in this document)
2. H2 (subheadings) - You should include several subheadings to break up your story. Readers love to scan and this will help them hone in on the info they are most interested in. (example: **The Basics | The Creative Stuff | The Specifics** are the H2s in this document)
3. Photos are a great way to break up your sections. Please include descriptions/identifiers.
4. We only use 1 space at the end of our sentences. For many traditional writers this is a hard change to accept, but it's a must. One space, please.
5. Spell check, spell check, spell check.

**For your first few submissions you will email your blogs & any questions directly to the ROOST content manager: [kandresen@roostadk.com](mailto:kandresen@roostadk.com)**

We will let you know when your blog is published. Once it goes live and is pushed on the appropriate social sites, you will be asked to share it to your personal media pages from our original links. Please do not share anything before our office does. This is imperative for our success.

*Have fun, be creative, be positive! We look forward to reading about your Adirondack experiences.*

**Kim Andresen**  
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