



Submission Guidelines for IFMA's Blog

Step 1: Submit a proposal

Please [use this form](#) to submit a brief summary or outline of your proposed blog post. IFMA will respond within a week to either approve or deny your proposal. Proposals are accepted year-round, and the calendar will be scheduled months in advance.

Step 2: Post Submission

Once your proposal is accepted, please draft your blog post. We will include the submission form in your acceptance email. Please include any appropriate art (see below) with your post.

Blog Post Guidelines

Each blog post must be original bylined work that hasn't been published elsewhere. We do not publish blog content that is advertorial (i.e., that promotes a specific product, service or company). Direct company references to products and branding will be removed during editing.

Blog posts should focus on the facility management audience and offer practical takeaways. Our readership is international so blog posts should focus on globally applicable best practices and avoid a U.S.-centric perspective. The tone of the IFMA blog should be casual but professional. Authors are encouraged to link to other resources where applicable.

Blog Post format and length

Blog posts should be submitted in Microsoft Word format and be 500-1000 words. IFMA's blog will be edited thoroughly and defer to AP style. We reserve the discretion to select headlines and blog artwork.

Blog Artwork

You are encouraged to include unbranded images or artwork that would complement the piece such as high-quality photographs or original infographics.

Specifications:

- Images must be submitted in color and free of logos and any other branding.
- Only high-resolution (300 dpi) PNG or JPG image files will be accepted.
- Please do not submit images within the word document, as this reduces image quality.

Author Biography

Articles must be submitted with a brief (two to six sentences) biography of each author.

Publication

Post frequency is at IFMA discretion. We will notify you when your blog is live and provide a link. We encourage you to share a link to your post on social media and online.

Email Katherine.sproles@ifma.org with any questions.