



Thank you for investing your time in writing a guest post for us. Your knowledge and experience are invaluable for our partners, friends, and followers, who will all benefit from your perspective.

**Start by making it simple and clear.**

One of the best things about blogs is the fact that they use straightforward and informal language. You don't need to worry about your writing being perfect or elaborate — just pretend you're telling a story to a friend.

**Try to avoid medical jargon.**

Some of our readers don't work in health care and may not know what you mean.

**Don't be afraid to make it personal.**

The point of the guest post is for readers to hear your reflections and key learnings from your experience. Write in first person, give your opinions, and describe your feelings — that's the idea! But please don't include comments which are obscene, offensive, defamatory, or threatening.

**Pick a format that works best for you.**

There are a few ways you can structure your post: it can be a simple testimonial, just telling your story in 4-5 paragraphs. If you prefer, we can send you some direct questions and we can make it an interview.

**Size matters.**

For blogs, 600 to 1,200 words is generally a good length. This will help it rank highly on Google search results, but a little longer or shorter is fine too!

**Pictures are just as important as text!**

Pictures make blog posts much more pleasant to read, as they break the monotony of long blocks of text while feeding the imagination. Readers are always curious to know who is writing and talking to them. If possible, we'd like to publish 1 to 3 photos with your posts to make the content even more interesting. It can be a photo of you, of the topic that you're talking about, or any other image that you think will be interesting to the post.

**Don't forget to introduce yourself.**

Along with your text and pictures, we would love it if you could send us a brief description of yourself so that we can add it at the end of the post. If you have a site, a blog, or X profile that you would like to promote, we will be happy to add the link as well.

**Most of all, don't sweat it!**

We want you to have fun telling us your story. Don't worry about missing a grammatical mistake or writing the perfect sentence: our team will review and edit the post before publishing it. We won't alter anything drastically, and we'll involve you in the process. You will get the final say before we post!

Questions? The [Health Quality BC team](#) is happy to support you!