

Editorial guidelines

Write for us at The Embrace Hub!

The opportunity

We would love you to write for us at the Embrace Hub!

Share a story, some expertise, or research that you would be informative and helpful for a general audience of young people (either 9-12 or 13+), parents, teachers, and coaches. Our articles are generally around 1000 words in length, but that is more of a guide for you than a rule for us.

We are seeking pieces that will help people to feel less alone, to learn what life is like for people who are different to them, to support people in accepting and appreciating their bodies, and to reduce stigma and stereotypes around different bodies and identities.

In particular, we would love to be able to feature the voices of people from a wide range of backgrounds and identities, across the age spectrum. You don't need to be an experienced writer or published author- just someone who has something to say and wants to use their voice to create change and help others.

How we support you

Our Embrace Hub Editorial team will work with you to ensure that your piece is as strong as it can be. This often means that we go through one or two rounds of suggesting changes, making comments, and sending the draft back to you to revise. Writing short pieces for a general audience is a particular skill, and it helps if you are open to learning more about this- but you need to be open to it.

Once it's out, we will work with you to make your content reach far and wide! We will promote this through our social media channels and you are welcome to promote through yours. This can be a great way to build up your public profile.

You are welcome to include links to your book, resource, or social media profiles in your piece, or your author bio- as long as the resource also adheres to our editorial guidelines outlined below.

Submission guidelines

Like any publication, we have a good idea of what makes a great read for our audience. Above everything else, your work must be accurate and factual, and we will check this by our experts and with the literature to ensure that this is the case. We also ask that you adhere to the [Mindframe Guidelines](#) for communication about eating disorders in that you consider the language used about bodies, and don't discuss any detail of disordered eating behaviours, any numbers (especially weight), or use any pictures of people in very thin bodies. In particular please consider the language guide on Page 13 of that document.

We ask that you consider the following guidelines when submitting to our blog.

- 1) **Something different-** We can only publish original pieces, created by you.
- 2) **Check your story is right for us-** We publish articles that will help people to Embrace their bodies. We are at the health promotion end of the spectrum - we don't discuss eating disorders in detail other than encouraging help seeking.
- 3) **Get creative-** We love a different insight or idea- an analogy that helps you, or a fresh perspective.
- 4) **Include your context-** people often want to know why you are giving the advice or presenting the ideas that you are giving. Please include your context to the level that you feel comfortable- whether it is that you have a lived experience, you are a clinician, or a researcher - people want to get to know you a little- think about what you want to tell them.
- 5) **Clear and concise is always good-** Regardless of the style or format of your submission, we are looking for structure and language that is as accessible as possible. Short, sharp sentences and paragraphs are preferred. You can use dot points and numbered lists where that suits the content. Feel free to use headings to break up your points a bit more
- 6) **Structure your work-** We recommend you introduce the issue/topic in the beginning, follow with a series of short body paragraphs that explain and add detail, and wrap it all up with a conclusion- it's the writing sandwich!

What about Pictures? If there are any images, videos, gifs or illustrations which might help convey your message, we can include these as well. Just make sure you provide links to any images you wish to use so we can properly credit the authors.

What about References? Everything that we do is based on evidence- and we encourage you to ensure that your work is supported by evidence too. If you mention statistics, facts or other people's ideas in your article, please provide a hyperlink to the source so we can properly credit the author and show where the information is coming from. If you would rather include a more general list of sources at the end, that's ok, just include the full references in whatever style you like (just keep it consistent).

Remuneration

This is a voluntary opportunity. It's a chance to get your wisdom out into the world.

We can't pay for your pieces, but we will support you in knowing how many people have read your work to so that you can communicate your impact to others. We will communicate with our writers as a group by email to keep them updated on how the Embrace Hub is going, what topics are being accessed, and where we would like more content to fill in some gaps. Each year we will reward selected writers who are excelling in different categories with prizes to say thank you!

Submit now!

If you're keen, please:

- 1) Email hello@theembracehub.com with 'blog submission' in the subject line.
- 2) Pitch your story in the email (in around 200 words or less).
- 3) We will let you know if this is something we need, and you can get started!
- 4) There are no hard deadlines as we are continually adding content to our site. As a general rule, it's best if you can submit a draft to us within 2 weeks of our email confirmation that we are interested in your piece.