



STYLE GUIDE FOR GUEST BLOG POSTS

Dive In Tampa Bay is the premier blog for all things local in the neighborhoods surrounding downtown Tampa. In addition to showcasing local businesses, artists, events and news – Dive In also provides engaging, entertaining and informative posts about a variety of topics that our readers care about.

Dive In is always interested in using guest posts from Bay area writers as long as the content fits our mission and style.

Topics – Dive In is open to posts on any topic that would interest our readers (music, fashion, local community service, health/fitness, art, etc.). Please email your ideas to posts@diveintampabay.com, and we will advise you on which topics are a fit for our audience.

Target Audience – Men and woman ages 18-34 with an active, outgoing lifestyle

Content Tone – Conversational and informal. Write the same way you would speak to the audience.

Special Directions –

- Avoid using negative statements or talking badly about a person, place or thing.
- Please no event reviews. We would rather use previews to showcase upcoming events.

Length – No required length, but good blog posts are generally around 350-550 words.

Style – Good blog posts are styled to be easily scanned so it's great to:

- Write short paragraphs and sentences.
- Utilize headings and subheadings.
- Use bullets points when possible.

Images – Please provide at least one image, but no more than four.

Submittal – Once your idea has been approved by an editor, you may email the article in word format, along with the images to posts@diveintampabay.com.

Writer Credits – You will be given the byline on Dive In. Please provide a short (50-100 word) bio about yourself and/or your business and any links you would like included in your information. You may also supply a headshot and/or logo.

PLEASE NOTE: While we appreciate post submittals, we cannot guarantee that all submitted content will be posted to the site.

Thanks for your interest in writing for Dive In. We look forward to seeing your work!