



Guidelines for Pharmacists Care Bloggers

What Do You Wish to Share with the Public?

1. Posts may be written by any PPA Member, including Pharmacists, Pharmacy Technicians and Students.
2. The suggested length for blog posts is less than 450 words. However, we will consider, based on the topic, a maximum length of 800 words.
3. All posts should align with the basic mission, vision and policy of PPA.
4. Blog Posts should be written in first person form and should be written for the general public. The Blog is not an internal communications tool: pharmacists-to-pharmacists.
5. Topics may focus on: trusting the pharmacist, general health and wellness—especially where the pharmacist can impact, patient care, innovative practices, using the pharmacist as a resource, pharmacy business issues, medication safety, awareness and/or adherence, and current health-related events in the news.
6. Multiple submissions around the same topic will be accepted, but there should be a variation to what is posted. PPA reserves the right to archive submitted posts and stagger their actual posting.
7. Pharmacy legislative issues will be accepted as topics, but need to be presented as evidence-based, factual, and helpful to the public.
8. If the blog receives a comment as a response to the author's post, PPA will contact the author for a response to the comment. If an author does not respond within 72 hours, PPA reserves the right to post a response.
9. Please note the author's name will appear at the bottom of the blog post, with appropriate identifying credentials, title, employer, if desired, and will appear in the index page in order to give proper recognition.
10. All submissions are subject to a peer review process and final acceptance by PPA. Submission is no guarantee of final posting. Please allow up to two weeks for this process and keep this in mind when submitting timely items.

11. PPA reserves the right to determine when a post will actually appear. If posts are on a timely issue, we will try to honor this request.
12. Only posts from the PR Committee or PPA office may be submitted anonymously. All others require at least a name.
13. All submissions must be completely original work and not copyrighted.
14. If you mention brand name medications in your blog post, you must add the appropriate registered trademark symbol when necessary.
15. If referencing any document/article, please limit this to one per post and place reference at the end.

Submission Process:

1. All Blog submissions are to be submitted in word or plain text format and submitted electronically to Danielle Adams at dadams@papharmacists.com . Please note we will not accept posts that are sent to us as hard copy.
2. Please be sure to include any of the following information that you would like included in your post: (if you do not include the information in your submission, we will assume you do not want it included.)
 - Your name as you wish it to appear following the post. This is the only item that **MUST** be included.
 - Any credentials, such as RPh, PharmD, MBA, BCACP, FSHP, etc. that you may have and wish to have included.
 - Any title such as Pharmacist Manager, Owner and President, Associate Professor, etc., that you may have and wish to be posted.
 - Your place of employment, if you wish it included and/or your employer permits. (Bloggers are responsible for checking company policy on this.)
 - A headshot photo of yourself, if you wish for it to be included. This photo should be submitted in a jpeg (JPG) file format.
3. We will not include contact information as we expect all contacts to go through the Blog.
4. You may submit a graphic or photo that might accompany your post, but this is limited to one per post. Graphics/photos should be submitted in a jpeg (JPG) file format.
5. We will immediately acknowledge receipt of a post and then submit it for our review process. We will inform you if any questions develop and if accepted, right before it is posted.

All questions should be directed to: Danielle Adams, PPA Communications Coordinator, at dadams@papharmacists.com or 717-234-6151, ext. 1.