# Editorial Guidelines for Celebrants

Working together we can provide the best content relating to Celebrations of Life and Celebrant Services on the web. With that in mind, we invite Celebrants to submit articles and video content to be published on our website, in our forums, or on our blog, Digital Dying.

**Editorial Approval:** Before submitting your article, we request that you email the following information to support@funeralwise.com for approval.

- Your Name
- Your Email Address
- Proposed Topic / Article Title
- Anticipated Word Count (if known)

- Key Points you will make in your article.
- While not required, a rough outline of your article is appreciated.

**Guidelines:** Posts on the Funeralwise.com and Digital Dying websites are helpful and not self-promotional. The focus of your content should be on topics that pertain to trends and issues in the funeral industry, particularly those relating to Celebrants and Celebrations of Life. The audience is the general public. The tone should be conversational and the subjects covered of general interest. Below are some suggested topics. You should not feel limited to this list. We encourage you to be creative.

- How to Work With a Celebrant
- How to Involve People Who Can't Attend the Funeral
- Creating Meaningful Ceremonies
- Personalizing Funerals
- Incorporating Customs
- How to Plan a Funeral

- Finding a Venue for a Celebration of Life
- Secular funerals
- Should I Use a Celebrant or a Funeral Director?
- Frequently Asked Questions about Celebrants or Celebrations of Life

Popular content formats are listed below. These are only suggestions, however, and do not mean you should limit your articles to these specific formats.

- First Person Accounts
- Numbered Lists
- Top 10 Lists
- How-Tos

- Checklists
- Stories
- Informational Essays

We publish content on either the main Funeralwise website, our Funeralwise Forums or on the Digital Dying blog. We suggest you familiarize yourself with the materials in these resources to get an idea of the overall perspective we are looking for. Once we have accepted your article, we will determine the best place to publish it.

**Word Count:** The length of our articles varies depending on the type of content and what section of the website the material fits best. We suggest a minimum of 500 words. Please don't limit your writing based on this number.

**Paragraph Length and Spacing:** Keep paragraphs short. No longer than four lines. We adhere to the one space after the period philosophy, not two.

**Formatting:** Use headers and sub-headers to break up your post. Avoid big blocks of text. When writing headlines, be specific and indicate a benefit to the reader. Use bullet or numbered lists.

**Format for Sharing:** Suggested sharing format is a Word doc.

**Links:** Link to other content whenever relevant. All links must add value for readers. Links on our website will be published as "no follow."

**Images:** We do not require that you submit images with your article, but if you have photos or graphics to support your topic, they are much appreciated. Original photos only, please. Images that illustrate "how to" do something or photographs that support data are best. If your photo(s) includes an identifiable person, we will require a signed image release.

**Editing and Proofreading:** We may edit your post or return it to you for revisions. We may edit anchor text and links that are not relevant to your post. We may also revise your post to include a question or a call to action.

**Exclusivity:** Articles or content you submit to Funeralwise should contain only original, previously unpublished material. If you would like to publish your articles once we have posted it on our site, please let us know. We request that you wait at least two weeks before republishing it and include a link to the posting on our site. In order to accept articles that have been published elsewhere, you will need to receive permission from the previous publisher.

**Promoting:** We encourage you to promote your post on your social networks. We ask that you share it more than once on multiple networks over multiple days. The time frame and schedule are up to you.