

Blog Submission Guidelines

Thank you for your interest in contributing to Legal by the Bay, The Bar Association of San Francisco's blog. Below are some guidelines to streamline the process, including content categories, formatting, and how to submit posts and ideas.

We accept submissions from BASF members, marketing staff at Leader Circle firms and, in some instances, paid advertisers. Advertisers who wish to post white papers or articles to the blog should contact Mike Walker at mike@rwwcompany.com for details.

Audience:

The primary audience of this blog are legal professionals in the San Francisco Bay Area. However, this blog is not a typical legal publication in that we are not seeking to publish journal work or heavily footnoted articles.

Instead, this blog is intended to highlight news, resources, and community events relevant to the San Francisco legal community. Accordingly, please keep articles brief - either conversational or full of relevant, interesting tips and resources.

Blog Content:

We are generally interested in content that falls into any of the following categories:

- Diversity in the legal profession
- Work-Life balance
- Tech tips and other resources
- Pro bono/ volunteer experiences
- Trending legal issues as they relate to a specific practice area

Submitting your blog:

Please send your article, bio, and headshot to Kerstin Firmin at kfirmin@sfbar.org

Writing Tips:

- Add an eye-catching title
- Organize your articles to help readers scan content easily. Add headlines and keep paragraphs short. Bulleted lists and pull quotes also help readers navigate content on the screen.
- Make sure to cite sources and use links where appropriate.

Formatting:

- Please submit your article as a Word document with single spaces between sentences.
- When using links (and links are encouraged) place URL link in parenthesis directly after the word/phrase you would like linked
- Length: Posts can be anywhere between 200 and 450 words. Please do not exceed 500 words.
- Please also include a 2 – 3 sentence bio and a headshot

