



North American Nature Photography Association

How to Write and Submit a Blog Post

Demonstrate your expertise or areas of interest by authoring a post on the [NANPA blog](#). All contributing authors are NANPA members. Consider submitting a blog post if you wish to:

- Get your name in front of thousands of nature photography enthusiasts
- Increase awareness of or enthusiasm for a particular genre, subject, location, or issue within nature photography
- Build your credibility by being showcased alongside other highly accomplished professionals and enthusiasts
- Demonstrate your writing abilities and build a publication list to help meet other photography-related goals
- Share what you've learned along your journey as a nature photographer or "give back" to the nature photography community as a way of thanking those that have mentored you

What can you write about?

NANPA's blog is intentionally varied within the broad topic of nature photography. We strive to feature content that ranges in genre (landscape, macro, underwater, etc.), experience level (student, intermediate/advanced hobbyist, part-time/full-time professional), geographic location, and form (how-to, news, reviews, advice, etc.). We are especially interested in articles that support the tenets of [NANPA's mission](#).

Examples include, but are not limited to:

- The business of nature photography, including how to turn a passion into a successful business, legal issues (such as copyright) affecting photographers, and business tips (marketing, useful apps, time management, etc.).
- Travel tips, from planning an itinerary to flying with photography gear—and everything in between.
- How to plan a visit to a particular location or locations and the photographic opportunities likely encountered there.
- "How I got the shot" articles revealing the backstory behind a unique or noteworthy photo you took.

- Features on projects that use nature photography to make an impact on a community, habitat, species, or behavior, such as a project promoting conservation or reducing pollution.
- Items in the news that connect to NANPA's mission and its members' interests.
- Reflections or "Things I Wish I'd Known Before I _____" articles that offer readers the benefit of your experience.
- Interesting, inspirational, and unusual stories about an experience you had in nature photography.
- Other topics—send us your idea!

What is the submission process?

Our blog editor and other team members will support you throughout the writing and publishing process—from idea generating to drafting to editing and promoting your article.

Step 1: Send a brief description of your idea to publications@nanpa.org.

Step 2: Use our initial feedback to help you draft the article.

Step 3: Submit a draft to us at the same email address. Attach photos and bio as described in the "Technical Specifications" box below.

Step 4: Discuss revisions via email or telephone call with the editor.

Step 5: After your blog post is published, use a short excerpt and link to it on your own website; post it and/or share NANPA's post of it on your social media accounts.

Revisions may be suggested to improve clarity of ideas, appeal to our specific audience, and/or increase the likelihood of your article being found by interested readers using an Internet search engine such as Google.

Minor edits for grammar and style (capitalizations, abbreviations, etc.) may be made by the editor without additional consultation. You'll be notified of your article's planned publication date.

Technical Specifications

- Blog articles should be roughly 800-2,000 words in length.
- Blog articles should be original, not previously published elsewhere (including a personal blog).
- Blog articles should be sent as a Word document or Google Doc.
- Authors agree to grant NANPA First North American Serial Rights (FNASR) upon acceptance and exclusive rights to the text for 90 days after publication. After that, the article will remain online at nanpa.org but may also appear elsewhere at your discretion. If you choose to reprint your article elsewhere, we kindly ask that reprints acknowledge, *This article originally appeared on the North American Nature Photography Association blog at nanpa.org.*

- Authors should submit 2-6 of their own photographs to illustrate concepts in the article.
- Submitted photos should be JPG files at least 2,000 pixels on the long side. They can be submitted as individual email attachments or a ZIP file.
- All photos should have captions. Authors can refer to NANPA's [Truth in Captioning Statement](#) and/or the article "[How to Write Captions for Your Photos](#)" on our blog for help.
- Submitted photos may appear with the blog article or in promotional materials linked to the blog article. You retain copyright to all images. If NANPA wishes to use your article and/or images in another context, we will ask permission first.
- Please also send a headshot of roughly 500 px on the long side and a biography of about 100 words telling us about you and your photography. You are encouraged to include links to your website and social media handles.

Additional tips for blog articles

Don't be intimidated. You have a unique voice and a story or information to share. NANPA's blog editor and communications team can help you, if needed.

Think about the articles that you like to *read*. Let that guide how—and what—you write.

Consider what someone interested in your article might type into a search engine like Google. Try to use those words or phrases in your title and opening paragraph, if you can do so in a natural way.

Readers of online content prefer text broken up into smaller "chunks" than readers of scientific journals or literature are accustomed to seeing. Break your article up into sections with interesting and informative subheadings. Use short journalistic-style paragraphs.

The first and last paragraphs can be especially important. Hook readers right away with an interesting lede that helps readers see *why* they want to read your article. Leave readers at the end with something to think about or do as a result of reading your article.

Proofread your article for grammar, spelling, and typos before submitting to NANPA. We'll check it, too, but it often takes multiple sets of eyes to catch small errors.

Still have questions?

We love to talk about nature photography and love talking with NANPA members most of all! Don't be shy. Reach out to us at publications@nanpa.org.