

# ELDER'S FAMILY LEARNING INITIATIVE: GUIDELINES FOR GUEST BLOGGERS

## About Elder's Family Learning Initiative

Elder's Family Learning Initiative assists families in navigating and coping with the long-term care system. The program assists families in understanding many areas of long-term care, including aging process and related health issues, housing options, insurance, family dynamics, legal issues, and how to work with staff in long term care facilities to facilitate optimum care.

The EFLI program's online learning component is a new approach to educating family members on long-term care and elder-care topics that will offer on-demand access to both local and national resources as well as an opportunity to connect and learn through shared experiences.

Part of the program's online element is a series of weekly blog posts on the Cedar Sinai Park Blog, which is at [www.cedarsinaipark.wordpress.com](http://www.cedarsinaipark.wordpress.com). The EFLI team has extended an open invitation to elder-care experts to each write a guest blog post to be included in the series.

## Schedule of Guest Posts

The EFLI program guest posts will be published on the first Monday of every month. The specific dates are:

November 7<sup>th</sup>, 2011  
December 5<sup>th</sup>, 2011  
January 2<sup>nd</sup>, 2012  
February 6<sup>th</sup>, 2012  
March 5<sup>th</sup>, 2012  
April 2<sup>nd</sup>, 2012

May 7<sup>th</sup>, 2012  
June 4<sup>th</sup>, 2012  
July 2<sup>nd</sup>, 2012  
August 6<sup>th</sup>, 2012  
September 3<sup>rd</sup>, 2012  
October 1<sup>st</sup>, 2012

Please email your post to [peter.korchnak@cedarsinaipark.org](mailto:peter.korchnak@cedarsinaipark.org) by Wednesday of the week prior to your scheduled publication date.

## Guest Post Content Guidelines

In writing your guest blog post, please keep the following in mind:

- *Copy*: Keep in mind the Elder's Family Learning Initiative program purpose and goals as outlined above. Share your expertise in navigating or helping people navigate the elder-care system.
- *Title*: Include a descriptive title preceding the main body copy.
- *Word count*: Keep within a 500-word limit.
- *File format*: Word document (\*.doc), or other text formats (\*.rtf, \*.txt)
- *Bio*: Include a max. 50-word bio to go with your guest post.
- *Links*: Feel free to as many links as you wish. To embed them in your text document, follow this example: "The following three words should be linked [should be linked <http://www.example.com>] in this sentence." If you're HTML savvy, please mark up your link accordingly.
- *Images*: You can include 1 image with your post. Attach it with your text file as jpeg, png, or gif. Make sure you own the rights to the image; if you're using a Creative Commons-licensed image, include at the bottom of the text document a link to the image's source webpage to be included as a credit in the post.

## Additional Considerations

Cedar Sinai Park reserves the right to edit your blog post for length, style, or errors to fit the EFLI program's needs; similarly, we reserve the right to edit your photo to fit the program's needs and our quality standards. We also reserve the right not to publish photos that do not meet our system requirements.

If you have any questions or comments about the EFLI program and to schedule your guest blog post, contact Social Services Co-Director Sarah Wheeler at [sarah.wheeler@cedarsinaipark.org](mailto:sarah.wheeler@cedarsinaipark.org). Direct any subsequent queries about your guest post as well as about the Blog and these guidelines to Peter Korchnak, Online Communications Manager, at [peter.korchnak@cedarsinaipark.org](mailto:peter.korchnak@cedarsinaipark.org).