



National Eating Disorders Association: Guest Blogger Guidelines

Thank you for your interest in contributing a blog post to NEDA. We welcome submissions from individuals with lived experience, caregivers and loved ones, as well as thought leaders and experts in eating disorders and related fields.

To get started, please email volunteer@nationaleatingdisorders.org with:

- Your blog topic idea(s) and proposed title
- A brief description of your connection to eating disorders

Note: Contributors under 18 must provide parental consent before submitting. The parental consent form can be found [here](#).

Desired Blog Topics

We aim to highlight underrepresented voices and perspectives in the eating disorders community, as well as topics aligned with NEDA's mission. Contributions are especially welcome on:

- Caregiver and loved ones' experiences
- How cultural identity has impacted eating disorders and recovery
- How NEDA resources have been helpful
- The importance of, and/or barriers to, early detection and treatment
- Experiences of people in larger bodies (e.g., impact of weight stigma)
- Males and eating disorders
- Eating disorders less highlighted in the media, such as ARFID, Atypical Anorexia, or Binge Eating Disorder
- LGBTQIA+ communities and eating disorders
- Impact of physical disabilities on eating disorders
- Co-occurring mental health conditions (e.g., depression, anxiety, OCD, ADHD, autism spectrum disorder)
- Trauma and eating disorders
- Pregnancy and/or postpartum experiences with eating disorders
- Mid-life or older adults and eating disorders

- Impact of medical conditions (e.g., diabetes, gastrointestinal issues)
- Stories of recovery, including after relapse or setbacks
- Tips for managing eating disorders during holidays or cultural observances (e.g., Thanksgiving, New Year's, Ramadan, Rosh Hashanah)
- Eating disorders and research breakthroughs
- Eating disorders in the context of trends or current events
- Student life and eating disorders (e.g. impact of transition periods, academic stress, accessing school support services, advocating at school)

Content Guideline Best Practices

As you get started with your writing, please take a look at the list below for techniques and best practices that make for a successful blog post:

- **Research:** Review previous posts on the [NEDA blog](#) to generate ideas about how to format and design your post.
- **Title:** Keep it brief, compelling, accurate and descriptive (50–60 characters). You can use this [tool to evaluate the title strength](#) and [this tool to brainstorm ideas](#).
- **Structure:** Use short sentences and paragraphs (max 3 sentences) and leave plenty of white space.
- **Formatting:** Include subheadings approximately every 300 words, bullet points, numbered lists, and breakout quotes when appropriate. Bold or italicize key points.
- **Visuals:** Include relevant or useful images or infographics to break up text.
- **Links and Citations:**
 - Include internal links to NEDA resources and credible external sources.
 - Support any data, statistics, or claims with citations. You can use inline hyperlinks directly in the text to the source.
- **Relevance:** Tie your topic to current events, key dates, or news when appropriate.
- **Actionable Steps:** Include tips or resources readers can use that is relevant to the content.
- **Evidence:** Support points with credible data or real-life examples.
- **Length:** Target 1,500–2,500 words for depth without overwhelming readers.
- **Engagement:** Start and end posts with a question aimed at the reader.

Messaging and Language Protocol

As the largest information clearinghouse about eating disorders and related issues, NEDA is careful to use language that is sensitive to our audience. This means avoiding

potential triggers, inadvertently glamorizing the subject or encouraging copycats to experiment with these life-threatening behaviors in your post or in any material you link to from your post.

Sharing Your Story Responsibly

Below is a list of basic guidelines that we ask bloggers to follow when composing their posts:

- ***Don't focus on graphic images or descriptions of the bodies of eating disorder sufferers.*** Research shows that dramatizing dangerous thinness can provoke a "race to the bottom" mentality among other sufferers, i.e., "She is/was thinner than I am and she's still alive. I should lose more weight." Making value judgments about bodies should also be avoided.
- ***Don't reinforce socially-defined appearance ideals.*** Reinforcing the appearance ideal can lead to internalizing and comparison which can increase body dissatisfaction which is a risk factor for developing an eating disorder.
- ***Don't play the numbers game.*** Things like, "She ate only 400 calories a day," "He took as many as ten laxatives at a time" or "I got down to 95 lbs" can turn a well-intentioned post into a recipe for disaster.
- ***Avoid examples of specific eating disordered behaviors.*** Sharing detailed anecdotes of eating disordered behavior can be instructive and/or triggering to vulnerable readers. Avoid statements like "I would eat two boxes of donuts only to throw them up shortly after."
- ***Avoid "black and white" statements about food.*** Eating disorders thrive with "black and white" thinking. Statements that categorize certain foods as "bad/good" or "healthy/unhealthy" can fuel this type of thinking among vulnerable individuals.
- ***Avoid language that perpetuates diet culture.*** Deliberate efforts to diet or restrict food has been identified as a risk factor for the development of eating disorders.
- ***Watch out for "anorexia chic."*** Eating disorders and their sufferers shouldn't be glamorized or, worse yet, presented as people with "astounding will-power" or "incredible self-control."
- ***Be careful with narratives of "bravely fighting the illness alone."*** Perhaps you or your subject did, but most don't. The vast majority of those who overcome an eating disorder do it only with the ongoing help of trained mental health and medical professionals.

[Sources and Plagiarism](#)

Writers are responsible for the accuracy of outside information and statistics that they choose to include in a blog post. Please include a link when citing another source, so that readers can have access to the source.

To give proper credit to sourced writers, please refrain from copying another person's ideas. Make sure to properly quote sources and include inline hyperlinks directly to citations. Finally, your blog post should still be mostly original work; if you find that is not the case, please take the time to revise your post before submitting.

[Additional Considerations](#)

In addition, NEDA is a 501(c)3 organization that serves a diverse population and is committed to avoiding any potential conflicts of interest on the NEDA blog. To meet this goal, please consider these additional guidelines when drafting your blog post:

- **Religion.** NEDA strongly acknowledges and supports the right to personal religious beliefs and views and how your faith may have helped you in your recovery process. As a national non-profit that serves and reaches a diverse group of people, we do try to be as non-denominational as possible in order to make content feel like a message that people of all faiths relate to (and we do have to be mindful not to endorse any one specific religious belief or view). When writing about issues of spirituality, please make sure to frame your references to religion as a personal belief.
- **Political Opinion.** NEDA acknowledges and respects the political opinion of each individual. With that said, NEDA asks that you be mindful of how you present opinions within your post. While it is important to acknowledge how policies and legislation may directly impact the NEDA community, we ask that you avoid taking a political stance or criticizing specific public figures or policies within your post.
- **Treatment Professionals.** NEDA greatly values the contributions and perspectives of the professionals in the field of eating disorders. In order to best serve our constituents, we are careful to avoid indicating preference to any treatment providers or treatment centers. As such, professionals who write for the NEDA blog cannot include in their bios comparative language or calls to action to their private practice or treatment center. Credentials and job titles are acceptable to include in your bio.
- **Giving treatment advice.** NEDA promotes recovery with the help of treatment professionals. We are not able to post medical or treatment advice on our website. Please do not give treatment advice in your blog post. While one

treatment method may have been right for you (or your client), it is important to contextualize your experience for the reader.

- **Self-promotion.** Promoting your own blog, book, album, movie, etc. should be avoided when writing for the NEDA blog. However, they will be listed in your short bio at the end of the article and NEDA will include a link.
- **Reviewing books, films, and/or music.** If you would like to review a book, film or album in a NEDA blog post, please get approval from NEDA prior to writing. Per our organizational policy (also applicable to our quarterly newsletter *Making Connections*), books cannot be reviewed by NEDA staff, any individual associated with the project, or those who gain financially from the project.

Approval And Editorial Process

The first step in drafting a post for the NEDA blog is to submit your idea for approval to NEDA. Once the topic is approved and a deadline is agreed upon, your post can be drafted and emailed to NEDA for editing.

We ask that the draft be emailed in Google Doc format along with a brief bio and recent headshot. The bio should be approximately 25 words, including your social media handle(s), if available, and the headshot should include your entire head and upper torso, be centered and not closely cropped.

We also ask our blog contributors to record a short video (20 sec-1min/recorded vertically) that would serve as an intro to the blog post, if you are comfortable doing so. They can tell a little bit about yourself and what you wrote about. We will embed that video in the blog as well as post on social media to promote the blog post.

Prior to publishing the blog, all pieces will be edited for grammar, structure, tone, style, format and more. In addition, they will be reviewed for content by NEDA staff to ensure that they conform to NEDA's policies and include accurate information.

Authors will be made aware of any changes and suggested edits and will have the opportunity to give the final approval of their blog post before posting. Questions about why edits were made are always appreciated and will be explained in more detail upon request.

Once the blog is published we will include a disclaimer at the top of the page stating; "This blog post represents the author's views and should not be interpreted as professional/medical advice or endorsed by NEDA."

If any minor updates need to be made after the blog is published a NEDA staff member will be responsible for those changes.

Notes on Writing from Personal Experience: NEDA asks that you contextualize and share personal experiences in a way that provides insight and educates readers about eating disorders, preferably from a fresh perspective.

Republishing Policy

We encourage you to re-post your NEDA guest blogs to your personal website and social media channels, but ask that you include the text “Originally published on the National Eating Disorders Association’s blog” with a link to the post. We will also promote new blog posts via NEDA’s social media channels when appropriate.

Questions?

We are always available to answer any questions and provide support to our bloggers. Please feel free to contact us at volunteer@nationaleatingdisorders.org with any ideas you have for blogs or questions/concerns/comments/ etc.