

WFBF Blog Submission Guidelines:

The Wisconsin Farm Bureau Blog serves as a place where members, staff, advocates and agricultural professionals can write on various topics. Blog topics should be within the four areas of interest including general agriculture, policy, Farm Bureau involvement or food and farming.

WFBF's public relations team oversees the blog on behalf of the organization. They maintain the right to determine what content is appropriate to share on the blog, website, social media and other WFBF communication channels.

Guidelines for submitting content:

- Share your idea with the Director of Communications prior to writing or submitting content.
- Content must be spellchecked and proofread before submitting.
- Suggested word count is 300 to 1,000 words. If more length is required, consider sharing in multiple parts. Do not exceed 1,500 words in one post.
- If content will address policy or political items, the WFBF governmental relations team will review and aid in the approval process and strategic timing.
- Content must meet the WFBF PR team's communication and content strategy.
- Content shared in Farm Bureau district newsletters may be submitted for consideration for the blog.