



BALANCE

EATING DISORDER TREATMENT CENTER



Blog Guidelines



WELCOME TO

The BALANCE Blog

BALANCE has a 12-year legacy of transforming lives by promoting health, healing, and hope to our clients and their families. We serve adolescents and adults by providing all levels of eating disorder treatment through outpatient care. Our mission is to create a transformative therapeutic experience based on our nutritional philosophy of intuitive eating using the All Foods Fit Model. At BALANCE, we employ diverse treatment modalities to help clients develop a neutral and peaceful relationship with food, body acceptance, and positive self-esteem.

WWW.BALANCEDTX.COM



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01

INTRODUCTION

Contributors will work collaboratively with the BALANCE Marketing team to build awareness and provide general education to the public on eating disorders, mental health, body image, and nutrition topics.

Using this guide, contributors will write and format their articles that will then be shared on the BALANCE blog.



THE WRITING PROCESS

02

A step-by-step guide to the writing process for
The BALANCE Blog

1

CHOOSE A TOPIC

You will pick a topic to write about based on the list of suggested topics you have been provided.

2

TOPIC APPROVAL

Once you have selected a topic, it must be approved by the Marketing Team. Submit it via email or the Blog Form on the BALANCE website

3

WRITE THE BLOG

After your topic is approved, write your article using the above topic as a keyword throughout the article. If you need assistance determining your keyword, please ask the Marketing team.

4

FORMAT YOUR POST

Using the structure outlined in this guide, format your post to ensure that it is optimized for the BALANCE blog audience and SEO.

5

SUBMIT YOUR POST

Once you have finished writing, formatting, and editing your post, submit it to the Marketing team for review and revision. You will be notified when your article is posted.



03

TYPES OF BLOG POSTS

Formatting your article is essential when writing a blog post.

Blogging helps to establish BALANCE as an authority in our field.

It can also be an effective way to drive traffic to our website and provide people with a premium level of education and information.

There are different styles of blog posts, all of which engage readers and ensure that each post is readable for both our audience and search engine optimization.

The following page lays out different styles of blog posts; please choose one that best suits your topic.

A 'HOW-TO' BLOG

This post explains the steps the reader needs to take to complete a task.

A 'LIST-BASED' BLOG

A list-based blog post is organized as a list of related entries. For example, a list of recommended books with short synopsizes.

A NEWS ARTICLE BLOG

This post takes a relevant news article or current event and provides a thoughtful response.

AN INTERVIEW BLOG

In this post, the blogger interviews a significant person to BALANCE or our audience. The blog shares value from the interview and information on the person.



A REVIEW BLOG

A review blog post reviews a relevant book, product, T.V. show, etc. Most importantly, this post provides our audience with a helpful understanding of the thing being reviewed.

AN EXPLANATION BLOG

This type of post provides a thorough, objective explanation of its topic. It is the most common type of post on the BALANCE blog.

All blogs should end with a call to action and provide our audience with clear takeaways and value.

04

BLOG POST STRUCTURE

Similar to essay writing, a blog post should start with an introduction, followed by the body sections, and then end with a conclusion. But there are some critical differences in a blog's structure.

FORMATTING

Unlike an essay, your blog should have a heading (or title) and subheadings throughout. These should capture the audience's attention and keep them engaged with the article. This makes it more digestible to the BALANCE audience while allowing them to skim and still get value.

CITATIONS

Citing sources also works differently in blog writing. Instead of including in-text citations, feel free to reference and link your sources throughout your post. SEO works best when there are external links throughout the article. Of course, feel free to also make a list of sources at the end of your blog as well.

KEYWORDS

The topic you chose for your blog post will become your keyword. A keyword is essential to a blog's readability to our audience and search engines. So, it is necessary to include variations of your keyword or key phrase throughout the article. Please make sure to include your keyword or variations of it in all of your headings and your subheadings.

CONTINUED

BLOG POST STRUCTURE

CALL TO ACTION

All blog posts should end with a call to action. Make sure to include a short paragraph at the end of your blog that invites the reader to take the first steps of getting support from BALANCE. For example:

"At BALANCE eating disorder treatment center™, our compassionate, highly skilled team of clinicians is trained to diagnose and treat the spectrum of eating disorders, including anorexia, bulimia, binge eating disorder, compulsive overeating, and other disordered eating and body image issues. In addition to our full-time Day Treatment Program and Weeknight Intensive Outpatient Program, we offer individualized nutrition counseling, meal support, and a variety of other groups and resources to assist those seeking help for food concerns.

Our admissions team would be happy to answer any questions you may have about our programs and services. Book a free consultation call with our admissions team below, or read more about our philosophy here."



05

SOME BLOG WRITING TIPS

FOCUS

BALANCE is a premier eating disorder treatment center. Keep our readers and audience in mind when you are writing. What is most helpful and engaging for them? What makes them feel seen and supported?

CONTENT

BALANCE is Health At Every Size aligned and anti-diet culture. Please keep this in mind in your blogs for the safety of our audience. Please do not mention specific numbers (like size, clothing, calories) or explicit descriptions of behaviors.

tone

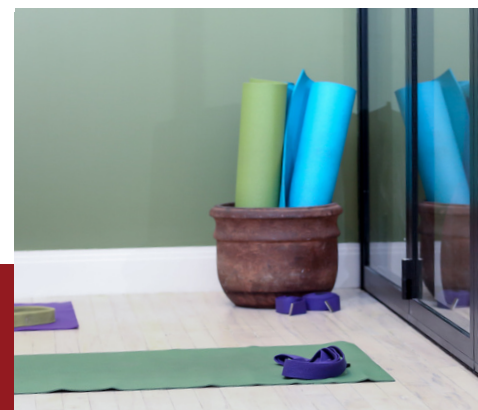
Keep your writing conversational. Writing blog posts in the second person is best, directly addressing the reader.

TEXT

Blog structure does not always follow the grammatical rules of an essay or academic paper. Paragraphs should be short. Keep your writing concise and value-packed.

SOURCES

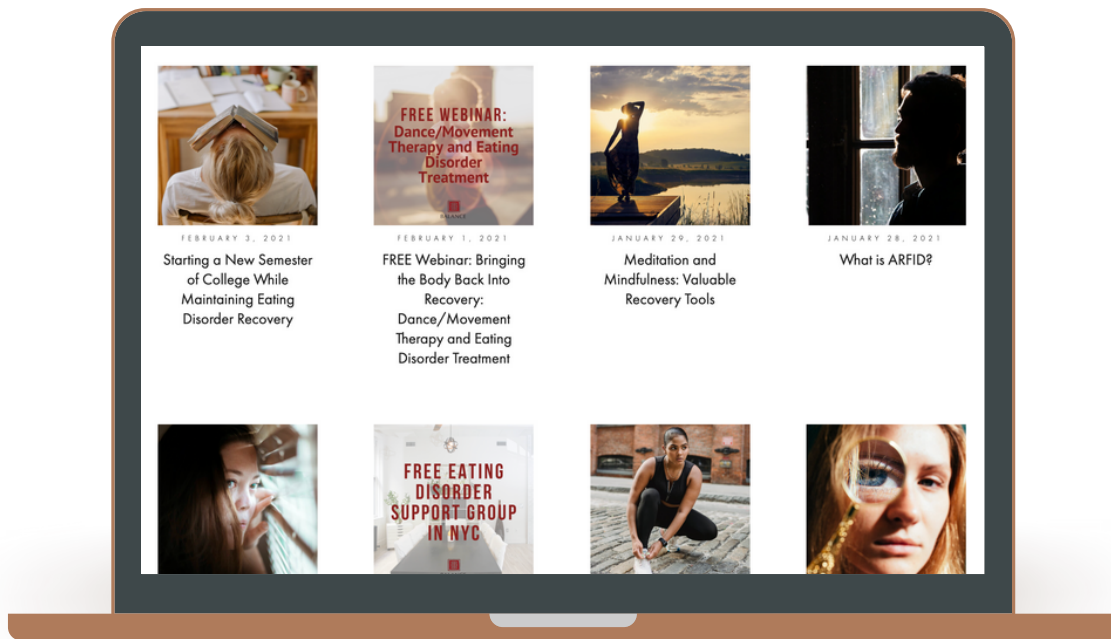
Please make sure that your sources are also BALANCE-appropriate. Use the same content guidelines when vetting potential sources for your blog posts





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Thank you!

We are excited to have you writing for the BALANCE blog. If you have any questions, please don't hesitate to reach out.

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