

FAQs

NCBA Sections & Divisions Blogs

Who can contribute to the NCBarBlog Section/Division blogs?

Blog post authors should be members of the Section or Division. Section/Division Communications Chairs have the final approval on the content of blog posts. NCBarBlog editor Amber Nimocks reviews for issues of grammar and formatting.

Informational posts from outside agencies, such as updates from the North Carolina Secretary of State are also welcome on your blog pages.

We ask that you do not publish wholesale reproductions of articles and posts written by non-members.

For information about sponsored posts, see the bottom of this FAQ sheet.

Can a law firm or other outside group reprint a blog post that has appeared on the Section/Division website?

Yes, as long as they credit the NCBA Section/Division website where it first appeared.

Who gets email notifications of new Section/Division blog posts?

Section/Division members are automatically enrolled in the email notification list for their Section/Division blog. They do not need to subscribe.

Can I share the blog posts?

Yes, please do! Just copy the hyperlink into an email or share via social media. NCBA social media feeds regularly share links to blogs on Section and Division pages.

Can I comment on the blog posts?

No, comments have been disabled because the NCBA does not have the capacity to manage comments.

What if I want to start a conversation about a blog post with members of my Section only?

We suggest you repost links on your Section's ListManager feed or LinkedIn page, depending on which is more active. These lists are used by members only.

Are the posts archived?

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Every post will remain searchable via keyword on the nbarblog.com site for as long as the NCBA maintains the blog site, so links to the articles are viable for many years, if not forever.

How long should a blog post be?

A post can be any length it needs to be, whether that is as long as a typical academic newsletter article or as short as a couple of sentences, from 50 words to 50,000.

- **Informative** Relay information on case law developments, procedures or changes in practice management.
- **Event previews** Let members know about upcoming events via the blog. It drives registration for events.
- **Post-event coverage** Pictures! Pictures! Pictures!
- **Essay** This is usually on a topic that occurs to you while you're driving home or in the shower. Think specific interactions and experiences and the larger lessons you have learned from them. Or focus on something that on its face seems completely ridiculous and untangle it.
- **Links posts** These need to be curated and work best if focused on a particular topic.

How often should we post?

The Communications Chairs will decide how often to post articles to the blog. We suggest that each Section and Division posts at least twice a month. The Communications Chairs should work out a deadline schedule and determine who will be responsible for eliciting blog posts from members, editing and posting them to the site. It won't happen without deadlines. Make them. Hate them. Meet them.

What are the guidelines for sponsored posts?

We do allow posts from sponsors that have contracted with the NCBA as long as the content is approved by the Section/Division communication chair(s). Please work with Jen Shapiro (jshapiro@ncbar.org) in our Membership Department if you hear from a sponsor who wants to post an article.

In general, we have faith in the discretion of Section and Division members to uphold editorial standards, as they do with member-generated content. Please take the following few guidelines into account.

Sponsored blog content should:

- be accurate and honest;

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- focus on a substantive issue and go beyond simply enumerating the sponsor's virtues by exploring the issue in a meaningful way, and
- deliver information of interest to the primary audience (Section members).

The post can be any word length. Blog posts generally run between 600 and 800 words.

We will follow federal guidelines and best practices for identifying the content as sponsored. (See FTC advice below). I believe a label on the top of the post will be sufficient.

<https://www.ftc.gov/sites/default/files/attachments/press-releases/ftc-staff-revises-online-advertising-disclosure-guidelines/130312dotcomdisclosures.pdf>

<https://www.ftc.gov/tips-advice/business-center/advertising-and-marketing/endorsements>