

# MakeMusic Blog Tips, Guidelines & Terms

## What's the goal?

To provide teaching solutions that add value to the music education community.

## Who's the audience?

Music educators.

## What's my topic?

When choosing a topic to write about, it's best to focus on actionable solutions. Questions to consider when developing a blog topic:

- What's a current issue music teachers are facing, and what are some creative, practical solutions?
- What's a valuable lesson that I've learned in my experience as a teacher that others might benefit from?
- What are some teaching "hacks" and strategies I've discovered or developed?
- What are some greater social issues that intersect with music education, and how can teachers navigate these topics in their classrooms?
- How can I affirm, inspire, inform, or educate other teachers and students?
- How have I used MakeMusic Cloud to accomplish certain teaching goals?

Generally, these questions exist within various contexts of music education including remote teaching, repertoire selection, performance preparation, student engagement, Social and Emotional Learning, diversity and inclusivity, self-care, budget, advocacy, and more. Get inspired at [makemusic.com/blog](https://makemusic.com/blog)!

## What's the format?

When writing a blog article, think quality > quantity. The structure should follow a standard introduction, body, and conclusion format. While it's important to include as much useful information as possible, keep in mind that detail should not sacrifice the overall flow and readability. Adding section headers throughout the body of the article to break up text, categorize ideas, and move the reader along is strongly encouraged. When mapping out ideas, consider these various types of articles to help organize the presentation of information:

- Lists ("7 Reasons Your Students Should Share Music")
- Step-by-step guides ("6 Simple Steps for Starting Your Music Booster Program")
- "How to..." posts ("How to Apply Deliberate Practice In, Well, Practice")
- "What is..." posts ("Developing the Skill of Audiation")

If you choose to include visuals in your post, please paste or link to images within the blog document you upload. You must have permission to use any visual that you include, and visual assets that include students or children will not be considered without explicit parental permission. Inclusion of visuals is not guaranteed and will be incorporated at the discretion of the MakeMusic marketing team.

## What's the Process?

Once you submit your article, a MakeMusic marketing representative will review and be in touch with you via email to discuss details around any potential edits and the anticipated timing of posting and sharing the article if it is chosen to be featured. **Please note that submitting an article does not guarantee a feature on the blog.**

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