

Content Guidelines For Contributors



Reno Moms Blog's primary purpose is to connect women throughout the Truckee Meadows community, and to provide valuable local information relevant to the experience of raising kids in northern Nevada. As such, all blog content will align with these guidelines (made easy to remember because they each refer back to a word in our name!):

1. RENO :: Our readers have a zillion and one choices when it comes to the mom blogs they read; they have far fewer choices when it comes to reading about moms in our own community. Our site will benefit hugely from a commitment to keeping content locally focused. Blog posts can feature local businesses, local things to do, local events, etc. In addition, more general topics (feeding, potty training, crafting, DIY, career, etc.) can be given a local twist simply because they are written by local moms – US! When your blog post ideas fall into these more generalized topics, look for ways to personalize them and connect you and your family's experience back to the community we live in.

2. MOMS :: It may sound obvious, but RMB's targeted audience is made up of moms – largely, those with babies and young kids. Content should remain under the broad category of parenting writing, within which you have a ton of subtopics to choose from: the experience of being a mom, stages and phases of babies and kids, products and tips to make life with kids more fun/easier/better, home management strategies specific to moms, and, of course, all the locally-focused ideas mentioned earlier.

3. BLOG :: By definition, a blog is a *web log*, or journal of sorts. Blogging has evolved to the point that almost anything published on the web fits the category, but RMB will aim for the personal, confessional, and interactive/community style of blog, rather than a more journalistic or editorial style (in other words, we are writing as ourselves, not as reporters). RMB site readers respond to personal stories, real-life experiences and to discussion-oriented posts that encourage positive comments and support. By focusing our content in the three areas described above, we aim to help all RMB contributors develop unique blogging voices that come to be valued by our community; and of course, within these broad areas, there is no shortage of topics to write about!

Content Ownership & Cross-Promotion

Publishing the same post on two or more web sites can actually make it harder for readers and search engines to find your valuable content! That's why we ask all RMB contributors to provide original content for publishing on RMB. To cross-promote your content, improve page rankings and help drive traffic to and from your personal blog, we encourage all contributors to post a teaser or excerpt on their blog and then link to their full post on RMB. This is a standard practice in the blogging world, and it helps us all achieve the site visits and readership we're looking for.

Here are three excellent examples of content cross-promotion from fellow blogging moms who contribute to a City Moms Blog sister site:

The screenshot shows a web browser window with the address bar displaying <http://pyjammy.com/new-posts/>. The browser tabs include "Pink Preppy Lilly Lover...", "New posts! | pyjam...", and "I Struggled With My Bi...".

The main content area features a post titled "New posts!" published on April 10, 2013. The text of the post reads: "Okay, not here, but I have written a couple over at the New Orleans Moms Blog. Check them out! In Defense of the Minivan and as part of our Feeding Journey series,".

The post includes several logos and images:

- ZukaBaby**: A red square logo with a white baby figure and a globe.
- Natural Nannies NOLa**: A green square logo with a white silhouette of a person holding a child's hand.
- new orleans moms blog**: A purple flower-shaped logo.
- Family Birthing Center atours**: A blue and yellow logo with a bird icon.

Below the logos is the text: **Feeding Journeys: Nourishing Baby and Overcoming Challenges**.

At the bottom of the post, it says "Three babies but only two... well, you know" and provides social media sharing options for Pinterest, Facebook (2), Twitter, and Email. It also notes "Posted in triplets".

On the right side of the browser, there is a sidebar with a "got milk?" advertisement featuring a man and a child eating. Below the ad are links for "Advertise", "Privacy Policy", "AdChoices", and "More from BlogHer" with a list of articles: "Travels with Jelly", "A Letter To My Grandma Jean", "A stroll down memory lane", and "Bloggers Try Martha Stewart's Home Office With Avery Wall Manager. Get a Chance to Win \$100!".

At the bottom right, there is a "BlogHer TV" section with a video player and the text "Veggie bored? Try 5 recipes with different greens." and "Smith Check With Cheesecake and Cookies".

http://pinkprepylilylover.blogspot.com/2013/04/mon


Pink Preppy Lilly Lo... I Struggled With My Bi...

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Wednesday, April 17, 2013

"MOMMY'S ON A BUSINESS TRIP"

"Mommy's on a Business Trip: How I Do It"

Today on the New Orleans Moms Blog!

Today over on the [New Orleans Mom's Blog](#), I'm talking about being a full-time working mom and a part-time traveling mom, and some tips I've picked up over the last six months on how to make it work for your family. Truthfully I was nervous about the amount of travel I did pre-baby, and how we would adjust. Please **come on over** and share your thoughts!

xoxo

http://www.hip-babymama.com/search?updated-max=2013-04-17T00:00:00-07:00

Hip-Baby Mama I Struggled With My Bi...


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Wednesday, March 20, 2013

What We Did on our Spring Break

Today on Austin Moms Blog, I gave a recap of all the fun things L.E. and I did while on Spring Break. There were sharks, haircuts and baby goats.



Srasy.

Submit

Posted by Hip-Baby Mama at 10:59 AM No comments:

Recommend this on Google

Links to this post


Labels: Austin, Austin Moms Blog, fun, spring break

Tuesday, March 19, 2013

BlogHer Stuff

FEATURED ON
BlogHer

Scary Stuff



Bloggy Moms Stuff

April 2013
BLOG HOP
Bloggy Moms

Definition of Inappropriate Content

To maintain the City Moms Blog brand and image across all sister sites (including RMB), content will be free from the following: profanity, sexual language, political endorsement of a party or candidate, political commentary, op-ed commentary on controversial social and/or political issues, and derogatory or inflammatory language. RMB co-founders reserve the right to edit and/or deny any such contributor submissions.

A Word on Copyright Laws

All sites in the City Moms Blog Network (including RMB) are expected to comply with copyright laws governing published material on the web. Posts must be original to each author and should not have been published previously online or in print. Posts published on RMB should not be reprinted or republished without written permission from RMB co-founders and the post author.