

## AO CMF Blog Guidelines for Contributors

The AO CMF blog highlights topical and interesting themes relevant to our community and mission. We publish guest posts on scientific and medical developments, innovations, experiences in craniomaxillofacial care, and around AO activities.

The blog aims to introduce a wide range of subjects with posts from authors around the world, further supporting the AO Foundation's commitment to diversity, inclusion, and access.

### How to get your post published in the AO CMF blog?

Our portfolio of educational events and research continues to grow with increasing interest from new audiences. We aim to showcase perspectives from a variety of stakeholders and to support knowledge translation by enabling people from all backgrounds to contribute, read, and participate in the discussion.

Published posts should fill one or more of the following criteria:

- The post is topical, timely, and relevant to maxillofacial care
- The post is about exciting new innovations or ideas
- The post is relevant to AO CMF activities, values, and mission
- The post offers guidance to CMF surgeons in their career as clinicians, authors, researchers, students, or faculty.

### Audience

The readers of the AO CMF blog are craniomaxillofacial surgeons from various backgrounds—both members and non-members—ORP, academics, researchers, educators, and faculty, but also people with lived experience, caregivers, administrators, and staff.

The blog is open access to the general public. Posts may be shared across AO online channels, including email newsletters and social media.

*Note: The articles included in the AO CMF Blog represent the opinion of individual authors exclusively and not necessarily the opinion of AO CMF or AO Foundation.*

### Style

Accurate scientific and medical terminology should be used, but a personal writing style is encouraged. A successful blog may have a conversational, unofficial style that academics, clinicians, and lay people alike can easily understand.

You should start with what is most important, highlighting your key findings, and why our audiences should know about it. Articles must be of general interest to the reader; purely promotional posts will not be published.

The AO uses American English and follows the AP style. [Merriam-Webster Online](#) can help you check correct spellings. Make sure your text does not refer to any roles gender specifically.

### Length

Posts can be between 500 and 2'500 words long.

## Biography

Please provide a short biography (100–200 words) and a high-resolution headshot to include with your post.

## References

Please provide references to published work and to suggested additional reading, as applicable. A list will be included at the end of your post.

Use hyperlinks both in your text and in the lists of references/additional reading whenever possible.

## Keywords

Please provide 5–10 keywords to the post.

## Images

Contributors should include images with their posts. This could be photos from events, pictures from the field, portraits, graphics, etc. Videos and audio are welcomed to add to the articles.

## Timeline

Please send your draft post for review and editing minimum 20 working days prior to desired publishing date. We will seek your approval for the final post and will not publish without your consent.

To submit your proposal and for additional information, email [marketing@aofoundation.org](mailto:marketing@aofoundation.org).

## Republishing

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