



## Seattle 2030 District Industry Insights Guidelines

Welcome to the Seattle 2030 District Industry Insights! We appreciate your contribution to advancing the conversation on building sustainability. By sharing your insights, you help keep our members informed and empowered to drive meaningful progress in the built environment. Thank you for being part of this effort!

### Purpose of the Insights

The Seattle 2030 District Industry Insights aim to highlight leading thinking on building sustainability in our region. Sample topics include:

- Sustainable tenant improvements
- Compliance with local regulations
- Addressing sustainability challenges in a down market
- Emerging technologies that advance building sustainability
- Other educational content related to building efficiency, energy decarbonization, water savings, and transportation improvements

### Content Guidelines

#### *Word Count:*

Posts should typically range from **600 to 1,200 words**. This allows for depth while remaining engaging and accessible.

#### *Visuals:*

Include **at least three high-quality photos** to complement your content. Images should be relevant, visually appealing, and appropriately credited (if not original).

#### *Hyperlinks:*

Make liberal use of hyperlinks to provide additional context, cite sources, or direct readers to useful tools and resources. Aim for at least 3-5 hyperlinks per post to enhance the educational value.

#### *Educational Emphasis:*

The primary goal is to educate readers. Present clear, actionable information that helps our members stay informed about the latest developments in building sustainability.



*Neutral Tone on Brands:*

It's acceptable to highlight innovative technologies or solutions. However, avoid promoting specific brands unless they are the sole provider of a particular technology. Maintain a balanced perspective.

*Structure:*

Start with a compelling headline and introduction to draw readers in. Use subheadings, bullet points, and concise paragraphs for readability. Conclude with actionable takeaways, questions for readers to consider, or a call to action.

*Acknowledgment:*

Include a brief acknowledgement for anyone else who contributed significantly to this post or from whose work the content was largely, or in part, derived.

**Submission Process**

- **File Format:** Submit your blog as a Word document or Google Doc.
- **Editing:** The Seattle 2030 District reserves the right to make minor edits for clarity, grammar, and style while maintaining the original message.
- **Contact Information:** Include your name, photo or headshot, organization (if applicable), and a short bio (50 words max).

By following these guidelines, you'll help create compelling, informative content that drives our community forward. We look forward to sharing your expertise and advancing sustainable practices in our region!