



Welcome Guest Blogger!

Nippyfish.net welcomes guest bloggers with a solid understanding of betta fish care who write well and are interested in sharing their knowledge with our readers. We allow you to use anchor-text links to your own material and to provide a short bio and photo to promote yourself. No other articles will be posted the day your article is posted allowing you a prominent spot on our website for at least 1 calendar day. If you have a specific day you would like your article posted, we will attempt to accommodate as best we can, schedule permitting.

Guidelines for Guest Bloggers

1.0 OUR MISSION

- **1.1** Our mission is to provide current, quality betta fish care and advice where we separate facts from opinions and use science and common-sense every day.

2.0 RELEVANCY

- **2.1** We are a betta fish blog exclusively but are open to a wide variety of topics related to betta fish care. With hundreds of articles in our archives it can be difficult to find a truly unique topic. Writing about topics that have been covered before is permitted as long as the content isn't overly redundant.
- **2.2** If you are unsure about a topic we would be happy to review some ideas and options with you. Some ideas may include: housing, general care, breeding, equipment, environmental science, nutrition, product reviews, tankmates, and interviews.

3.0 DEMOGRAPHICS

- **3.1** Our primary readers keep betta fish as pets and may have little or no aquarium experience prior to owning their betta. Many of our readers seek us out once they have already encountered a problem with their betta or feel they need dependable fish care advice. While not the majority, some of our readers are breeders and/or have a more advanced knowledge of aquaria. We have almost as many male readers as female. Our readers ages vary greatly from children (12+) to seniors. The majority of our readership is U.S./Canadian based but we have readers from over 100 countries with a significant portion living in Asia and the U.K. To accommodate our global readers, we try our best to include measurements in metric as well as imperial and to write in a style that is easy to understand for readers who may use English as a second language.

4.0 ETHICS

- **4.1** We aren't afraid to write about controversial issues like fish-fighting, euthanasia, or poor store conditions but we are always tactful and respectful of our readers.
- **4.2** We offer responsible advice and supply our readers with the knowledge they need to make an educated decision about the care of their betta fish.
- **4.3** We encourage you to use your voice, but please keep the language family-friendly.

5.0 LENGTH

- **5.1** We do not have requirements regarding article length. See "OUR MISSION" – Use common-sense.



6.0 IMAGES

- **6.1** Support images must be relevant to the subject and should be clear and professional looking.
- **6.2** You must have permission to use the image. If the image is yours or if you have received permission from the copyright holder, please email the proof of permission to the administrator.
- **6.3** Images provided through Flickr may be used so long as the Creative Commons licensing restrictions have been met.
- **6.4** All images must have attribution.

7.0 EDITING

- **7.1** The administrator has the right to edit your article including content, grammatical, spelling, image, title or other elements to meet the standards of Nippyfish.net. The administrator may make suggestions to the article to better align with the readership. Significant editing is not typical nor expected.

8.0 EXCLUSIVITY

- **8.1** Your article should be uniquely written for Nippyfish.net and should not be a duplicate from another source nor should it be published elsewhere. You are free to link to it on your personal site and to promote your article as you see fit using social media or other means.

Please submit articles to Christie F. at betta@nippyfish.net