

Permobil Community Blog Contributor Guidelines



Thank you for your interest in contributing to the Permobil Community Blog! This space is dedicated to sharing stories, insights, and resources that empower and connect the mobility community. Whether you're a user, clinician, caregiver, or advocate, your voice matters here.

To ensure consistency, quality, and alignment with Permobil's mission, please follow these guidelines when submitting content.

Tone of Voice

- **Empowering:** Focus on uplifting and inspiring readers. Share stories of resilience, innovation, and progress.
- **Authentic:** Be genuine and personal. Readers value real experiences and honest reflections.
- **Inclusive:** Use language that respects and embraces diversity in ability, background, and perspective.
- **Conversational:** Write as if you're speaking to a friend—clear, warm, and engaging.

Mentioning Permobil

- You're welcome to mention Permobil products, services, or initiatives when relevant to your story or topic.
- Avoid promotional language—this blog is about community, not advertising.
- Use the full brand name "Permobil" (not abbreviations or nicknames).

Content Guidelines for Blog Posts

Topics we love:

- Personal stories of mobility and independence
- Tips for navigating daily life with a mobility device
- Advocacy and accessibility efforts
- Innovations in assistive technology
- Community events and initiatives



Length: Aim for 500–800 words. Longer pieces are welcome if the content is rich and engaging.

Images: Include high-quality images if possible. Make sure you have the rights to share them.

Language: English preferred. If you'd like to submit in another language, please reach out first.

Respect privacy: Do not share personal information about others without their consent.



Tips & Tricks Video Guidelines

We love practical, helpful videos that make life easier for our community. If you're submitting a Tips & Tricks video, please follow these guidelines:

Content & Structure

- Focus on clear, actionable advice - e.g., how to maintain equipment, or navigate daily tasks.
- Keep it short and focused—ideally 1–3 minutes.
- Start with a brief introduction: who you are and what the tip is about.
- End with a summary or encouragement to try the tip.

Production Quality

- Use clear audio and steady visuals. Smartphone videos are fine if well-lit and audible.
- Both horizontal and vertical video formats are welcome - choose the one that best fits your content and audience.
- Show the tip in action—demonstrate rather than just explain.
- Don't include subtitles (these will be added, if relevant, by the Permobil editorial team).

Tone & Presentation

- Be friendly, confident, and respectful.
- Use simple language whenever possible. If you need to use a technical term, make sure to explain it in a way that's easy to understand.
- Speak directly to the viewer—make it personal and engaging.

Branding & Permissions

- If Permobil products are featured, mention them respectfully and accurately.
- Do not include/add Permobil logos in your video.
- Do not include logos or branding from other companies unless relevant and approved.
- Ensure you have permission to film in the location and to show any individuals featured.

Submission & Review

- All submissions are reviewed by the Permobil editorial team.
- We reserve the right to edit for clarity, tone, or alignment with our values.
- Contributors will be notified if their post is selected for publication.

Final Thoughts

This blog is a space for connection, learning, and celebration. Your voice can help others feel seen, heard, and supported.
Thank you for being part of the Permobil community!

