**Truly Mama Writers’ Guidelines**

Truly Mama follows [APA style](https://apastyle.apa.org/).

Please capitalize the ‘B’ in the term Black when referring to people in a racial, ethnic or cultural context, and capitalize Indigenous in reference to original inhabitants of a place, per the [AP’s recent update](https://blog.ap.org/announcements/the-decision-to-capitalize-black).

Truly Mama’s tone is approachable, relatable, and friendly, while providing useful and relevant information to the reader. Feel free to interject fun, use your own voice, and when in doubt, ask yourself: what would Iwant to know about this topic as a mom?

Use gender-neutral language as appropriate, i.e., menstruating people vs. women with periods, or pregnant people vs. pregnant women.

When including any medical information, please cite and link from a recent and reputable source. Reputable sources include official health organizations, i.e., CDC, ACOG, AAP, WHO. (A note: American Pregnancy Association is not a reputable source.)

Whenever possible, avoid citing other health sites and instead link directly to the study or information being discussed. Try to use studies within the last 10 years.

Any submissions become the property of Truly Mama and as such, are subject to alteration to adhere to Truly Mama’s style, tone, and branding.

I accept and want to be part of the Truly Mama team.

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Signature Date