

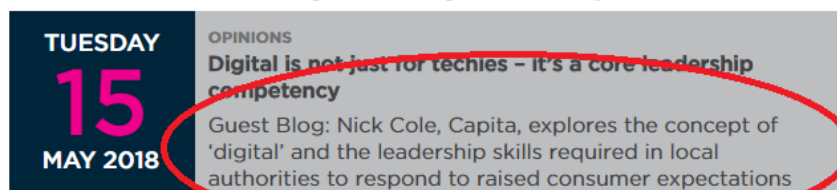
techUK guest blog guidelines

Specifications for guest blogs submitted for publication on the techUK insights page

Content Guidelines

- Our insights are the main way we demonstrate our influence and put across ours and our members' opinions.
- We ask that when developing blogs for techUK, contributors please do so within the below parameters as best as possible:
 - 400 to 600 words – Any longer than this and engagement will generally drop.
 - Please choose a title that is no more than 80 characters – this is the limit for our system and is SEO friend. Therefore, titles that are any longer may have to be edited before we publish.
 - Please share the full name and title of the spokesperson that you wish the piece to be attributed to.
 - If the blog or a version of it has been published elsewhere, either on an internal site or externally (in the media for example), please send us the original link for us to cite.
 - Please share with us all twitter handles that you would like us to include when we socialise the blog.
 - Please share with us any imagery (spokesperson headshots etc) that you would like us to include in the body of the blog.
 - Please include a 150-character description. This will appear in the description box (example below) and we ask that it includes the words 'Guest Blog:' and the author of the post, if possible.

Digital is not just for techies – it's a core leadership competency



Content guidelines

- To maintain the style of our blog as a space for industry-level opinion and commentary, we ask that blogs are written under considering the following:
 - Avoid describing and discussing the attributes or applications of specific company brands, products or services where possible. The may be acceptable if they provide an example for a higher-level

discussion point that would be of interest to the broader industry and are not discussed in great amounts of detail.

- It is best to avoid submitting blogs that take the form of a company case study.
- Be sure to insert hyperlinks, so that readers can extend their exploration of the subject matter further. This also improves our SEO.
- Blogs will be more effective if they are connected to recent news and are topical.
- If the blog is for a specific techUK campaign week, make the blog as relevant to the specific subject for your chosen day as possible.

techUK reserves the right to exercise its editorial judgment. Editorial decisions to publish, or not to publish, a submitted article are made at our discretion.

If you have any questions or would like to discuss any ideas, please do get in touch with press@techUK.org.