techUK guest blog 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:

> Main body should be 400 to 600 words

> Choose a title that is no more than 70 characters. Titles that are any longer may have to be edited before we publish

> Please include a 150-character description that includes the author's name and title. This will appear in a description box

> Please break down the different sections of the blog with clear sub-headings

> If it is appropriate, please include a list to make it easy for the reader to navigate the different sections in the blog

> Feel free to use links to other related relevant content that would be useful to the reader

> 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 and SEO purposes

> 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.

To maintain the integrity of our blog as providing industry-level opinion and commentary, we ask that blogs also:

> Avoid describing and discussing the attributes or applications of specific company brands, products or services where possible. This may only 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

> Do not take the format of a company case study unless specifically agreed in advance

> Use hyperlinks so that readers can extend their exploration of the subject matter further

> Link to recent news and topical subjects

> If the blog is for a specific techUK 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 marcomms@techUK.org.