

BLOG CONTRIBUTION GUIDELINES 2019/20

This document gives all guidelines for writing and sharing articles on the StreetDots blog.

****FOR ALL SUBMISSIONS****

Welcome Introduction:

Thank you for your interest in sharing content on the StreetDots blog.

We welcome original content from thought-leaders in street trading, retail, future cities, placemaking and wellbeing.

This is an excellent platform to share ideas and case-studies.

Our Reach

We have a very large audience across social media channels and we have partnered with all of the major landowners and operators in the UK. We are positioning ourselves as a recognised brand across all sectors in real estate.

All blog posts are shared on our newsletter (coming soon) and on social media channels, as well as our media partner website Infabode, where all of our blog posts are shared on their platform to over 18,000 real estate professionals globally.

We have just launched our LinkedIn 'Placemaking UK' Group on LinkedIn, where we will share your content. <https://www.linkedin.com/groups/13712752/>

We Recommend

Reading Our Blog - Develop a sense of what we publish - <https://www.streetdots.co.uk/blog/>

Make your posts research based and educational - Use stats!...Our readers love them (Site your sources please) - Avoid - self promotion! - Be original and share your thoughts and wild ideas

Guidelines

Submission Deadlines - Please submit your article within the dates given. If no submission dates have been allocated, your article will be published within 3 weeks of submission. We will let you know when this your article is scheduled to go out once received.

Publishing Date Range

We will let you know when your article is due to be published in advance. We ask our partners to make a note of this date and re-share all posts across all channels to assist in promoting the post.

Format

Please send your submissions in a document / either Google Sheet or Word Doc. Do not send in the body of an email.

We ask that you include:

- A title for your blog / alternative subheading / 2 sentence intro for your blog
- A bit about yourself - Bio should be approximately 60 words and should include your Twitter handle, as well as any other relevant links you wish to display: your blog, LinkedIn profile, Facebook page, website URL, etc. This is a great place to include any promotional or gated links as we generally don't allow them in the body copy.
- A headshot of yourself (If you wish to include) Ideally 200x200px (LinkedIn profile images are ideal)
- Article content - Length - We recommend 6-8 paragraphs in total - depending on the topic, but there is no strict limit. Our readers are most engaged with 4-10 paragraphs. We don't believe in word-count goals. Tell your story!
- Links - Hyperlinks - Please double check all hyperlinks if you are including them. We are happy for you to use them if they are correct.
- Supporting images, interactive content, or videos - Don't worry about the cover image, we'll take care of that. But here are tips on the other kinds of media you may want to include: Images (PNG, JPG): Provide any high res images you would like to include within your Word doc. When saving your images, please provide a descriptive name (e.g. content-marketing-personas-image1) Please ensure all images are royalty free and high res. (PNG or JPEG only). Infographics, videos, and interactive content: Include the embed code for the infographic / links to youtube etc. within your Word doc.
- Please ensure you share your latest high resolution company logo separately

Disclaimer: We reserve the right to edit the article accordingly is deemed necessary.