

SHARE'd Intelligence Guest Contributor Guidelines

Given the broad expanse of topics and contributors that *SHARE'd Intelligence* gives voice to, these guidelines have been created for *SHARE'd Intelligence* contributors to best help our editors establish a relevant, consistent experience for readers.

Please refer to the Publication Overview for an understanding of the *SHARE'd Intelligence* audience and established content sections to which you may contribute. The writing guidelines and tips that follow are meant to help aid you in developing an article. All final article submissions should be made to editor@SHARE.org.

Publication Overview

“Impacting the future of the enterprise technology ecosystem” | SHARE began as the first-ever enterprise IT user group in 1955 and continues to deliver important avenues of professional growth for the industry today. *SHARE'd Intelligence*, the official publication of SHARE, is a leading source for news and education on enterprise solutions. The publication serves as a valuable resource for compelling, timely, relevant, and engaging content that informs and engages SHARE Members and partners.

SHARE'd Intelligence sections include:

- **Technology** – Everything you need to know about enterprise IT technology: user tips, deep dives, case studies, and more
- **Industry Voices** – Insight and opinions from users and executives in enterprise IT, including SHARE Member-favorite column “Marna’s Musings”
- **Trend Watch** – The latest insight on trends affecting the business of enterprise IT, as well as thought leadership and education on trendy, innovative technologies in the space
- **SHARE Updates** – SHARE organization and event news and updates, including the monthly “Message From SHARE” column

Writing Guidelines and Tips

Guidelines

- Create the article in a Microsoft Word, text, or HTML document.
- Provide a suggested title or headline that is catchy and 10–15 words or less.
- Articles should be 500–1200 words. If your thoughts extend beyond 1200 words, please consider doing a series of posts on the subject.
- Content should be original and any references to other work, research, or copyrighted material should be properly cited. SHARE is, first and foremost, an independent, volunteer-run association. Articles should keep the user experience in mind and provide a balanced perspective.
- Content may not be overly promotional of any one product, service, or company. If something is overly promotional, you will likely be contacted about paid opportunities.
- Whenever possible, share anecdotes and examples to illustrate a point; these must pass veracity tests, i.e., they must not be urban legends.

- Content should be accessible to all SHARE members, regardless of experience. Advanced technical content is welcome, but authors must remember that the audience varies in experience, and brief explanations or links to additional reading for background information may be necessary.
- Identify all hyperlinks within your article. Links must be useful and relevant. Irrelevant or excessive links may be removed at the editor's discretion. If you have a list of resource links, please include them at the end of the submitted document, or linked directly to related text within the story.
- *SHARE'd Intelligence* editors reserve the right to revise sponsored content to fit SHARE's style and voice.
- Contributors should follow [Associated Press \(AP\) style](#), with the exception of comma usage. SHARE prefers using the serial (Oxford) comma for easier readability, especially with technical content.
- The final submission *must* include:
 - A byline that details full name, title, and company as you want it to appear
 - An editorial image (1500x360 PNG or JPG) to accompany post, please indicate caption/copyright details when sharing
 - An author headshot and one-paragraph bio (headshot should be the highest resolution possible)

Tips

- Opening paragraph: Please ensure that your opening paragraph is impactful and distills the thought leadership contained within the full post.
- Avoid hyperbolic phrases (e.g., "the best," or "the only") unless factually accurate.
- Provide informative, actionable information: All content inquiries and submissions must be educational and provide actionable information that enterprise IT professionals can apply to their day-to-day activities.
- Speak in broad terms: Your piece should not be centered solely on your company or product. Instead, it should speak in broader industry terms. Presenting a challenge, along with a solution — without mentioning your company or product name — will go a long way in providing an authentic and impactful voice to our audience. In addition, content should be written from the third-party perspective, unless it is a case study of something specific to your company or organization.
- Be a compelling storyteller: Whenever possible, base your story on real customers with real people solving real challenges. Speaking in particulars rather than hypotheticals paints a more compelling story for the reader.

Review Process

The SHARE Editorial Advisory Committee reserves the right to review content and provide feedback for revision if content does not align with guidelines or is deemed overly promotional. Submissions will be accepted on a rolling basis and reviewed by the committee. SHARE editors will give feedback to authors approximately 1–2 weeks after receiving a draft. Authors will be asked to make edits, as necessary, within one week of receiving feedback.