SHARE'd Intelligence: Guidelines for Original & Sponsored Content

Overview

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.

These guidelines have been created for contributors to best help our editors establish a relevant, consistent experience for readers. **Authors are required to read the below thoroughly prior to writing.** Please direct any questions to the SHARE content team.

Your final submission *must* be submitted via the submission form.

SHARE'd Intelligence Sections

The following are established content sections to which you may contribute.

- **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
- **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 "Message From SHARE" column

Original Content vs. Sponsored Content

Original (non-sponsored) content should keep the user experience in mind and provide a balanced perspective. Because the SHARE community engages with a variety of technology providers and seeks their thought leadership, representatives of these companies may be featured or quoted in original content. However, original content should not be promotional of a company's products or services. Original content considerations:

- Do not link to overtly promotional external sources (e.g., product landing pages, webinar pages, or pages that require a sign-in).
- Be careful when mentioning specific products or services by name. It's better to discuss a product in a generic way, e.g., "you can get insight into your application's behavior by looking at your performance monitoring product," vs. "IBM Omegamon provides insights into your application's behavior by providing metrics x, y, and z." However, there are some instances where a non-sponsored article may need to include mention of different products. In this instance, aim to discuss multiple brand offerings to provide a balanced perspective.

Sponsored content is content supplied by an external company or organization for a fee or as part of their year-round agreement with SHARE. Learn about sponsoring opportunities on this page.

Updated December 2024

Sponsoring partners should know:

- Sponsored articles may be promotional but may not mention or disparage a competitor's product.
- Avoid the pitch. Your piece will do best if written in a fresh and thoughtful manner, providing commentary on issues relevant to the enterprise IT audience. It should be written by someone who has unique expertise or experience, and in a manner that is accessible and compelling.
- Content will include the company's logo at the top and a designation that it is sponsored, per standard advertising disclosures required by the Federal Trade Commission (FTC).
- *SHARE'd Intelligence* staff reserve the right to move past the publication of a scheduled sponsored article if a deadline is missed beyond a reasonable timeframe, and all parties have been communicated to appropriately and clearly.
- Complementary to their agreement, SHARE Strategic Partners may provide up to four short articles each year advertising free industry events that ultimately benefit the mainframe community. These must be approved by SHARE staff and deemed beneficial to the blog's audience.
- [Here is an example of a well-executed sponsored article.](#)

Submission & Writing Guidelines (for both sponsored and original content)
Please follow these as you write and submit your article:

- **Submission Requirements**
  - Articles should be 500-1,200 words. If your thoughts extend beyond 1,200 words, please consider doing a series of posts on the subject.
  - 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 link them directly to related text within the story.
  - 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.
  - If relevant, a PNG logo file for the sponsoring company should be provided (at least 500 pixels wide).
  - Content should be original and any references to other work, research, or copyrighted material should be linked to an original source that does not require sign-in (unless the article is sponsored and this has been approved).
  - Your final submission *must* be submitted via [the submission form.](#)
- **Writing Tips**
  - Whenever possible, share anecdotes and examples to illustrate a point; these must pass veracity tests, i.e., they must not be urban legends.
  - Capture the readers' attention in the opening paragraph, provide actionable information that IT professionals can apply to their day-to-day, and speak with the industry in mind (e.g., don't speak just about your company but speak in broad industry terms). Using specific examples of people and companies helps articles feel relatable.
  - 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.

Updated December 2024

- o Artificial intelligence use is okay; however, SHARE asks that contributors disclose how they used AI in developing the article. It is expected that all AI-generated content has been reviewed and edited by the author for accuracy, originality, and tone.

Review Process

The SHARE Editorial Advisory Committee and editors reserve the right to review content and provide feedback for revision if content does not align satisfactorily with guidelines. They also reserve the right to revise content to fit SHARE's style and voice.

Key things to note:

- Recruited contributors as well as sponsoring companies will have set deadlines for submission, typically three weeks prior to publication. If an article is not sent in at least seven days prior to its scheduled publication date, the contributor acknowledges the article may not be published as quickly as expected.
- 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.
- In rare cases, an article may be rejected. This may happen if an article is clearly aiming at getting free promotion for a company, and it can't be revised to align with SHARE's goals and audience.