Guest article guidelines for the All Things IC blog

Please contact me before starting to write a suggested guest post. It may not be suitable for my blog, so would be a waste of effort all round, which I'm keen to avoid.

What works well for All Things IC's readers?
Articles written by in-house comms pros sharing their ideas, campaigns and tips their peers can learn from.

What doesn't work well?
Agencies and technology vendors being pushy and trying to sell to practitioners through my blog. (I say no to the majority of these requests).

If I've said yes to your suggestion, please ensure your article:
• Has been pre-approved by your organisation before you've sent it to me
• Is between 500-750 words
• Includes a short author biography and photo
• Includes your contact info for readers e.g. Twitter handle/LinkedIn.
• Has at least 1-2 accompanying photographs in jpeg or png format which you own the rights to. Or any video is publicly available and doesn't require a password.
• Spells out any industry-specific terms or jargon.

If you're writing about your campaign/initiative, please include:

• Who was involved
• What you did
• When it took place
• Where it happened
• What the purpose was (Why you did what you did)
• What you learnt along the way – succceses/mistakes
• What top tips can other comms pros take from what you did?
• How you've measured what you did
• Anything remarkable you think would interest readers
• What will happen next?

Please send your completed article in a Word document format, with photographs sent attached to the email (not embedded in the document). To: rachel@allthingsic.com.

Thank you, Rachel Miller.

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