

## GOOD Blog/Article Submission Guidelines

Greetings GOOD Member!

Thank you for your interest in submitting a GOOD article or blog! At GOOD, we value learning from diverse people with interesting perspectives on topics that are relevant to the world that we work and live in. As such, we aim to accomplish the following goals with each submission:

- Highlight the member, their expertise and unique perspective on an OD topic(s)
- Share original content that provokes self-reflection, enhances learning, and equips reader with tips to apply within their respective roles.
- Activate community engagement in further discussing the topic(s) to garner diverse perspectives, lived experiences, and lessons learned.

As such, the GOOD Communications Team has prepared the following guidelines to help you prepare your submission:

- **The Topic(s):** At GOOD, our readers are interested in learning about current and emerging trends in Organizational Development (OD), its areas of practice and related fields. Therefore, using personal stories within a professional context to spark innovative thinking, questions and engagement are always welcomed. More specifically, topics within the following areas are of value:
- **The Title and Headline:** Choose an attention-grabbing title and create a headline sentence for each blog/article to spark the interest of your reader and let them know what the article is about. Below is an example of how we will be inserting these headlines (along with potential visuals) into the Newsletter. Your forecast needs to interest the reader enough to make them eager to click through to the whole article.



### Brooklyn Students Build Beaver Dams

An article about a family of beavers "wreaking havoc" in a Staten Island neighborhood piqued one science teacher's interest so much that she decided to use it as a teachable moment with her first graders.

Learn how she helped students learn about beavers and the many wild animals they share their city with.



- **The Body:** The length of your blog/article should be approximately 1,900 – 2,000 words, particularly for LinkedIn. We highly recommend using “How-to” and List-Styles Subheadings to break up into digestible, bite-size content. These smaller capsules may also be used as social media posts on Facebook or other GOOD platforms.
- **The Visuals:** Please provide a cover or banner photo for each individual blog/article (744 x 400 pixels recommended). Please select free use images from sites like [pixabay.com](http://pixabay.com), [creativecommons.org](http://creativecommons.org) and [wikicommons.org](http://wikicommons.org) where permission for general use have been given. Or add your permission citation. We do not want to violate copywrites. Consider selecting images that may accompany each subheading and associated content. Try to avoid Clipart or other generic stock images as images with faces and people tend to resonate more with audiences.
- **Share your stories—not just your brand(s).** Readers want to get to know you, your unique viewpoint and experiences that may be related to the topic. This helps readers see themselves in the blog/article or better relate to your experience and area of expertise.
- **The Closing:** Recap the main idea(s) of your article and end with a thought-provoking question or call to action. Now that the reader has finished the article, how can they apply the learning or what are some next steps?
- **#Hashtags?** Yep! We would love hashtags! Please provide hashtags for your topic, brand, and topic. This helps to expand your reach to readers that may be interested in your topic on social media. So, give us those hashtags!

Now, you are ready to start creating GOOD content. Please note that by submitting an article or blog, you are giving the GOOD Communications Team permission to publish your work in part or in its totality. Any distribution of your work will be accompanied with your name as credit to your authorship.

Thank you again for your interest in submitting a GOOD article or blog! If you have any questions, please feel free to reach out to the GOOD Communication Team at [commteam@goodnetwork.us](mailto:commteam@goodnetwork.us).

Sources:

<https://zenmedia.com/blog/best-practices-for-writing-articles-on-linkedin/>

<https://blog.hootsuite.com/how-to-use-hashtags/>

[#:~:text=Think%20of%20hashtags%20as%20a,content%20with%20that%20same%20hashtag.&text=Hashtags%20are%20effective%20on%20other%20social%20media%20platforms%20too.](https://www.linkedin.com/pulse/text-think-of-hashtags-as-content-with-that-same-hashtag-text-hashtags-are-effective-on-other-social-media-platforms-too)