

UNIMENTA BLOG SUBMISSION GUIDELINES

Length: 500-800 words

Tone: Light: friendly but professional. Blog posts can be more personal than news posts, describing your own experiences to highlight a point. The most popular blog posts offer tips and advice from a personal perspective.

Content:

Can include images if appropriate.

Blog submissions should fit in with the general themes of

- Training/training methods
- One or all of the seven soft skills
- Emotional Intelligence
- Mindfulness
- Gratitude
- Workplace wellbeing
- Inspiration/Motivation
- HR topics
- Leadership & management
- Communication skills
- Employability
- Work-life balance

BUT if you have another topic in mind that you think would work, just run it by us.

Include your name and URL if you'd like us to promote your website. You can also send through approx. 50 words of biography for promotion at the end of the piece. Feel free to provide links to blogs, content or products related to the content.

Please submit content in word doc format with links in [square brackets] NOT embedded.

If you'd like to become a regular blogger and are familiar with wordpress, we can set you up with a login for our blog cms. Feel free to write content directly into here and save as a DRAFT for us to approve and publish.

UNIMENTA NEWS SUBMISSION GUIDELINES

Length: 300-600 words, or aim for roughly 1 side of A4 (single spaced, 11 pt)

Tone: Professional. News posts should not include personal anecdotes or stories unless very brief to introduce a topic or highlight a point. They can include opinions, for example, *10 great apps to help track your happiness*, or *5 great TED Talks to motivate you to follow your dreams*. When writing up a press release you'll often be presented with figures or quotes to include, which are ideal for News content. Topics such as

Content:

Our current news section doesn't support images – we'll let you know if this changes.

Topics could include:

- Training/training methods
- One or all of the seven soft skills
- Emotional Intelligence
- Mindfulness
- Gratitude
- Workplace wellbeing
- Inspiration/Motivation
- HR topics
- Leadership & management
- Communication skills
- Employability
- Work-life balance

BUT if you have another topic in mind that you think would work, just run it by us.

Submissions could include:

- Round-up articles: 5 great apps/articles/TED Talks/videos/infographics/whitepapers for *xxxx topic*
- Relevant research summaries
- Sharing downloads/whitepapers
- Comment/opinion pieces

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