



GUEST BLOGGING GUIDELINES

INTENTION

The TeamBonding Blog is always looking for new contributors to share their expertise, best practices, and experiences of team building in its entirety. Our blog posts are intended to provide a reader with tips, tricks, guides, and valuable insight that they can use to effectively improve their company culture, and craft the perfect team.

HOW YOU SHOULD WRITE

Engage the audience! Make sure your title is something captivating, conveys the correct message about your blog, and is a relevant topic. Please note, we reserve the right to change the title in order to maximize its search ability (SEO) but will of course, inform you of any changes.

- Be 100% original, have a unique story or perspective.
- Cannot be published anywhere else.
- Be well-written, clear, interesting, and above all, helpful.
- Provide attribution for all data or statistics cited with a hyperlink.
- Not be overly self-promotional. Your goal should be to build thought leadership and help small business owners—not advertise your product, business, or service.

EXAMPLE TOPICS

- Team building
- Company culture
- Leadership
- Communication
- Employee engagement
- Best practices
- Growth strategies
- Corporate responsibility
- Productivity
- Time management
- Team development
- Workplace wellness
- Innovative ideas & tech.
- Event Planning
- Human Resources

INTENDED AUDIENCE

Identify and adopt in your article the target audience below. The content you create should capture the curiosity and needs of our readers, including problem solving, valuable advice, and actionable tips. You are targeting company owners, employees, event planners, human resources, and any position that will be planning events for their team.

- 70% of our website's audience is based in North America
- 67% female / 33% male
- 42% visitors are between ages 25-34
- 30% of other website audience is global
- 78% of our clients use their work email
- 58% users are on a desktop



FORMATTING

- Include a professional headshot and your title. Or you will be listed as a Team Contributor.
- We encourage imagery! Images must be your own, or you have purchased usage rights. We do not accept or condone the use of copyrighted images.
- Blog must be 800-1,200 words in length.
- When formatting, include subheads (H2 for section subheads, H3 for subsequent sub-sections) for scanning and soundbites for sharing.

HYPERLINK POLICY

- **TeamBonding will link to the hyperlinks a guest bloggers includes in the content only if we receive a hyperlink in exchange** per each link. Include no more than two links to your company's website in the body of the post, relevant to the topic. Ensure all links included are relevant to the topic discussed in the article and do not provide needless subject diversions.
- You should not use links directing to unrelated websites or sponsored links. Personal information, including last names, email addresses, and personal websites are not permitted.
- If you need to embed anything, let us know! We will format the blog on our end, following our blog style.

SUBMISSION & PUBLISHING

Your blog article must be submitted in a word document. We check for all spelling and grammatical errors. If it needs any amending, we will send it back with edits, or recommendations. We may add internal links to blogs or other pages on our website that we deem relevant.

- Please include all images as separate attachments.



- **Accepted blog post submissions will be promoted via TeamBonding's social media channels.**
- **Top blogs are featured in our monthly newsletters.**
- **We encourage you to promote your blog on your own social channels!**

DISCLAIMER

We reserve the right to reject submissions. Once we have published a blog post, guest contributors may not republish their published contribution to the TeamBonding Blog in its entirety anywhere else.

- TeamBonding may edit, adapt, update, and republish contributions at their discretion, but with approval from the guest contributor.
- By submitting your blog you are agreeing to all the terms expressed in these guidelines.

**Please let us know if you have any questions. We are happy to help.
Thank you for your interest in becoming a TeamBonding Guest Blogger!**



TeamBonding
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