![DATAVERSITY®]

Key Requirements of the DATAVERSITY® Blog Program:

- Bloggers must work in the data/IT industry, with a minimum of 10 years' experience
- Blog Approval Criteria:
  - The blog must not be published on any other site prior to, or after we have published it
    - Only on company blog site is usually acceptable
  - The blog itself cannot be a marketing piece for any specific company, product, or service
  - The blog can be opinionated on any Data Management topic of your choice
- Blogs should be:
  - Minimum of 400 words
    - There is no maximum, but over about 1,500 we may want to split it into parts
  - Written to encourage discussion and share insights on real-world experiences
  - Educational – best practices, challenges, use cases, new techs, and others are popular
  - Based on hot topics, controversial opinions, new trends, different insights
- Blog Frequency
  - We prefer submissions every 4 to 6 weeks, but this is not required. The more you blog the bigger following you will get.

What You Get as a Contributor in the DATAVERSITY® Blog Program:

- Blog Contributor Page
  - Every blogger receives a Contributor Page
    - Contributor page is linked to every published blog we post on your behalf
    - Contributor page includes:
- And in terms of the contributor's information we'd need this:
  - Name:
    Job Title:
    Company Name:
    Writer's Bio (can also include a company bio here if you wish):
    Photo (600x600 px minimum is best):
    Company logo:
    Company Website:
    Social Profiles (for author and/or company):
    Twitter:
    LinkedIn:
    Facebook:
    YouTube:
    Instagram/others:

- o Additional options on this page:
  - ▪ You can add as many hyperlinks and as much company advertising as you like including social media posts
  - ▪ Example: Guy Greenberg's Contributor Page: https://www.dataversity.net/contributors/guy-greenberg/
- • Blog Promotions
  - o Blogs are featured at the top of the homepage on the day they are published
  - o We promote all published blogs through our social media channels (over 25)
    - ▪ On Twitter, blog authors will be connected to our promotions of their blog using their twitter handle whenever possible
  - o Blog are included in the DV Monthly Email Newsletter

Why Become a DATAVERSITY® Blogger:

- • It's free! Free to blog, and you get free promotions every time you blog
- • DATAVERSITY Subscriber and Website Statistics:
  - o 225k+ page views per month on average in 2021
  - o 205k+ unique visitors on average every month in 2021
  - o More than 150k Subscribers in our database
- • Placed in front of an engaged community of data managers, data architects, C-level executives, and industry specialists with experience in many different fields who are seeking advice from peers like you
- • It's easy to start

How to Get Started as a DATAVERSITY® Blogger:

- • Begin by preparing your first blog
- • When you're ready, email Managing Editor Tami Fertig at tami@dataversity.net
  - o What to send:
    - ▪ Final edited draft of your first blog (MS Word .doc or .docx)
      - • Please include any images in the word document or attach to email with specific instructions on where they should appear in the copy of the post, including links to the image
    - ▪ Contributor page info listed above
    - ▪ Writer's bio
    - ▪ Photo
    - ▪ Company logo, bio, and link

That's all there is to it! What are you waiting for?