



# Editorial Guidelines FOR BLOGGERS

Knowledge empowers & Good contents  
inspires other change-makers

ourgoodbrands

# EXCITED FOR THE FUTURE?



## **BENEFITS OF COMING ON BOARD!**

- Access to dedicated media that shares good news, trends in ethical brands & social entrepreneurship.
- Exposure to a wider audience through a broad variety of digital platforms.
- The skills of an editorial team that will work with you to craft unique and insightful articles and interviews.
- The chance to suggest new ideas to open up ways of more innovative collaboration.
- Early supporters will have access to all the benefits of seeing this platform grow. You will grow with us!

**WE ARE EXCITED  
FOR THE FUTURE!**

**Together we can provide  
information about more  
sustainable living  
options through brands  
that are creating a real  
impact worldwide**





## CONTENTS WORD COUNT AND FORMAT

Ourgoodbrands is a media platform that covers information related to ethical businesses and brands, revolutionary lifestyles or even business models or innovative sustainable materials and production. Please reach out at [hello@ourgoodbrands.com](mailto:hello@ourgoodbrands.com) with about 3 article pitches to brainstorm the title before getting started.

- We estimate 4-8 weeks for drafting content the piece.
- Article, interview format are accepted. Guides and reports are highly recommended.
- The minimum length is 700 words. It's more about well-researched, fact-checked & quality content than anything else AND always with your own style.
- Many key pieces have an average of 1100 words. The maximum length for an article is 3000 words.

## AUTHOR BIOS

- Your Biography will appear below each published piece of content.
- Submit your biography with approx. 100 words.
- Head shot photo photos for profile photo and a cover photo or organisation logo accepted with .jpeg or .png format.
- Relevant links are welcome (business website, personal site, social media...)

## DEADLINE

- We accept contributions on an ongoing basis. If the article is submitted by the 15th of a given month, we will publish it online in the following month.
- The team Ourgoodbrands will give you feedback on the contents, adjustments and final publishing date.
- We will also forward you the link once is published for your online diffusion.

## EDITORIAL PHOTOS

- 7 photos (at least) are requested. From which:
  - 1 x the cover photo must have a format of 1640px x 624 px or equivalent
  - 1 x the featured photo must have a format of 950px x 480 px or equivalent
  - Infographics with data are welcome and highly recommended
  - Lifestyle photography is welcomed and highly recommended
  - In the case of using archive photos contact the team and seek for advise
- Photos must have .jpeg or .png format. Do not attach the photos to the word document, please send them on a separate file
- Photo Captions- please supply the necessary information:  
Photo Credit : Organisation / Photographer (if applicable).



## SOCIAL MEDIA COORDINATION

- A mutual social media coordination is expected. We encourage you to tag @ourgoodbrands across any social media channels (Twitter, Instagram, Facebook) with your social networks to improve chances of it being read and circulated on social media.
- Ourgoodbrands will regularly push published content on Twitter, Instagram, Facebook and Pinterest. Please follow and engage once your article is published.
- We highly recommend commenting on the blog post with your personal user once the article is published. And same, if you receive a comment on your post/article, we encourage that you respond as this facilitates genuine engagement with our community. This is something we take seriously given that we care about being part of a community that deeply cares about substantial topics, not shallow.
- Please don't forget to subscribe to our e-newsletter for all the latest eco-friendly tips, news and giveaways. If you run a business or come on board as a blogger contributor we encourage you do this as you'll get a clearer idea of the kinds of things we share with our readers and what they care about. This way you'll know whether your product, service or contribution is right for the Ourgoodbrands community.

OUR MAIN GOAL  
IS TO SEE YOU  
THRIVE





## IMPORTANT NOTES!

Our aim is to stay true to our readers and deliver as promised, standing for our ethical values. We want to get on board bloggers that have a genuine mission to spread the word on sustainability, ethical businesses and social entrepreneurs, as well as the best ideas on how to shift to a more eco-conscious lifestyle.

Under these criteria, we are clear on the following:

- The articles submitted by guest bloggers are exclusive to the platform Ourgoodbrands.com and should not be published on any other website. Also, any link MUST be directly aligned or related to the topic and contents provided by the blogger; we are looking to give a real value to our readers instead of useless backlinks. In this sense, affiliate links are welcome under the previous premises. Bloggers have to communicate the use of affiliate links to the team.
- Any of your contribution must be authentic and unique to the platform Ourgoodbrands.com and we will not allow bloggers to use duplicate or replicated contents, and neither bloggers to publish the same contents on other websites. Any of these actions would be considered by the Ourgoodbrands.com team as Black Hat SEO techniques or unethical practices against search engine guidelines, and will be officially reported.
- Once the article is published we will not be able to remove it from the website, unless we find out about unethical practices against search engine guidelines.



SMALL ACTS CHANGE THE WORLD SO WE INVITE YOU  
TO DO WHAT YOU LIKE THE MOST!  
JOIN THIS PLATFORM TO SHARE THE WORLD THOSE  
STORIES TO CREATE AN IMPACT AND INSPIRE MORE  
AND MORE PEOPLE



THANK YOU!

ourgoodbrands