



HDI Editorial Guidelines

General Guidelines

Make it original: When you submit an article to HDI, we assume it is original and that it has not been published elsewhere. Plagiarism will not be tolerated. And search engines don't look kindly on content that has been previously published.

Word count: Make it long enough to engage and enrich readers (and no longer). We generally aim for content between 500 and 1500 words in length. But we have some flexibility when it comes to word count.

Images: Feel free to include charts, diagrams, or figures that illustrate your point. Keep them simple and easy to read. Send them along with your article in separate files in their native format and high resolution.

Bio: Include a short biographical statement of about 100 words. Feel free to include any social media handles you want to promote.

Format: Submit your article in a Word doc with no special formatting. Send it to amy.eisenberg@ubm.com.

Tips for Writing a Successful Article

1. **Write what you know.** Writing from personal experience is not only easier, but it can be more authoritative. Real-world stories are the most effective. Share mistakes you've made, lessons you've learned, money you've saved, or metrics you've improved. Cover who, what, when, where, how, and why.
2. **Know your audience.** Write for technical support and service management professionals. Address their needs, fears, challenges, burning questions, and pain points.
3. **Have, and hone, a main message.** Edit your intro so that the point of your post is immediately clear to the reader.
4. **Be prescriptive.** Don't just tell readers to do something. Explain *how*.
5. **Keep it informal and personal.** Let your personality shine through. Write in the first person.



6. **Self-disclosure.** Please disclose any relationships/partnerships you have when providing examples, technologies, etc. (e.g., if an example comes from a client or your company, indicate this in the article).
7. **Be thoughtful when including links.** Articles with too many links back to your website will look salesy. Make sure any links you include add value for the reader.
8. **Self-promotion.** And speaking of sales, please avoid promoting your tool or company in your article. Your author bio is a good place to do that.
9. **Incorporate job tools if you can.** The HDI community loves templates, checklists, and step-by-step instructions.
10. **Give credit.** Check your facts and quotations. Cite your sources. Sharing a stat? Tell us where you found it. Include a link.