



# Guest Blogging Guidelines

## Intention

The TeamBonding Blog is always looking for new contributors to share their team building expertise, best practices, and experiences. Our blog posts are intended to provide readers with tips, tricks, guides, and valuable insights that they can use to effectively improve their company culture, and craft the perfect team. By following these guidelines, you'll ensure your post is well-received and beneficial to our readers.

## How You Should Write

Engage the audience! Make sure your title is captivating, conveys the correct message about your blog, and is a relevant topic. Ensure that we do not already have a similar topic on our site or rank for the keywords you are targeting. Please note, we reserve the right to change the title to maximize its searchability (SEO), but we 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 promote a positive company culture —not advertise your product, business, or service.
- Write in second person in a conversational and professional tone.
- Tailor your content to our target audience of HR professionals, business owners, managers, team leaders, and employees.

### 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

# Formatting

- Include a professional headshot and your title. If not provided, we will list you as a Team Contributor by default.
- We encourage imagery! Images must be your own, or you must have purchased usage rights. If you do not have any suitable images, we can provide them for you. We do not accept or condone the use of copyrighted images or images from free sites.
- 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 sound bites for sharing.

# Hyperlink Policy

- TeamBonding will link to the hyperlinks a guest blogger includes in the content only if we receive a hyperlink in exchange for 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. All links will be subject to approval to ensure they meet our quality and relevance standards.
- If you need to embed anything, let us know! We will format the blog on our end, following our blog style.
- Please note that we do not accept links from free sites or directories. Additionally, if any links become broken or outdated, we reserve the right to remove or update them to maintain the quality of our content.

# Submission & Publishing

Your blog article must be submitted in a word or google 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. Ensure that the content is original and exclusive to our website.

**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 contribution to the TeamBonding Blog in its entirety anywhere else. By submitting your article, you agree that TeamBonding holds the copyright for the content and may edit it as needed. 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!**