

What You Need to Know About Blogging for TriNet

TriNet accepts guest posts from experts who can speak with authority on topics important to our audience, such as human resources, small business management, entrepreneurship or any industry or topic affecting our small to midsize business (SMB) audience.

To submit an idea for a guest blog, please send an email to PR@TriNet.com.

Before guest blogging for TriNet, please read our recent blogs at www.trinet.com/blog to get a sense for the style, tone and format of our blog.

Additional things to be aware of before getting started

- We cannot accept blogs on an as-is only basis. All submitted materials are subject to editing. We closely work with our guest bloggers to make their contribution a great fit for the TriNet blog.
- We like to keep our content interesting and unique to the TriNet blog. Please let us know if the content you're submitting has already appeared somewhere else or if you plan on publishing it in other media as well.
- Before posting, we will send you a revised version of your content, edited with track changes. We want to make sure you're happy when you see your published content!

Blog requirements

- Blog length should be between 400-600 words. Longer blogs can be broken into a series if needed.
- All blogs must be submitted in a Word document.
- Content must be original and not copied or taken from other sites.
- Please make sure your blog is written to be informative and interesting for our audience. We do not outright promote or sell any product or service within the blog and we do not post blogs that are promotional in nature.
- Topics should be written for an SMB audience. Please aim to be relevant for entrepreneurs, small business owners and those who manage or work for small businesses.

- Acceptable topics are HR, SMB management or topics important to our SMB audience.
- We never mention industry competitors in our blog or link to their website.

A note about using links

- Please be judicious and particular in using links. We never add links in our blogs just to have them. All links should be necessary and help share information the reader needs.
- We allow up to two links to the author's own company website in the document, placed where they make sense.
- All additional links should point back to TriNet.com, industry thought leaders, periodicals, professional organizations or government websites. Please do not link to competitor websites or websites whose purpose is selling products or services.
- We reserve the right to edit or eliminate links that we deem inappropriate or unnecessary for the TriNet blog.

The TriNet blog format

- The title should say exactly what your blog will explain (i.e. "5 Things to Look for in a Small Business Lender").
- Subheads should be used to break up each point. Please make subheads bold, with only the first letter of the first word uppercase and no colons, periods or other punctuation.
- This document is actually written and formatted as an example of a TriNet blog post. Notice the title tells you exactly what this document is about and each subhead supports that?
- All blogs should be "skimmable," which means subheads and short paragraphs. Please review the blogs at www.trinet.com/blog for examples.
- Bullets should be used to break up lists.
- Blogs should be suitable for a junior high school reading level. Please use lay-men's terms as opposed to industry jargon. Explain any terms an average junior high-schooler wouldn't understand and keep sentences short (20-25 words).

- Bibliographic references should be done through links to the original page where the information came from. Please do not include a bibliography with your blog.
- Blogs should be well-organized and all content should relate to the main topic stated in the headline.
- Please use a straight-forward tone; no passive voice. Check sentences to make sure they don't contain unnecessary words.
- Please keep paragraphs short - preferably no more than three to five sentences.
- Most subsections should contain no more than two paragraphs.

TriNet writing style tips

- Names of companies, government agencies, laws and legal acts should be written exactly as they are written by the entity that owns or operates them. Please double-check full names before including them.
- While we encourage you to challenge people's perceptions in your blog, please steer clear of blanket negative statements about HR or any of the industries with which TriNet works. i.e. "nonprofit work isn't glamorous," "some people think technology is boring," "human resource people can seem like they're nagging."
- We don't use Oxford commas.
- Spell out the word "percent" instead of using the "%" symbol.
- Money is written as follows: \$2, \$2,000, \$200,000 \$2 million, etc.
- Email (not e-mail).
- Nonprofit (not non-profit and not not-for-profit).
- Tone is professional without being formal. Add personality and make it fun, if that works for you, but please stay away from being too personal, silly or cutesy.

Ready to get started?

Here's what we need from you

- Your article, written per the protocols listed above.
- Headshot of the author of record (you or another member of your team).
- Author's title and the name of your company exactly as you want it to appear.
- One paragraph bio.
- The URL for your website homepage.
- Link to your company's Twitter handle.

Summary of the submission process

- 1) After your topic idea is approved, you email a draft of your blog to PR@TriNet.com.
- 2) We edit and then send back to you, unless edits are strictly grammatical.
- 3) Once we have agreed on a final draft, it is subject to final internal approval by TriNet where further required edits may be made.
- 4) Before posting, we will send you the approved final copy with track changes. We want to make sure you're happy when you see your published content!
- 5) We schedule the post to go live and let you know the date it will be posted.
- 6) We blast the post on social and give it as much visibility as we can to drive lots of eyeballs to your awesome content!