



Committed Contributor Program

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Program Overview

At Social Media Today, our aim is to provide the best, most up to date news and information on digital marketing, along with practical advice and knowledge, in order to help our readers to better achieve their own business goals.

That focus has seen us continually generate double-digit growth in website pageviews and traffic, while also helping us to build an engaged, active community of readers and contributors who are keen to discuss the latest tips, tactics and strategies to improve their social media marketing performance.

A dedicated commitment to quality content makes this possible – which is where you, as a Committed Contributor come in.

Our aim is not to publish the most content, but to publish the best, most helpful posts for our audience, to help them become better in their day-to-day work lives. We're looking for experts who personify this approach, and who we can, in return, help get the recognition they deserve within the industry.



"I have had the honor of being a Social Media Today contributor since April of 2014; during that time I've published over 156 articles with them. SMT is a great partner to work with. I love that they encourage coverage of diverse topics and the editorial team is fantastic. SMT's platform has been super-helpful in building both my personal brand and my software businesses — for example, last year I sold one of them for \$150 million. So trust me when I say that if you have an opportunity to become a contributor, it's certainly worth the time and effort!"

- Larry Kim, Founder & CTO, WordStream, Inc.

How to Become a Committed Contributor

Requirements & Agreement

The one requirement we have for this program is that every committed contributor publishes a minimum of **one original article** every month.

Note: We say publish because submitting an article that we cannot use will not count towards your one article a month.

We encourage you to publish more than once a month, but we understand that not everyone can do so. You can republish the Social Media Today article on your website 2 weeks after we have published it (please use a canonical URL to link back to your Social Media Today article). In addition to this, you are able to republish any relevant content on Social Media Today from your website.



“Social Media Today is ‘the’ publication for social media news. I was honored to publish my first post in 2011 and I’m humbled to be a part of the influencer team nearly a decade later. Social Media Today has helped my brand build credibility and influence, which is the best way to break through the noise in the online marketing world!”

- Rachel Stella, Owner/CEO, Strella Social Media



“I’ve been contributing with SMT for several years and love the reach of the platform and its loyal audience. People often share my articles on Twitter and chime in with their thoughts, and I love the discussion that comes out of it.”

- Deborah Sweeney, CEO, MyCorporation

Why Become a Committed Contributor?

Program Benefits

- **Guaranteed placement on the homepage of Social Media Today.**
 - Your published article will be posted to the home feed of our website on the day it goes live.
- **Featured in our email newsletter.**

Your published article will be shared in one issue of our Social Media Today newsletter, which is published every day, Monday through Saturday

Newsletter reach: 108k subscribers and growing
- **Tagged posts on social media.**

Every one of your articles will be shared on Facebook and Twitter. We will tag you on any account you ask us to.

Facebook reach: 586k page followers

Twitter reach: 824k followers
- We will also share certain articles (based on relevancy and fit) on our other social media platforms.

LinkedIn reach: 38k page followers

LinkedIn group reach: 244k members

Instagram reach: 27k followers

Pinterest reach: 234.4k
- **Backlinks to your site.**

We allow DOFOLLOW backlinks to our Committed Contributors only. Our site standard is NOFOLLOW, but we make an exception for our Committed Contributor participants as an additional way to help build your online presence and boost your SEO performance.
- **Bio featured on our community page.**

Your headshot and profile will be featured on our website's community page. Your articles will also be highlighted on our feed with an "SMT Expert" tag.
- **Featured in Q&A articles.**

We publish regular Q&As with our experts, and as a Committed Contributor, you will be in consideration for a dedicated feature.
- **Collaboration opportunities.**

You can request assistance on content ideas and collaborate with our community manager on content, as you wish. Ask and learn about how your previous content has performed and strategize on future content.

There are a variety of collaboration opportunities you can take advantage of. Committed contributors are able to co-host our #SMTLive Twitter chats for free. We welcome any other collaboration ideas you have.

Content Guidelines

Every contributor must follow these same guidelines.

RELEVANT CONTENT ONLY	Make sure everything you submit is timely and relevant. Your content must be related to social media and digital marketing business practices that are relevant today. We cover five core topics: social media news, digital business strategies, social media marketing strategies, content marketing tips and best practices, and all trending topics in the industry.
SUBMIT YOUR OWN CONTENT	Your article must be authored by you. Plagiarism is not tolerated. If you are sharing someone else's infographic, please write your own intro and give the author/creator of the piece due credit.
DO YOUR RESEARCH	Please do not submit vague content that doesn't add value. Do your research and make sure to give as many examples and explanations as you can to make your post juicy and beneficial to the reader.
EDIT FULLY BEFORE SUBMITTING	Your article should be thoroughly copyedited for grammar, spelling, and usage. While the substance of our content may be global, the preferred standard for grammar/spelling is American English.
NO SALES PITCHES	We do not accept content that is overly promotional or commercial in nature. You're welcome to add in links that are relevant to the article, but we do not post sales content.
NO SPAM	No spammy links. We will accept (and encourage) high-quality and relevant links, but any links that aren't informational in nature will be removed without notice.

Content References: Topics, Style & Formating

Please use the following list of articles as a reference point for the type of content and formatting style we are looking for.

1. The “How-to” Article

How to Make Custom Frames for Facebook Stories to Promote Your Business in Photos and Videos

[>>READ](#)

Creative Workarounds for Facebook Lookalike Audience Targeting

[>>READ](#)

2. The Case Study/Research Article

New Study Shows How People Use Social Media to Grow and Promote Their Businesses

[>>READ](#)

Study: B2B Marketers Underestimate The Power of Thought Leadership

[>>READ](#)

Survey Reveals How Consumers Really Judge Brand Authenticity (and Influencers)

[>>READ](#)

3. The Listicle

9 Types of Content to Stop Posting on Social Media

[>>READ](#)

5 Free Hashtag Tracking Tools to Try in 2018

[>>READ](#)

11 Facebook Updates You Need To Know for 2019

[>>READ](#)

4. The Infographic

30 Instagram Stats Every Marketer Needs to Know in 2019 and Beyond [Infographic]

[>>READ](#)

A Guide to Instagram Ad Formats and Specs [Infographic]

[>>READ](#)

4 Steps for Creating a Solid Social Media Strategy [Infographic]

[>>READ](#)

5. The Opinion Piece

Community Management is Essential to an Effective Social Media Marketing Approach

[>>READ](#)

Is Facebook's Inherent Optimism Skewing its View on its Potential Impacts?

[>>READ](#)



"Being a Social Media Today contributor has helped me continue to expand the reach of my personal brand and help maintain awareness and focus on my professional successes. SMT is a great platform for learning, sharing and helping others with this wild world of digital marketing."

- Nathan Mendenhall

Contributor Success Story



Renowned public speaker, industry leader, and author of [*Winning at Social Customer Care: How Top Brands Create Engaging Experiences on Social Media*](#), **Dan Gingiss** has been a long-time contributor and friend to Social Media Today. Dan first published with SMT in 2013, showcasing his thought leadership on the role of remarkable customer experience in marketing.

Since then, he has consistently focused on delighting customers, spanning multiple disciplines including customer experience, marketing, social media and customer service. He went on to hold leadership positions at three Fortune 300 companies – Discover, Humana and McDonald's.

When asked about his experience writing for SMT, Dan said “Social Media Today gave me my start as a content creator nearly six years ago, and I am forever grateful. They took a chance on a brand-new writer and podcaster and partnered with me to showcase my work and extend my reach to a wider audience. SMT is also extremely generous with how it shares content; I was pleasantly surprised to see them share my pieces multiple times across multiple channels, always tagging my personal profile. **Contributors will find immediately that the reach, engagement and instant credibility achieved via Social Media Today can't be replicated on a personal website. I would highly recommend writing for SMT to anyone looking to grow their influence and thought leadership.**”