



*SWAAY is a member-based editorial platform focused on authentic storytelling from influential thought leaders across the business, health, technology and cultural verticals. While we celebrate diversity and the ability to share your authentic voices, our platform relies on consistency, therefore, submissions require a certain attention to style and format.*

**Please take note of the following guidelines:**

**What we're looking for:**

- ~ Quality stories of strength, honor, education and inspiration
- ~ Personal essays, first-person accounts and opinion editorials between 800-1200 words
- ~ Submissions should be your original ideas and in your voice
- ~ Every submission should include 3-4 high resolution images (at least 1200w)
- ~ Tone: personal, inspirational and informational
- ~ There should always be a takeaway for our readers

**What we're not looking for:**

- ~ Promotional, advertorial or paid content
- ~ Stories under 800 words or over 1200 words
- ~ Negative, unproductive content
- ~ Repurposed content; all submissions should be original and exclusive to SWAAY
- ~ Links! Please only include links that are relevant to the story and to the reader. While there is no minimum or maximum requirement, it's critical to understand the appropriate time to link.

**Do:** link to past, relevant content you've written for SWAAY or informative sources and research that further explain your commentary.

**Don't:** clutter your article with links to irrelevant or uninformative webpages. Irrelevant links hinder SEO, so before linking, think: does this add value to my story?

**Story ideas/examples:**

- 'What I Learned Working As A Woman On Wall Street'
- 'Advice From One Female CEO To Another'
- 'How To Reshape Perspectives: What Society Considers A Weakness May Just be Your Greatest Strength'
- 'How I Learned To Better Manage My Money And How You Can Too'

We are looking for stories/op-eds that encourage conversation long after you've finished reading the article. Typically women are under-represented and under-reported in business, health, technology and cultural industries, thus we want to ensure you gain the recognition you deserve. Ideally, we encourage you to contribute regularly—whether that's once a week, or once a month, or even once a day!