



BLOG Content and Editorial Guidelines

Last updated July 30, 2019

WHAT IS YOUR ARTICLE ABOUT?

1. What will the reader know, or learn, when they are finished reading your article?
2. What makes this article different?
3. Why will our target audience want to read this article?
4. What is the outline of your article?

GUEST BLOGGER GUIDELINES

- All guest articles must be of high quality and well written. Content will be edited prior to posting on CLOC.org.
- Your blog article may NOT contain unwanted pitches, or “fluff”.
- Your blog article must be relevant to CLOC members and to the legal operations industry.
- If educational in nature, please include references where applicable to the [CLOC Core Competencies Reference Model](#).
- All guest articles must be original, unpublished and in final, edited form when submitted.
- Word length is negotiable, based on topic; however, 400-600 words is the preferred range.

WHAT IS CLOC'S AUDIENCE INTERESTED IN?

CLOC Members and target audience are looking for content related to the legal operations industry, key trends, solutions and guidelines make the most impact in our community. This is about knowledge sharing, collaboration and learning. We

want to boost conversations, increase engagement and help our members and our community grow in the industry.

GENERAL WRITING BEST PRACTICES

Key Words

Incorporate keywords into your article that readers may be searching for. This might include combinations of the following keywords.

- CLOC
- Legal Operations
- Legal Ops
- Legal Technology
- Legal Tech
- Legal Education
- Legal Services
- Alternative Legal Service Providers
- Law Firms
- General Counsel
- GC

Core Competency Tracks

- Finance & Strategy
- Outside Counsel & Legal Issues
- Service Delivery & Support Models
- Tools, Tech & Processes
- KM & Data Analytics
- Growth & Development
- IP and Practice Management
- Legal Ecosystem

Content Uniqueness

All content submissions must be unique. The content submitted for posting on cloc.org should not have been published elsewhere in the past and should not be republished elsewhere in the future without specific consent from CLOC.

Length

- Articles for cloc.org average a minimum of 400 – 600 words, and can range upwards of 1,200 – 2,500 words. Articles should not go above 2,500 words unless pre-approved.
- Articles that are “how-to” guides, or workshop based must be a minimum of 1,000 words.
- Thought leadership Articles must be a minimum of 500 words and no more than 1,200 words.

Tone

Articles on cloc.org opt for a more conversational and friendly tone. CLOC’s charter is to provide education, share best practices, network and establish a professional organization and community while driving positive change across the corporate legal services ecosystem. Articles should exude a spirit of openness, inclusivity and collaboration.

Images

If you are including an image in your Article, please ensure that you either have purchased the rights to that image, or have included attribution to the source. Images should be sent as a jpeg, or png file of at least 600-700 pixels wide, high resolution and legible text.

Links

CLOC does not allow any type of pitch in an Article. You may cross link throughout your content; however, you may not link to a landing page, or catcher page, in which readers have to opt-in.

OUR TARGET AUDIENCE

- CLOC's target audience are legal operations professionals and other core corporate legal industry players (e.g. tech providers, law firms, LPO's, law schools, etc.).
- Why do they need CLOC?
 - The role of the GC is changing. The modern GC is driving a competitive advantage and solving many highly complex impact and public policy concerns. There is a strategic reliance of outside counsel and a moderate to strong sensitivity to fees and rates.
- Key Characteristics
 - Strong understanding of the core business
 - Ability to translate the needs of business departments into legal requirements
 - Commitment to use the internal legal department to grow the company
 - Ability to manage outside law firm performance
- Description
 - Education: JD, JD/MBA, Accounting/Finance, IT
 - Level: Director to VP
 - Scope: Enterprise
 - Reporting: Directly to GC
 - Staff: 0-100
 - Legal Dept External Spend: \$5M - \$1B
- Demographics
 - 60% female / 40% male
 - Countries - 44
 - Membership - 2,000+

DEADLINES

In general, the process to publish an Article should ideally take around 4-8 weeks from beginning to end. This starts with agreeing on a topic all the way to turning in a final draft.

1. First draft
2. Contributor revisions
3. Final draft

Content must be finalized and approved at least five days prior to publication. If you have a deadline that you're working toward, please make that date a priority in the early discussions on the topic.