CLOC

Content Contribution Program Guidelines

Overview

One of CLOC's primary objectives is to provide useful content and education to our members. In particular, members are looking for resources, education and training materials, tools and tips on legal operations that can help them do their jobs more efficiently.

Topics of Interest to Legal Operations

The CLOC CORE 12 is an industry reference model that describes functional areas that most legal department operations teams to enable the organization to think differently about ways to deliver business impact through efficiencies. Legal Operations professionals are looking for content related to these functional areas to support their departments. CLOC Members are the industry's legal ops professionals and look to CLOC for industry solutions, key trends, templates, and guidelines to address challenges to keep them informed and make their jobs easier.

Before submitting your content, consider the following questions:

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

Contribution Reach

CLOC Community & Global Platform

The CLOC's corporate members and law firm communities include thousands of legal operations professionals. In addition, we have more than 5,000 active subscribers (newsletters, social media, etc.) professionals from technology and solution providers, law firms, managed services, law schools that cover the entire legal ecosystem. All content is promoted and

Submitting Content

General Content Guidelines

- Your content should be relevant to the legal operations industry and reference one of CLOC CORE 12 functions.

- Submissions should be detailed, well-written and informative, and professional in presentation for the target audience.

- Your content may NOT contain unwanted sales pitches, or "fluff." Ideally, the body of the should be educational and informative. Mention of your company and/or products should be limited to the overview of your company.

- Case studies or customer success stories will receive more scrutiny from CLOC. While these can be very useful, we find these can often contain subtle sales angles.

- Be mindful of the legal operations audience. While some may be attorneys, there are also legal professionals who do not practice law. Therefore, be sure that your content is applicable to a general legal operations audience.

- All content must be original, unpublished, and in final, edited form when submitted.

- All quotes or citations must be properly attributed. Quotes must be referenced to a URL link and not as a footnote.

- 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.

- CLOC has the full right to reject submissions in its discretion and without reason.

Guidelines for Blog Post Articles

- All blogs must contain information that is considered to be thought leadership . A blog must also be edited, proofread and be in final copy when submitted for publication. CLOC has the right to reject any submission that does not meet this guidelines.

- Blogs submitted for posting on cloc.org are considered original content, therefore, should not be published or republished prior, without specific consent from CLOC. We encourage sharing your blog content on company social media and internal channels once CLOC has made the blog public on its website and promoted via social and newsletter channels.

- Please submit blogs by the 15th of each month for the Around the CLOC newsletter sent at the end of each month. Blog articles should be a minimum of 400, but not more than 1,200 words. If your blog is more than 1,200 words, consider creating a series of articles that continue key objectives to keep the audience engaged through one or more articles. Blog series need to be pre-approved by CLOC.

- All blogs are available to the public on CLOC.org and are promoted on CLOC's social channels, and the CLOC newsletter on Linkedin and Twitter. Limited analytics are available after approval and publication (number of downloads, number of views).

Guidelines for Other Content Contributions

- We encourage written work in the form of "how-to" guides, or workshops with a minimum of 1,000 words.

- Thought leadership articles must be a minimum of 500 words and no more than 1,200 words.

- Previously published work. Unlike blog post articles, we invite you to submit previously published white papers, templates, guides, etc. under your organization, providing you and your company own the rights to the content.

- Submissions can, and should, contain your company's branding and design style. After the body of the document, you may include one page at the end which includes an overview of your company and your contact information. Please include a link to your website to learn more.

- CLOC does not allow any type of sales pitch or sales demonstrations in content publications 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 to read content.

- All content submissions will be available to CLOC members and law firm participants in a community library behind a firewall. Limited analytics are available after approval and publication (number of downloads, number of views).

Thank you and we look forward to reading your work!

CLOC Content Team