Content Contributor Guidelines

Content Contributor Guidelines for:

My Best Life Club | The Solo Ager | La Vida Pride

Questions? Email editor@mybestlifeclub.com or call 305-323-1575.

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Revision History		
10/6/20	MBLC-TSA-LVP-CCG-01	Initial Release

Overview

Thank you for your interest in becoming a Content Contributor for one (or more!) of our digital neighborhoods — .My Best Life Club™, The Solo Ager™, and La Vida Pride™ (MBLC l TSA l LVP)

As a contributor, you will have a unique opportunity to publish your content and share your expertise with MBLC l TSA l LVP Communities and receive benefits in various ways.

Purpose

The purpose of this guideline is to:
• Define the MBLC l TSA l LVP/Contributor relationship, roles and responsibilities
• Understand the application submittal process for becoming a content contributor
• Become familiar with MBLC l TSA l LVP procedure for submitting content
• Review the MBLC l TSA l LVP scheduling and publishing process
• Provide coaching and additional help

The guideline is additionally intended to ensure MBLC l TSA l LVP standards are maintained for our Content Contributors, and the product delivered enriches people's lives with quality programs and services through content that informs, educates and entertains.

Publishing to the MBLC l TSA l LVP Network

MBLC l TSA l LVP is fortunate to offer a variety of rich content published daily through our notable Content Contributors. MBLC l TSA l LVP provides content for the MBLC l TSA l LVP Network. Our members focus and interests vary. MBLC l TSA l LVP Network Communities can select interest categories offered to their members. Members can choose categories they wish from those their Communities offer.

See Appendix 1 for listing of current content search categories .We are flexible and open to adding categories as needed to reflect contributor content.

Becoming a Content Contributor

MBLC l TSA l LVP is continually seeking expertise and specialists to address Community member interests. Content Contributors come from diverse disciplines and include writers/ authors, photographers, graphic artists, videographers, publicists, PRO member businesses, PRO member non-profit organizations, contributing organizations, radio and television personalities.

As a rule, Content Contributors have some prior content experience. MBLC l TSA l LVP will however, mentor qualified individuals on as as-needed basis.

Qualification and On-Boarding Process

Below are the steps to get you engaged with the MBLC | TSA | LVP Network:

Application Highlights

1. Please provide or submit the following:

    a. a. Required contact information.

    b. Brief biography (up to 300 words); include the subject and expertise you would like to offer to readers. We recommend using approximately half the content to introduce yourself and half to describe the "why, what and how" your expertise will benefit our readers/viewers. This narrative will become part of your media package (press kit) in the MBLC | TSA | LVP Network.

    c. Resume or CV (no more than three pages). Please include:

        i. i. Organizations and associations with which you are actively affiliated

        ii. Special talents and interests you have that may attract an audience

        iii. Demographics of an audience for which you have created content

        iv. The geographic appeal of your content: local, regional, national, and/or international.

    d. Two samples of original work published within the last 12 months.

Orientation Zoom Conference

A follow-up video conference will be scheduled with you to review your interest and qualifications. More important, we will explore with you how we can collaborate to benefit the Communities we serve. Discussion will also address how MBLC | TSA | LVP can help to meet your professional objectives and the benefits of working with us. We will review the publishing process and your questions. The conference typically lasts about one hour.

On-Boarding Process

1. Upon a successful outcome of your application and interview, additional information is needed to complete on-boarding you into the MBLC | TSA | LVP Network and for MBLC | TSA | LVP to promote you and your work. Additional items for your media package (press kit) include:

a. One professional headshot (150 px x 200 px).

b. Video introduction from one to three minutes long. Include a brief welcome, the value your work brings to Communities.
   i.   We will work with you to upload the video and images to the appropriate media center.
   ii. If you need technical assistance on the items above, please connect with us.

Notes:

2. As part of the on-boarding process, an agreed-upon publishing schedule is established, including the topic media library interests served by your contribution. We will also review and ensure that you understand the process for content submittal, and editorial review. We will be happy to answer any questions you may have.

3. Lastly, we will seek your collaboration in delivering a quality product to the network of MBLC I TSA I LVP Communities. Your ideas and suggestions are important to us for achieving that and for promoting your work.

Background Check

To help us ensure the integrity and credibility of our media contributors, we will perform a standard background check which typically occurs within three months of acceptance as a MBLC I TSA I LVP Network Content Contributor.

Scheduling and Publishing Contributor Content

A Note About Publishing

MBLC I TSA I LVP Publishing uses high-caliber CMS software, production planning, and rollout schedules to ensure the content delivery expectations of our client Communities. The schedule is planned (articles, photos, photo journals, podcasts, video casts) based on interest level, need and arrangement with Content Contributors and organizations. As it comes closer to the publish date, editors and production staff will adjust up to and including the date/time of publishing.

Building a Following

To help build your following, we will work with you to develop a consistent schedule, so your audience knows when to look for your content. The more reliable you are in content submittal/

publishing, the more likely your success in building your following. For optimal results, target a weekly/bi-weekly content schedule for yourself.

a. From the outset of working with MBLC I TSA I LVP Publishing, a submittal schedule will be established for the optimal publishing date of your content each day/week/month. For example, if you're scheduled to publish the first week of each month, **your content is due to MBLC I TSA I LVP Publishing at least two weeks prior to the scheduled publish date**.

b. To maintain workability of the schedule, if media content is submitted past the due date, an editor may move or remove the media piece from the published date/time slot.

c. Editors may request additional content from you to focus on a trend or need identified by our readers. This will serve to acknowledge your expertise and gain additional exposure for you. To ensure smooth operations, please observe the following guidelines:

Content Submission Guidelines

1. **MBLC I TSA I LVP Media Template.** For media publication, please use the **MBLC I TSA I LVP Media Template** provided to you in a MS Word® (.docx) compatible template. It is meant to help guide you to efficiently format content and speed submission/publication. Please save the template for use with each media piece submitted to for publication. To speed processing, we cannot accept other document formats, such as .pdf, .rtf, .xml, etc.

2. **Submit Content by Email. All content (videos, images, text) should be sent to the digital community it is intended to publish on:**

editor@mybestlifeclub.com

editor@thesoloager.com

editor@lavidapride.com

a. **Subject.** In the Subject line, please include the type of media submission (article, video, podcast, photo journal). Example: "Article Submission: The Top 10 Video Communication Tools for Business."

b. **Instructions.** Include in the email any instructional or additional information you may wish to convey to the production and editorial staff.

c. Attachments:

i. Article text in Word, Pages format per Content Design and Formatting specifications below.

ii. Include any media images associated with the article, video, podcast or photo journal that you wish published with your content.

iii. If the media file is too large (i.e. video/podcast stories over 10 MB), arrangements will be made to upload directly to one of our servers.

3. **Editorial Review.** Once the media piece has passed through the editorial review and is approved for publishing, publication will be scheduled. Editors will notify Content Contributors of any unexpected delays.

4. **Content Design and Formatting.**

a. **Word Count.** The recommended word count for articles is 400-700 words, but count is mostly a matter of what length is needed to properly report or discuss a topic.

b. **Font.** Content should be single-spaced, 12-point Verdana font.

c. **Headline.** The recommended length for headlines is 50–60 characters.

d. **Sub-Heading.** The sub-heading (synopsis) content can contain keywords or phrases to accompany all headlines. The recommended length for the sub-heading is 50–60 characters.

e. **Layer Content.** We appreciate ideas, but we favor content anchored in accurate details, illuminating data and meaningful storytelling. To serve the reader we seek journalism (text, video or infographic) that helps the reader to analyze and understand subjects better than before. We also seek content that enlarges, empowers and inspires our audience.

5. **Images.** Visual media (video, images, infographics, graphics) must be original and/or royalty free work. That is, the Content Contributor and MBLC | TSA | LVP Publishing must have permission to use the images without restriction (see below). MBLC | TSA | LVP Publishing does compensate contributors financially for the submission of images that accompany articles except by special arrangement. If you have any questions, please connect with us.

a. **Image Sizing, Static Images.** The image file formats accepted are .jpg, .png. types.

i. **Main Image.** The minimum image size is **640 x 480 px**.

ii. **Article Body Images.** Article body images can be up to 640 x 480 px. Images will be sized to fit content format.

iii. **Image Credit.** Please make sure to provide name/organization credit (Example: "Used with permission: Jane Smith, Outdoor Adventures, Inc.", or "Image Credit, John Hamilton"). With original images, a copy of a **Talent Release Form** may be required to accompany the media. Upon request, a **Talent Release Form** can be provided to you for your use in connection with MBLC I TSA I LVP Publishing.

6. **Video Content.** Video content submitted must be in a file format for popular tools (such as YouTube, Vimeo) can convert to. Generally, mp4 type files will work best. Please see the table below for recommended format sizes.

Size Reference	**Actual Size Dimensions (W x H) in pixels**	**Comments**
2160p	3840x2160	4K HD – Streaming may be limited by bandwidth availability.
1440p	2560x1440	UHD – Streaming may be limited by bandwidth availability.
1080p	1920x1080	HD - Preferred Size
720p	1280x720	SD - Preferred Size
480p	854x480	SD - Preferred Size
360p	640x360	Small Iframe use only
240p	426x240	Small Iframe use only

7. **Audio Podcast Content.** Audio content submitted must be in a file format for such popular tools YouTube, Vimeo. Generally, .mp3, .wav, .mp4 type files will work best.

8. **Video/Audio Production and Support.** MBLC I TSA I LVP Publishing can provide video/ audio production support including graphics, video/audio, intros/outros, logos voiceovers, and branding. Please connect with MBLC I TSA I LVP Publishing for options.

Content Contributor Tips from the Managing Editor

To help you create an impactful media piece, here are some common tips from our editors:

1. MBLC | TSA | LVP Publishing and the MBLC | TSA | LVP Network is meant to inform, educate, entertain, and provoke thought.

2. Our Village Center is a non-linear medium. That is, the reader, listener, or viewer controls the visit. Write your content knowing that the reader may not have seen any of your previous content. Each piece of content must be able to stand alone.

3. Village Center members and visitors skim, they do not read. Write your content simply and directly. Think "skimability."

4. Your content has 10 to 20 seconds to grab the reader.

5. The fewer the adjectives, the better. Write objectively.

6. Be accurate and cite your sources. Any information you provide that is neither common knowledge nor clearly established as something you've personally experienced must be drawn from a credible, cited source. Attribute facts and quotes to their source, and link to the specific page that verifies your assertion. At the end of your content, list any authoritative sources that informed your content, using a format that allows any reader to easily access each source. Acceptable authorities include government agencies, scientific studies, established online or print publications, and articles by credentialed professionals. Do not use Wikipedia articles or other forms of user-generated content as authoritative sources.

7. Provide full disclosure. When you submit a review or commentary, you must disclose any special relationship or material connection to your subject. For example, if your brother-in-law owns the business you are discussing, acknowledge it. If you review a movie directed by a friend, disclose it. When in doubt, disclose.

For more information on the do's and don'ts on disclosure, please read the Federal Trade Commission (FTC) document: "The FTC's Endorsement Guides – What People are Asking"

Editors' Responsibilities to Our Readers/Listeners/Viewers

MBLC l TSA l LVP Publishing editors are interested in working with Content Contributors as partners and to that end, they will review content and make as few changes as possible. However, Content Contributors shall agree to and grant, within reason, the following rights to MBLC l TSA l LVP Publishing editors:

1. Content submitted must be appropriate and respect the boundaries of "good taste" while at the same time be relevant and respond to events in the world and social, business, political, economic and cultural trends. When reviewing submissions,therefore, editors will focus on the MBLC l TSA l LVP Network audience as opposed to their personal beliefs.

2. Editors may revise suggested titles to compel the reader to open content.

3. Editors will remove any content that is deemed promotional, i.e. is focused on marketing a product, service or individual rather than reporting about them.

4. Editors will reject content deemed too self-promotional or if intended as objective reporting overly reflects the Content Contributor's opinions. MBLC l TSA l LVP does, however, also seek and publish content designated as a work of "Opinion."

5. Editors will remove links to sites that take the Member out of the MBLC l TSA l LVP Network Online Community Platform when deemed to compromise a Member's privacy or security.

6. Editors will choose photography, videography, symbols or any other graphic images deemed necessary or appropriate to enhance the written content and attract the visitor to read it. Typically, images chosen to accompany written content may be furnished by, but not limited to, internet-based photo sources, such as Flickr, Unsplash, Morguefile, Pexels, and stock photo agencies such as Google, Bigstock, iStockphoto, Dreamstime, etc.

7. Editors may reject content for the suspicion of plagiarism or insufficient fact checking by the Content Contributor. Plagiarism will not be tolerated. Any compliance issues shall be resolved by the Content Contributor. Any compliance issues not resolved by the Content Contributor will be resolved by the MBLC l TSA l LVP Publishing editorial staff and the administration of BSLI MBLC l TSA l LVP.

Recognition for Content Contributors

Community Members can learn more about Content Contributor by accessing their bios through an author links accompanying all content. All content produced is indexed by Content Contributor and can be easily viewed for the convenience of the Community Member. Community Members can share your media pieces through over 60 social media and communications portals by clicking on social media icons found at the bottom of all content articles.

Other Benefits Content Contributors include:
• Individual promotion
• Business promotion
• Business services
• Networking and associations
• Editorial content development and guidance
• List of affiliated websites and length of time of exposure
• Social Media Networking
• Link to Content Contributor's personal website
• Link to Content Contributor's social media websites, i.e., LinkedIn, Facebook and Twitter

Ownership, Copyright and Obligations

MBLC | TSA | LVP Publishing Ownership Rights

Any original content written specifically for MBLC | TSA | LVP Publishing or re-purposed from the contributor's personal website to MBLC | TSA | LVP Publishing may not be submitted to any other website without prior arrangement with MBLC | TSA | LVP Publishing. Original content may be published in any print media, not online, as long as it includes the following statement at the beginning or the end of the submission: Example: "Originally published at MBLC | TSA | LVP Publishing in [Month/Year]."

Content Copyright

The following statement will be displayed in the lower corner of the last page of all original content submitted to MBLC | TSA | LVP Publishing, if appropriate: ©2020 All Rights Reserved by [Name of Content Contributor and/or BSLI MBLC | TSA | LVP]

Obligations of the Content Contributor to MBLC | TSA | LVP Publishing

Cross promotion will serve the expansion of the online readership of the Content Contributor and the organic growth of the MBLC | TSA | LVP Network. In the interest of accomplishing both of these objectives, Content Contributors are encouraged to:

1. Develop your following.

2. Promote the MBLC | TSA | LVP Network and its Village Center Communities and your own content on your social accounts.

3. Promote the MBLC | TSA | LVP Network to your followers, friends, and associates.
4. Display a MBLC | TSA | LVP Banner/widget on each of your personal websites.

5. Notify MBLC | TSA | LVP Publishing of key events and happenings in your career (release of new books, awards, media events, product launches, etc.) so that we may help promote you as appropriate.

Responsibilities of MBLC | TSA | LVP Publishing to Content Contributors

BSLI MBLC | TSA | LVP will actively work to promote you in our many networking venues and opportunities as appropriate including:

• Syndicate articles to in-house and affiliate sites, The MBLC | TSA | LVP Network of Village Center Communities (national/international) as appropriate.

Article notification on our community social media sites. The main sites are listed below.
- Facebook
- LinkedIn
- Instagram
- Pinterest

Additional Information

If you have a question or need additional information or assistance, you can contact us via email at **editor@mybestlifeclub.com**.

Appendix I

Article Content Categories

Welcome to My Best Life Club

My Best Lifestyle

Baseline Balance

Caregiving

Community News

COVID-19

Dating & Relationships

Downsizing & Moving

Economic News

Education

End-of-Life Care

Entertainment

Estate Planning

Events & Webinars

Finance

Grief & Loss

Healthcare

Healthy Eating

Holidays & Celebrations

Home Improvement

Humor

Insurance

Long-Term Care

Medicare

Mindfulness

Politics

Redefining Retirement

Self Care

Social Security

Spirituality & Religion

Sports & Exercise

Technology

Transitions

Travel

MBLC+: Picture This! (Photo entry Nov 2020 - Feb 2021)

MBLC+: Rewrapping the Holidays: New Traditions Amid COVID-19 (Nov-Dec 2020)

MBLC+: New Year "Evolutions" (series focusing on our changing COVID-19 world and how life in the new year and beyond may look - running Dec 2020- Feb 2021)

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my best life
CLUB℠PRO

Welcome to My Best Life PRO

PRO Alliance News

PRO Certification

PRO Events & Webinars

Business Owner Resources

Not-for-Profit Resources

— — —

la vida pride

Welcome to La Vida Pride

Living La Vida Pride

Baseline Balance

Caregiving

Community News

COVID-19

Dating & Relationships

Downsizing & Moving

Economic News

Education

End-of-Life Care

Entertainment

Estate Planning

Events

Finance

Fitness

Healthcare

Healthy Eating

Holidays & Celebrations

Home Improvement

Humor

Insurance

LBGTQ News

Long-Term Care

LVP+: Gay-ging Well

Medicare

Mindfulness

Politics

Redefining Retirement

Self Care

Social Security

Spirituality & Religion

Technology

Transitions

Travel

LVP+: Oh Snap! (Photo entry Nov 2020 - Feb 2021)

LVP+: Rewrapping the Holidays: New Traditions Amid COVID-19 (Nov-Dec 2020)

LVP+: New Year "Evolutions" (series focusing on our changing COVID-19 world and how life in the new year and beyond may look - running Dec 2020- Feb 2021)

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Welcome to La Vida Pride PRO

PRO Alliance News

PRO Certification

PRO Events

Business Resources

Not-for-Profit Resources

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The Solo Ager™
The Solo Ager™ PRO

(This community is in development and is scheduled to launch late October 2020)