

**Content Rules and Guidelines**

**Sponsored Content Rules**

Sponsored content must adhere to a strict set of rules in order uphold the editorial integrity of [*NPD in Motion*](https://www.anpd.org/NPD-In-Motion). They are as follows:

1. Avoid the pitch: Sponsored content must be educational, not purely promotional. Your piece must be written in a fresh and thoughtful manner, providing commentary on issues relevant to the ANPD audience. It should be written by someone who has unique expertise or experience, and in a manner that is accessible, compelling, and free of jargon.
2. Speak in broad terms: Your piece should not be centered solely on your organization or product. Instead, it should speak in broader industry terms. Presenting a challenge, along with a solution — without mentioning your organization or product name — will go a long way in providing an authentic and impactful voice to our audience. In addition, content should be written from the third-party perspective, unless it is a case study of something specific to your organization or organization.
3. Be a compelling storyteller: Whenever possible, base your story on real people solving real challenges. Speaking in particulars rather than the hypothetical paints a more compelling story for the reader.

**General Content Guidelines**

These guidelines have been created for ANPD’s *NPD in Motion* in order to generate a relevant, consistent experience for our professional community. Organizations and individuals providing thought leadership to our audience (whether sponsored or not) must abide by these as part of their content contribution agreement. All final submissions should be sent to *NPD in Motion* editors at [**editors@anpd.org**](mailto:editors@anpd.org)**.**

* Create the article in a Microsoft Word document.
* Provide a suggested title or headline that is catchy and is 10-15 words or less.
* Articles should be 600-1500 words. If your thoughts extend beyond 1500 words, please consider doing a series of posts on the subject.
* Use first-person active voice (I, me, we did x) instead of third-person passive voice (the health system did x or x was done by the health system), identifying your health system and your work. This helps create a personal, thought leadership tone in articles. Example:
  + Don’t write this:
    - A large health system decided to implement a new program and it was managed by the NPD practitioner.
    - (An example of when you may write this way would be if you are profiling a program. In this instance, it’s still recommended to name the health system and the NPD practitioner(s) involved).
  + Instead, write this:
    - My team of NPD practitioners at Allina Health conducted a learner needs assessment. Based on xyz results, we decided to implement a new program. Here’s how our team managed its implementation and the lessons we learned along the way.
* In most cases, *NPD in Motion* follows the APA style guide. Articles will be edited accordingly.
* Content should be original and any references to other work, research, or copyrighted material should be properly cited according to APA style.
* Please ensure that your opening paragraph is impactful and distills the thought leadership contained within the full post.
* Identify all hyperlinks within your article. Links must be useful and relevant. Irrelevant or excessive links may be removed at the editor’s discretion.

The final submission **must** include:

* A byline that details full name, title, credentials, and organization as you want it to appear.
* An indication of what content category you believe your piece falls under (inputs, throughputs, or outputs).
* An author headshot and bio (around 100 words). (Headshot should be the highest resolution possible.)
* A PNG logo file for the sponsoring organization, if relevant.
* An executed permission to publish agreement.

**Review Process**

The *NPD in Motion* volunteer content committee and staff editors reserve the right to review content and provide feedback for revision if it does not align satisfactorily with guidelines. They also reserve the right to revise content to fit ANPD’s style and voice. In rare cases, an article may be rejected.

Key things to note:

* Recruited contributors as well as sponsoring organizations will have set deadlines for submission, typically three weeks prior to publication. If an article is not sent in within a reasonable timeframe prior to its scheduled publication date, the contributor acknowledges it may not be published as quickly as expected.
* *NPD in Motion* editors will give feedback to authors within approximately one week of receiving a draft. Authors will be asked to make edits, as necessary, within three days of receiving feedback. A reasonable effort will be made to give the contributor a chance to review, but if they do not reply within three days, they waive the right to review.
* Articles sent in via the *NPD in Motion* [submission form](https://www.anpd.org/NPD-In-Motion/Submission-Form) will be scheduled into the content calendar per the judgment of staff editors. This could mean your article won’t be published until a few months after submission.