BuildBetter Editorial Guidelines
REV. January 2017

Thanks for your interest in contributing to the BuildBetter community. Below you will find details on the types of posts we look for and specifics about our editorial process.

Our mission is to be a champion for those who lead and manage developer teams, and help them build better careers, stronger teams and overall better code performance. All the content we create and accept should provide encouragement, how-to information and actionable insights to help our dev managers achieve these outcomes. We want our readers to be able to take your post and be able to immediately implement their learnings in their code, careers, teams and the community at large. We also welcome **useful** thought leadership posts that truly aim to move this mission forward.

Our audience

While we hope to attract anyone interested in topics within the development, devops, code performance and dev/product manager communities, our ideal readers are people who are building teams, deploying code, supporting applications and maintaining software and applications in production.

Submission criteria

We welcome you to contribute to our mission, and will accept posts that satisfy the following criteria:

- Posts need to **advance the BuildBetter mission of supporting dev managers in career, teams and code.** We will only accept posts that provide helpful, actionable and technically relevant information.
- We'd prefer to run content that has not been published anywhere else. But it's cool if you re-post it to your channels after as long as it links back to "original post."
- We're flexible about post length and typically leave it to our contributors to let the content decide the length. But if you need a suggestion, 600-1000 words seems to be a good range.
- We don't mind a little healthy debate, so bring your opinions!

Need some thought starters? These are the specific topics we're looking for:

- **My Journey from Developer to Manager (or owner)**
- **5 Soft Skills You Must Learn if You Want to Lead Developers**
- **Perfect Code vs. Done Code. Why My Team Killed Perfection and Embraced "Good Enough."**
- **Agile in Real Life: A Look Inside the [your company] Development Team**
- **The One Skill Every Developer Must Have to Transition Into a Leader**

- **Marketing and Sales Advice for People Who Love Computers More Than People**
- **Lessons I Learned the Hard Way About Taking a Product to Market**
- **What Every Developer Needs to Know Before They Join Our Team**
- **5 Ways to Create an Exceptional Distributed Dev Team**
- **Agile in Practice: How Our Team Adapts to Change**
- **Managing for Efficiency and Quality: How We Strike a Balance**
- **Code Performance Secrets of High Output Teams**
- **Don't Have a Written Development Process? Here's a Template.**
- **How to Think Proactively to Avoid Reactivity**
- **Code Performance: Who Owns It?**
- **How We Rebuilt our Development Process to Increase our Code Quality**

Also consider these suggestions about your article:

- Whenever possible, include real-life examples and/or case studies to demonstrate the concepts described.
- Inclusion of videos, photos, charts, screenshots and other visual content is strongly encouraged. Feel free to embed new types of content mediums as well.
- In addition, we do not accept submissions that fall into the following categories:
  - Boring, unoriginal or dated content
  - Posts with unclear focal points, or those that are not clearly organized or formatted to grab reader attention. We encourage writers to use **subheadings, bulleted lists, and bold fonts to highlight key concepts and action items.**
  - Articles created as blatant link-bait, with little original insight or practical discussion provided within the post copy.
  - Posts that have already been published elsewhere (unless approved by editor).
  - Straight product demo posts (unless approved by editor).

Our editorial process
1. Author reviews our guidelines and sends any questions back to Jayme Thomason for clarification
2. Email that contains editorial guidelines will also include a deadline to receive your post. Please adhere to your post deadline.

3. We'll review your post, ask any followup questions, edit if necessary (or send back to you for larger edits) and send you back final proof copy with estimated publish date.
4. We'll ask for headshot, images, etc. via email.
5. We'll publish the post and promote via all our social channels and ask for you to do the same.

Promotion and social media distribution
We will promote all posts via Twitter, Facebook and our other social networks. All authors are encouraged to promote their posts through their own networks, as well.

Republishing and repurposing your BuildBetter posts
While we can only consider original, unpublished materials for publication, we are happy to allow our published authors to repurpose their posts elsewhere, with the following stipulations:
● There should be a two-day window between the time your article goes live on BuildBetter and the time it is published on another site.
● All subsequent publications of your article must cite BuildBetter as the original source and provide a link to the article on the http://stackify.com/blog/ website.

What to send with your article submission:
Your bio: Bio should be approximately 60 words and should include your Twitter handle, as well as any other relevant links you wish to display (e.g., your blog; Facebook Page; website URL, etc.).

Your headshot: Please submit a headshot or other relevant image with your submission. The image should be at least 300 pixels wide.

A thematically related cover image: We also ask authors to include a high-resolution image that we can run as a "cover" image for each post. This can be a photo, a chart, a screenshot, or a piece of theme art that represents the article topic in a compelling visual way. Images can be taken from the web or a stock photo service, as long as they are royalty-free (or in the public domain/available as part of Creative Commons), or you hold the copyright. If the image requires creator credit, please provide the necessary sourcing information, so that we can be sure to attribute it properly.

If you would like to submit a post, or have any questions, please contact our editors at editor [at] stackify.com. New contributors may also wish to submit a detailed abstract or outline of their article ideas before submitting a completed post, along with a link to additional writing samples that may aid in our decision-making process.