<u>Content Rules and Guidelines</u>

Sponsored Content Rules

Sponsored (paid for) content must adhere to a strict set of rules in order to uphold the editorial integrity of *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 submitted via the article submission form, which requests bios and headshots of all contributors.

- Please refer to the outline on the last page of this document for an example of article construction.
- 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, unless the name of your health

system or company would be distracting. This helps create a personal, thought leadership tone in articles. Example:

- o Avoid writing this:
  - A large health system decided to implement a new program and it was managed by the NPD practitioner.
- o 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.
- Artificial intelligence use is allowed. However, authors are expected to have reviewed all AI writing and edited it for accuracy and to fit their voice and experience. Authors must disclose to ANPD that they've used AI, how they've used it, and what platform(s) they have used.
- Please ensure that your opening paragraph is impactful, e.g., beginning with an anecdote or statistic. Your intro should also include a thesis statement or paragraph, outlining your main argument or goal of the article.
- Consider utilizing the NPD "inputs, throughputs, and outputs" model to guide your article outline.
- 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 150 words). (Headshot should be the highest resolution possible.)
- A PNG logo file for the sponsoring organization, if relevant.
- An executed permission to publish agreement. (Unless you are submitting via the online form.)

Article Deadlines & Review Process

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

Please note:

- Recruited contributors as well as sponsoring organizations will have set deadlines for submission, typically one month prior to publication. These deadlines are essential for

the *NPD in Motion* editors to meet the frequent publishing cadence ANPD finds beneficial to members. Contributors are asked to alert editors at least a week in advance of a deadline if they can no longer meet it. Although it's understood life circumstances come up and that authors are volunteers, missing deadlines may mean an author is not considered for future publication.

- *NPD in Motion* editors will give feedback to authors after approximately two to three weeks of receiving a draft. Authors will be asked to make edits, as necessary, within 2-3 days of receiving feedback. A reasonable effort will be made to give the contributor a chance to review.
- Unsolicited articles sent in via the *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.

ANPD Article Template

Note: Not every article will need to follow a structure such as this. If you are unsure, please communicate with the editorial team.

1. Title
    a. Catchy and relevant title that will grab interest in the topic
2. Introduction *(Note: Please do not title your sections "introduction," "body," "inputs," etc. Instead, choose a catchy and informative subheading.)*
    a. Include a catchy intro, e.g., a case study, success story, or stat. Presenting your information as a story helps the reader follow along and increases interest in the topic.
    b. Address why this topic is relevant to the NPD audience (e.g., by aligning it to an NPD Standard).
    c. Provide a brief overview of the objectives and background of the topic, such as a problem you were aiming to address through your work.
3. Body
    a. Inputs
        i. Share the inputs of your story/argument, outlining who, what, when, where, and why, and fleshing out your main points.
        ii. Include sub-headers that identify different segments of your story/argument as relevant.
        iii. What NPD role does this address?
    b. Throughputs
        i. Share the throughputs of your story/argument, showcasing how, and fleshing out your main points.
        ii. Include subheaders that identify different segments of your story/argument as relevant.
    c. Outputs
        i. Share your story/argument outputs, showcasing the results and sharing what's next.
            1. How does this information improve practice?
        ii. Include subheaders that identify different segments of your story/argument as relevant.
4. Discussion / Conclusion
    a. Share why all of this is important. You can restate your thesis here (providing a brief review of the highlights of the article), but aim to leave the reader with something fresh. Include the next steps or a call to action.
5. Add this disclaimer to the end of your article:
    a. *Disclaimer: The views and opinions expressed in this article are solely those of the contributor and do not necessarily reflect the official policy or position of ANPD.*