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— Since 1893 —

A MEMBER OF EHL GROUP

EHL Blog Contributor's Guidelines

HAVE A STORY TO TELL? WHY NOT SHARE IT WITH US?

EHL Blog's contributors come in all shapes and sizes, from industry leaders to students, you are vital to our mission of shaping the hospitality industry and educating tomorrow's leaders, today. The EHL Blog prides itself on providing its community with timely, high quality and valuable content. To maintain these standards we ask you to adhere to the following guidelines.

Should I pitch you my idea?

We do not require idea pitching but we appreciate being involved in the creative process. We will gladly offer suggestions and help you structure your content to fit our audience while putting forward your expertise. Just because we like your pitch does not mean we'll publish your article. We need to see the final piece before committing to run it on our blog.

What topics should I write about?

EHL's content focuses on helping our readers understand the hospitality and service industries in the large sense.

Topics we usually cover include, but are not limited to: Industry Insights, Events, Education, Alumni Stories, Student Life, Social, Business, Gastronomy, Art de Vivre, Careers, Research, Studies, Innovation, Awards, Food & Beverage, Travel, Internships, Luxury, entrepreneurship, culture, etc.

Please make sure the content is insightful, informative, industry related and if you wish personal. Please choose one topic to be developed or question to be answered (Too many bring confusion and cannot be developed fully).

Writing about a topic that's been in the news lately is always welcome.

We advise you read our blog before submitting, so you understand our style and know what we have covered lately.

We ask you to avoid topics like religion, competitors and politics.

How long should my article be?

Keep it short or relatively short!

We accept articles of at least 300 words and up to 1,600 words in length.

Should I suggest a Title?

Yes! Please propose a title that is descriptive of the topic.

We accept titles with a maximum of 10 words.

We reserve the right to tweak it for SEO, style or simply make it more attention grabbing and social media friendly.

Should I write a description?

Yes! Please propose a description that will serve as abstract and should encourage to read the full article.

This description could appear on social media sharing for example.

We accept descriptions with a maximum of 30 words.

We reserve the right to tweak it for SEO, style or simply to make it more attention-grabbing.

How should I format my article?

Articles MUST be written in web-format (well-organized; short paragraphs; lists and bullets)

Blog readers tend to have a short attention span, so aim to get to the point early on (within the first paragraph).

Please structure your article in sub-topics titles.

Please add some numbers: Statistics to validate our point based on research, reports, etc. Try to make it international. At least 1 per article.

What style or tone is required?

EHL Blog articles and headlines have passion, spirit, personality and voice.

Articles should be written in a conversational tone.

We suggest you keep first-person references to a minimum.

We want to be helpful, reflecting passion for what we do and knowledgeable but not arrogant.

The article tone needs to be positive and informative.

Can I promote a product or company in my article?

Articles may not be promotional or advertorial.

We do not publish company-specific news, press releases, or content reading similarly to a press release.

You can of course mention companies and link back to them, but within a context and always offering a comparison.

Should I add photos or videos?

Yes, you can but it is not required!

Please do not send more than 3 for each article.

They need to be relevant to the content.

Please make sure you have the rights to use them or send us the link to its hosting website (YouTube for example)

We don't promise we'll use them, but we'll definitely consider them.

Do you accept Infographic Submissions?

Yes!

The topic of the infographic must however be relevant to our core site themes.

Irrelevant infographics will be rejected.

The infographic must include at least 100 words of original text. This text should be a substantial post in and of itself, providing useful information.

If an infographic post contains thin text, regardless of how good the image is, it will be rejected.

Infographic posts should include a link back to the original image source page, not a company homepage.

The infographic itself should not be linked; rather, the link to the original source page should appear below the infographic.

The image itself should be high quality and full of relevant, useful information.

Can I use links within my article?

Yes, links are required.

Use keywords that people search as an anchor/hyperlink!!

All links must naturally fit into the sentence/article and add value to the content.

Please do not use generic links like “click here” or “learn more”

You can link to appropriate posts on your site or on any other news site or blog.

We encourage you to link to other EHL articles, too.

Please do not link more than once to any domain.

What are acceptable links?

- Relevant articles and blog posts
- Research or data
- Resources that will genuinely benefit the reader and make sense in the context of the post

What are unacceptable links?

- Affiliate links
- One’s own company links (homepage, About Us, Contact, Prices, Products, etc.)
- Product/service/pricing pages
- Category/tag pages
- Company social profile links - please place these in your profile instead.

No link building. If we believe that you are contributing content for the sole purpose of building links for yourself or others, we will either ask for such links to be removed or simply not publish the post.

What about Calls to Action?

We accept relevant CTAs within your article.

These need to bring additional information about the topic.

These need to be text-based (1-2 sentences maximum).

What counts as an acceptable CTA?

- A download for some sort of content resource (guide, report, white paper, eBook, etc.)
- Registration for an event (webinar or live event)

What does not count as an acceptable CTA?

- A call to visit a company website not related to the article or promotion
- A call to follow the company on social media, including social profile links
- A call to subscribe to email newsletters and other related subscriptions
- A call to contact a company, including all forms of contact information

Can I include quotes?

Yes! If they help you illustrate your point.

We suggest you include at least 1 per article.

Quotes should serve a clear purpose within the article.

They can be extracted from other articles found on the internet if referenced correctly.

What is the EHL Blog's Audience?

Content should be relevant to our audience of young and aspiring business professionals. Our audience includes but is not limited to: Prospective students, students, parents, industry professionals, leaders or influencers, Alumni, school counselors, etc.

What is your policy regarding plagiarism?

You are responsible for the originality and accuracy of the articles you submit.

If found guilty of plagiarism, you will be banned from the community.

What counts as plagiarism? (this list is not exhaustive)

- Copying another person's work and submitting it as your own, word-for-word.
- Copying another person's work and changing some words or phrases.
- Copying any part of another person's work, whether changing words or not.
- "Spinning" another person's work.
- Using another person's idea as your own, including the progression, flow, and main points of a post, examples, images, etc. without giving them the credit

If the post was originally published elsewhere, please include a line at the very end that links back to the original.

Will I be signing the article?

As a contributor, you will be identified as an EHL guest blogger.

You can sign the article if you wish.

We will also include a 1 line bio and a link to your website, LinkedIn profile or other.

We will not be posting pictures of each author.

If multiple authors wrote the post, we will mention them all.

How should I submit my article?

All submissions should be done through our contact form.

We ask that your article be in a ready-to-publish state, consistent with our existing content when you submit them for final review.

While we review each post and may adjust formatting as needed, posts requiring heavy editing may be rejected.

Please carefully double-check everything prior to submitting the post. Posts cannot be taken down or edited once they are live!

Please note that submitting an article does not guarantee that it will be published.

Can I submit more than one article?

Yes! We would however prefer that the focus be on quality rather than on quantity, and that you send us articles about the topics that most resonate with you.

Please only submit one article or article idea at the time.

Will you edit my post?

Yes! We reserve the right to edit submissions for content, clarity, length and audience.

If your article requires a lot of editing, we may send it back for you to work on and resubmit.

Please note that when edits are needed on any submission to make them meet our guidelines, it will take longer for those articles to be published.

All post publication & editing is done at the discretion of the EHL Editorial Team. We however time and reactivity permitting always insure you validate your content before it goes live.

How long will it take for you to get back to me?

We receive a high volume of new requests and treat them in the order they were received.

Once you send us your articles, it usually takes us 2-3 weeks to edit it.

If you don't hear from us after two weeks, feel free to check back in to make sure your article didn't get buried.

Once we edit your work, it could take another 2-4 weeks before it goes live on the site. That means if you have a certain date when you'd like your post to run, please let us know.

Anything I should do after my post goes live?

Please share the link!

Tweet, share on LinkedIn, Facebook, or wherever you hang out.

If you want to tag us, we're:

<https://twitter.com/EHLnews>

<https://www.facebook.com/ecolehotelieredelausanne/>

<https://www.instagram.com/ecolehotelieredelausanne/>

<https://www.linkedin.com/school/15109021/>

In addition to being published on our blog, we often include posts in our newsletters, Social Media, etc.

Can I reprint the post on my own blog?

EHL owns the rights to all content once it's published.

We however encourage you to summarize and/or link to the post on your own blog or social media accounts.

Please make sure you mention the following: This article first appeared on blog.ehl.edu on "date".

What happens if I decide after you publish that I don't want it to be online?

Once it's up, it's up. There's no going back.

So please think long and hard about whether you feel comfortable with that particular article with your byline in the public domain.

What if I have more questions?

By all means, ask us!

Our email is blog@ehl.ch

Disclaimer: These guidelines are subject to change at any time. It is your responsibility to be aware of changes and adhering to them.

What should I know about EHL?

EHL: Ecole Hôtelière de Lausanne.

Ecole hôtelière de Lausanne (EHL) is an ambassador for traditional Swiss hospitality and has been a pioneer in hospitality education since 1893. It has created and inspired a unique professional community of over 25,000 hospitality managers, united by the values and the legacy of EHL.

EHL is a leading university that provides learning solutions for enthusiastic, talented and ambitious students from 114 different countries. With undergraduate, graduate and certificate programs, EHL offers its students a range of on-campus and online education opportunities at different stages of their professional journey.

EHL is regularly recognized as the best hotel management school in the world with the highest graduate employment rates in the industry. EHL is a member of EHL Holding SA, a Group dedicated to hospitality management education.

For more information:

Our website: <http://www.ehl.edu/>

Our Blog: <http://blog.ehl.edu/>