



Revenews Blogger Guidelines

ReveNews believes in fostering a thriving online community and supports blogging as a valuable component of shared media. These guidelines outline the legal implications of blogging at ReveNews and also include recommended best practices to consider.

What Should ReveNews Bloggers Write About?

ReveNews is a trusted, unbiased source focusing on Internet related industries such as:

- online marketing
- SEM
- affiliate marketing
- online retail (e-commerce)
- analytics
- spyware/adware
- blogging (online publishing)
- micro-transactions
- micro-manufacturing
- and **ANYTHING** else that has to do with our core...

WE'RE ABOUT ONLINE REVENUE...MAKING MONEY ONLINE

ReveNews bloggers (you) consist of highly respected thinkers, commentators and business people who have real experience and insight. ReveNews readers include industry gurus, top-level executives and CEO's, plus many of the industry's top net-repreneurs.

These readers want to know things about the industry from experts such as you. Whether it's an opinion/commentary on a news item, or a plug/prediction for an emerging technology or trend, or even just a thought-provoking questionnaire to engage them, ReveNews readers expect to be educated and engaged.

What Shouldn't I Write About?

Typically, if you cannot make the connection to the world of online revenue, you shouldn't write about it. For example, a story about your drive to work and the lady who cut you off is NOT something that fits, unless you can follow with a link to a website that sells a product about how to not get cut off by people on the highway. ☺

Also, any personal agendas, or attacks against anyone you or your business is in conflict with is not acceptable. ReveNews is NOT a forum for airing personal grievances, insults or attacks at anyone. However, ReveNews is a good place to discuss the ups, and downs, the legal and not, of our business. If something needs to be talked about, it should certainly be showcased by you. We only ask that perhaps it's best to give the story to another ReveNews blogger if it's too close to your personal business.

It's also best to try and come at the blog entry from a journalistic approach. Try not to accuse anyone specifically, but rather plant the seed and let your educated readers discover it on their own. That's better than a personal attack.

Swearing, or other off-colored remarks are not acceptable either. Think of it this way, if you don't think you would read it in the Wall Street Journal or NY Times, it certainly doesn't fit on ReveNews either. We're a bit more edgy simply from the fact that we are a blog, but we're still a class operation.

Remember, you can always rely on Jim Kukral, your publisher, to bounce ideas off of, or for support in any way. Just email jimkukral@revenews.com.

So, Are We Journalists?

No, we are not. We're bloggers with full-time jobs. Therefore, we cannot be expected to be as thorough as a journalist. However, that doesn't mean we cannot be better bloggers by applying a few journalistic techniques to our writing.

For example, instead of writing a blog entry about something that you do not have the answer to, make a simple attempt to call the company/person in question and ask them for clarification. This only makes your opinion even stronger.

Also, please run each entry through a spell-check before publishing.

Can I Write About My Own Business?

Of course, as long as it's not a sales pitch or a news release. Don't be transparent. Your readers and your publisher will see right through it. If you have a release you want to put out, use a wire service, and then maybe mention it in one of your blog entries. Or, even better, tell other ReveNews bloggers about it and they may find it interesting to write about.

On the same note, stuffing links or keywords, or both, into your blog entries to benefit your own other business or client interests is not acceptable. Again, it is transparent and not something ReveNews or its readers wish to see.

Can I Use Affiliate Links In My Entries For My Own Profit?

In a nutshell, no. Writing at ReveNews is about building your personal brand as an expert or guru in the industry you take part in. Stuffing your links with affiliate encoded links loses credibility for you and ReveNews.

How Much Should I Write?

A good blog entry is good because it's quality, not quantity. A post can go from a few sentences to hundreds and hundreds of words. Do not limit yourself to how little or how much you write in each entry. However, if you feel that the piece is dragging on and is becoming hard to read, consider shortening it, or making it into a two part story. You know what it's like to read a long story on screen, it's not easy.

Headlines

Headlines are the driving force for your entire blog entry. Therefore, they should be crafted with a few things in mind.

1. Keywords & phrases
2. Intrigue and draw

So for example, if you're writing a blog entry about a new software tool that increases affiliate marketing ROI...

A bad headline for your story would be:
XYZ Software Releases New Software

A good headline for your story would be:
Affiliate Marketers Need ROI? XYZ Software Delivers With New Tool

Photos/Images In Blog Entries

You are encouraged to include an image in each blog entry. Images spice up each entry. Take a moment and try to upload a logo or image that fits with your piece. If you need help, email Jim.

How Often Should I Write?

We encourage ReveNews bloggers to write as often as they possibly can. Typically, 3-4 blog entries per week is a good target to hit.

How Do I Get Ideas?

A great way to get ideas to write about is to subscribe to industry trade newsletter and to set Google news alerts on topics you are an expert in. That way, you stay up-to-date with all the latest news, and can offer instant feedback and commentary on what's going on in your industry.

For example, a new study is released about how effective banner ads are. Certainly you can offer an opinion on the results of the study, good or bad. You should be subscribed to at least 4-5 of your industry newsletters.

Comments

Deleting comments is NOT encouraged, unless of course they are spam or obscenity laced, etc...

Legal Liability

When you choose to go public with your opinions via a blog, you are legally responsible for your commentary. Individual bloggers can be held personally liable for any commentary deemed to be defamatory, obscene (not swear words, but rather the legal definition of "obscene"), proprietary, or libelous (whether pertaining to ReveNews, individuals, or any other company for that matter). For these reasons, bloggers should exercise caution with regards to exaggeration, colorful language, guesswork, obscenity, copyrighted materials, legal conclusions, and derogatory remarks or characterizations. In essence, you blog (or post on the blogs of others) at your own risk. Outside parties actually **can** pursue legal action against you (not ReveNews) for postings.

Company Privileged Information

Any confidential, proprietary, or trade secret information is obviously off-limits for your blog.

Press Inquiries

Blog postings may generate media coverage. If a member of the media contacts you about a ReveNews-related blog posting or requests ReveNews information of any kind, contact Jim Kukral at jimkukral@revenews.com. You should also reach out for

PR for clarification (regarding ReveNews news) on whether specific information has been publicly disclosed before you blog about it.

BEST PRACTICE GUIDELINES

These recommendations provide a roadmap for constructive, respectful, and productive dialogue between bloggers and their readers. These are not “rules” and thus they can’t be broken. There is no hidden meaning or agenda. We consider these to be “best practices guidelines” that are in the spirit of our culture and the best interest of all ReveNews participants, whether they blog or not. We encourage you to follow these guidelines, but it is not mandatory to do so. It’s your choice.

Be Respectful of Your Colleagues

Be thoughtful and accurate in your posts, and be respectful of how other ReveNews bloggers may be affected. All of which have full-time jobs in the same or related industry. Let’s play nice with each other ☺

Get Your Facts Straight

To ensure you are not misrepresenting your opinions, consider reaching out to clarify any questions you may have before posting. Doing so will help you provide your readers with accurate insights, especially when you are blogging outside your area of expertise.

Provide Context to Your Argument

Please be sure to provide enough support in your posting to help ReveNews readers understand your reasoning, be it positive or negative. We appreciate the value of multiple perspectives, so help us to understand yours by providing context to your opinion. Whether you are posting in praise or criticism of any topic, you are encouraged to develop a thoughtful argument that extends well beyond “(insert) is cool” or “(insert) sucks”.

Engage in Private Feedback

Not everyone who is reading your blog will feel comfortable approaching you if they are concerned their feedback will become public. In order to maintain an open dialogue that everyone can comfortably engage in, ReveNews bloggers are asked to welcome “off-blog” feedback from their colleagues who would like to privately respond, make suggestions, or report errors without having their comments appear your blog. Bloggers want to know what you think. If you have an opinion, correction or criticism regarding a posting, reach out for the blogger directly. Whether privately or on their blog, let the blogger know your thoughts.

SOME WORDS FROM THE WISE

As you may know, ReveNews has some talented and experienced bloggers who are very active in the online revenue industry. The publisher of ReveNews, Jim Kukral, is here to help you. Whether it is to bounce off an idea for a blog entry, a headline suggestion, editing, or just about anything, you are encouraged to email Jim at jimkukral@revenews.com for assistance at any time.