CSW Editorial Guidelines

Thank you for checking our Editorial Guidelines for contributing articles to Crowdsourcing Week. We look forward to welcoming you to our community if you match up to our expectations. Please read these notes on who and what we're looking for.

Our plans for 2019

Our main theme in 2019 is Breakthroughs. Within this we have core areas of Vendors/Platforms, ProfessionalServices (tipped to be the next major growth area), Government/Public Services, and Research.

Who we want to hear from

We expect our contributors to specialize in some aspect of crowdsourcing, crowdfunding and open innovation as identified in our 14-parts of the crowd economy landscape.

We also expect our contributors to have a track record of producing content, understand concepts of how to structure articles for the web, and be able to engage readers.

Please don't write like a book that builds up to a conclusion where everything falls in to place. Write like a news article where the opening paragraph lets readers know what it's about and include what they will learn from it: highlight an issue, provide a crowd-based solution.

Why would you bother?

There are a host of benefits from being a contributor to Crowdsourcing Week's editorial content, which primarily focus on the people who will notice you.

The company it puts you in

We have a host of event partners, sponsors and speakers who are acknowledged thought-leaders or leading commercial exponents of the crowd-related economy.

How far it extends your reputation

We have over 30,000 self-selected social media followers around the world who are already involved in the crowd-economy and some particular aspect(s) of crowdsourcing. We will promote your articles to this community by individual message or through inclusion in our newsletter.

Conference opportunities

Contributors who maintain a minimum delivery rate of an article at least every three months will qualify for a free pass to a Crowdsourcing Week conference. The next one is in San Francisco in September 2019. Previous ones have been held in Washington DC, in Europe we've been to London, Brussels, and inside the Swedish Arctic Circle, and in Singapore.

Contributors can also apply to be involved in online events in the run-up to a conference, and even to be on stage at the conference as a session speaker or part of a discussion group.

What we want to receive

Word count and images. We'd like to receive articles of a minimum 700 words of original content (i.e. not previously published anywhere else). The maximum length we'll consider is 1,200 words, though we expect this extra word count to be engaging throughout and with strong benefits for our community to read it through to the end.

We'd like each article to come with a main image of a file size 200MB-500MB in a horizontal format to the proportions of 1 unit deep by 2.3 units across. Plus one or two, or maybe more images to run in the body content. Do you understand image copyright?

On more than half the occasions our content is viewed on small screens. Make it easy for people to follow your article with:
- sub-headings, itemised lists or bullet points;
- insert images in the body content;
- use hyperlinks to explain or support some of what you're saying.

Topics. Our community expects our writers to be a specialist in at least [one sector of the crowd economy](). Your article content could cover:

- the latest developments or big news in your chosen sector(s);
- identify a current issue and explain how some element of the crowdsourcing/open innovation/crowd economy provides a solution;
- an overview of your specialist sector, with articles such as [10 Accelerator Hubs in Europe](), [10 Indispensable Open Innovation Platforms for Global Corporations]() or [5 Added Benefits of Equity Crowdfunding]().
- do you think you're creative? – don't be restricted by what we've published before - surprise us

Whatever you write about, we expect your content to be engaging and accurate, whether it appeals more to peer-group experts or provides newcomers to the crowd economy with an entry route to your chosen issue or a topic.

No sales pitches. If you believe your own company or business merits a mention in your article then that is acceptable. What we don't expect to receive is an article that is only about your company or business.

If from time to time you see an article that you think is too much about one particular player in this sector, then maybe it's because they are an event sponsor or brand associate. If you want to talk to us on that basis then please send an e-mail to *[hello@crowdsourcingweek.com]()* and in the subject line put Commercial Opportunities.

How often?
How frequently you send us an article is up to you, though we've already explained the added benefits of providing an article at least every three months (which qualifies for a free conference pass). If we don't hear from you for three months we'll take you off the contributors' roster to keep it fresh and active.

What we do with the articles

We expect them to be original content that has not already been published elsewhere. Also, we retain the right to edit articles to improve their saliency to our community, insert links to related articles we have previously published, and add a final paragraph related to a forthcoming CSW event or initiative.

What we won't do is re-write anything we consider to be too far from being a finished article.

Where we publish

1. We publish all articles on the main Crowdsourcing Week site at https://crowdsourcingweek.com/blog/. This will include an Author's Biography with two or three sentences about you, a head and shoulders image, and links to your social media profiles.
2. We also re-publish articles on the BOLD Awards site where you will be named as author. This is an annual, international awards scheme for breakthrough projects in the crowd economy and related-technology sectors.
3. Some articles are cross-published at our Medium.com account. We are likely to make small changes to your content each time we publish it avoid search engines confusing re-postings as plagiarism.

What to do now

Contact us by email to hello@crowdsourcingweek.com with "CSW Editorial Contributor" in the subject line, include links to content you have already had published, and we'll take it from there.