Ambassador Recognition Program – Blogging 101 Guidelines

Where Blog is Published: www.niceincontact.com/blog

Length of the Blog: 400-600 words

Completed submission form: download submission form from Mojo

Author of Post: Provide author's name, job title and headshot

Content:

✓ Blog content should be:

  ✓ relevant to NICE inContact's blog audience

  ✓ include product, best practices, tips, business outcomes, industry trends, and/or thought leadership

  ✓ include a call-to-action (CTA) and link back to specific page on our website – related video, case study, product page, etc.

  ✓ if a Partner is referenced in the blog, include a CTA and link to Partner's page

  ✓ provide suggested graphic with blog content by including a featured photo that corresponds to blog topic

  ✓ For key topics, themes and keywords to help with potential blog content, contact corpcomm@niceincontact.com

Examples of top blog posts:
- ❑ Top 5 / Top 10 lists (bullet points are great!)
- ❑ Best Practices for Your Contact Center
- ❑ How-To's
- ❑ Industry Vision
- ❑ How You Can Achieve Your Business Goals with (insert product)

Approval schedule:
- ❑ Submit blog post to corpcomm@niceincontact.com queue for review
- ❑ Blog is reviewed for edits/changes by Corporate Communications team
- ❑ Blog is sent back to Author for approval of edits or any questions
- ❑ Blog is put into queue for publishing
- ❑ NICE inContact will give Author few days' notice of publishing date
- ❑ Once blog is published, Corporate Communications team will send blog link to Author

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