



## Company Website "Viewpoints" Page - Submission Guidelines

The purpose of the Viewpoints content is to promote understanding and innovation in career development by publishing relevant, useful, and insightful content that can help site visitors understand the labor market, consider career options, identify resources and make actionable plans.

### Source categories

- University (Career office, faculty or staff, Emplana Career interns, etc.)
- Human Resources / Talent Management
- Company network

### Characteristics

- Career oriented, professional content including thought and position pieces, relevant sources, new and important statistics, etc.
- All submissions must be original work or any referenced content must include full attribution
- Contributors must identify themselves and preferably provide their LinkedIn profile page
- Emplana Career reserves the right to refuse any content deemed derogatory, offensive, or inappropriate for our website

### Formatting; All submissions

- must be in digital / electronic format, i.e. text document, pdf, etc.; we will not scan content
- have been spell and grammar checked
- contain a maximum of 3,000 words