

Editorial Calendar Announcement and FAQ

For MassTLC members, one of your core membership benefits is the ability to share your thought leadership, news, events, and jobs through MassTLC's website and marketing channels. We encourage our members to take full advantage of these opportunities to get in front of MassTLC's network.

When it comes to thought leadership, we have always welcomed blog contributions on any and all topics that may be of interest to the community. In the past, we have not had a theme-based editorial calendar because of the wide diversity of sectors and areas of interest that we represent. That is about to change.

In 2023, each month will have an industry relevant theme. Members can share existing content or create original posts that fit the theme. As part of this change, MassTLC will be creating its own original content by itself or in partnership with members.

On the second Wednesday of each month, we will do a thematic takeover of our weekly Member Spotlight newsletter that goes to over 27,000 subscribers and feature all of the related content. We will also promote the content through our social channels and, in some cases, paid advertising.

To help you navigate our new approach, here are answers to some frequently asked questions.

What are the monthly themes?

See the [editorial calendar](#) for each month's themes and sub-themes. *Please note that there could be changes to the themes and sub-themes throughout the year.*

What type of content are you seeking?

We will be sourcing or creating member blog posts, short written Q&As with members, collaborative posts by MassTLC and members, long-form member interviews.

How should I submit theme-related content?

You can send all content to Toni DePalma at antonette@masstlc.org.

Who do I contact if I want to do a collaborative piece or interview/Q&A with MassTLC?

Reach out to Toni DePalma at antonette@masstlc.org if you have an idea. If you are part of a MassTLC community of interest, you can also contact the MassTLC community manager.

What is the deadline to submit content for a month?

See the [editorial calendar](#) for all deadlines.

Is there a word limit for blog posts?

There is no word limit, but generally 650-2000 words works best for length.

Will MassTLC link back to a member's site if they share a member blog post?

Yes, we always give the original author the byline and link back to the original post on the member's website.

Can I submit content that is not related to the month's theme?

Absolutely! We will still be collecting and sharing content on a wide variety of topics every month.

Will you let members know if their content is chosen to share?

Of course! We will let you know when it will be shared so you can amplify it through your channels too.