



Knowledge Library

2021

Content Contributor Guide

PARTNERS



IFMA

We provide content and educational resources to facility professionals to help them advance their careers and improve the built environment.

At IFMA, we believe that human happiness and quality of life are shaped largely by the places where we work, live and play. And, because of this belief, the Knowledge Library strives to provide a wealth of resources designed to educate and empower facility managers to continually improve every aspect of the buildings and facilities that we use every day.

Thank you so much for your interest in providing thought-leading content and resources to the built environment audiences. Contributing to the Knowledge Library is an excellent way to get recognized as a thought-leader and increase the awareness of your brand. Your contributions and partnership are what make IFMA's Knowledge Library such a unique and invaluable resource for our members.

We're excited to work with you to ensure the submission and publishing processes are as easy as possible and that you get recognized for your contributions to IFMA and the entire FM industry. If you have any feedback or suggestions about the Knowledge Library or contributing content, please feel free to email us at knowledgelibrary@ifma.org.

Topics Covered:

1. Submitting Content
2. What We're Looking For
3. Getting Approved
4. How We Review
5. Getting Published
6. Helpful Links
7. Our Licensing Agreement

Submitting Content

Submission Guidelines

How to Send Us Your Content: We accept submissions only via our online submission form:

Step 1: Go to <http://bit.ly/CSP-submit-IFMA>.

Step 2: Use the password: **loveFM** to access the form.

*The partner submission channel is private to and design specifically for IFMA Corporate Sustaining Partners, so please don't share the password with anyone.

Technical Difficulties: If you have any questions or needs assistance submitting content, please [Contact Us](#).

Content Formats: All submissions must be in one of the following formats: **.doc**, **.docx**, **.pdf**, **.mp3**, **.mov**, or **.m4v**.

Timing: Content may be submitted to us at any time throughout the year.

Response Time: Our response time varies depending on volume. We can't respond to all submissions but will notify you if your piece is published.

Requirements:

- All content published in the Knowledge Library should be written for facility managers and the profession.
- Any citations and credit to other sources should be included in the piece
- ALL SUBMISSIONS SHOULD BE NON-FICTION AND NON-ADVERTORIAL
- 12-point Arial font (excluding headings) preferred.

Methods of attribution:

- A backlink will be provided from the content piece in the Knowledge Library to the content provider's website or blog upon request.
- You may place your logo and contact info in the footer of the piece or on the last page, but use best judgement so as not to be overly advertorial

Simultaneous Submissions: *We do accept* content that you have or will publish elsewhere, however, preference is given to original submissions.

What We're Looking For

Content Types

We currently publish the following content types:

- Articles
- Benchmarking documents
- **Blog posts**
- Case studies
- **Infographics**
- Podcasts
- Presentations and slide decks
- Research
- **Templates and resources**
- Videos and webinars
- White papers

Topics We're Looking For

Currently, we're looking for content on the following subjects and topics:

- PropTech, IoT, and changes in technology and how they impact facility management
- Climate change and mitigation and other sustainability topics
- Emergency preparedness and business continuity
- Workplace management, leadership and strategy and finance and business-related content and how those areas impact facility managers
- FM 101; beginner content

Formats We're Looking For

Currently, we're looking for content on the following subjects and topics:

- **Listicles** – Short to medium sized posts (400 – 1,500 words) that list out important concepts, tips, tricks, etc. (i.e. X Ways You Can Improve Your Facilities' Air Quality, 10 Things You Might Not Know About X)
- **How to Posts** – Short to medium posts providing a detailed explanation of how to accomplish a particular task (i.e. How to Prepare Your Facility for Cold and Flu Season)
- **Videos** – Training, education and tutorial videos; insightful interviews, trend projections, and other engaging content; well-produced and not overly advertorial

Getting Approved

Our Content Review Process

Once you've submitted your content for consideration, it goes through **two rounds of reviews**. First, we conduct an editorial review to make sure the submission adheres to our submission guidelines, is well-written or produced and that it is appropriately cited and formatted.

Next, our team of volunteer Content Experts—industry experts in the field of facility management—review the piece based on the following criteria:

Value: The content is beneficial across the spectrum of FM students, professionals, affiliate professionals and the industry serving to support, advance and distinguish FM as a dynamic and specialized field.

Relevance: The content is relevant to FM students, professionals and affiliate professionals of the collective FM industry, presented in a manner that is germane in terms of time and current FM events, trends and topics.

Focus: The topic should be clearly identifiable. The content focus is on a specific topic correlating to one or more of the core competencies and how it relates to a specific aspect of the built environment.

Application to the Profession: The content provides the workplace professional with useful information that can be applied during daily work activities.

Professional Qualifications: The content providers' background, experience and professional knowledge indicate that he or she is well qualified to deliver information on the subject matter.

Terms for Disqualification: All content that infringes on an existing copyright or privacy agreement, is advertorial in nature or relies on outdated data will be disqualified from consideration.

Getting Published

You will be notified via automated emails throughout the review and publishing processes. If your piece meets our publishing and quality standards, you will be notified that your pieces has been accepted for publication in the Knowledge Library.

Depending on submission volumes and other factors, **the publication time may take anywhere from 4 to 10 weeks.** We will provide you with a link to your piece once it's published and encourage you to share via your social media and other online channels.

Once your piece is published, we will promote it via our blog and social media channels according to the following topic promotion schedule.

Editorial Calendar

January: Quality

February: Government Relations

March: Technology

April: Environmental Stewardship & Sustainability

May: Operations & Maintenance

June: Real Estate & Property Management

July: Finance & Business

August: Emergency Planning & Business Continuity

September: Human Factors

October: Leadership & Strategy

November: Project Management

December: Communication

Helpful Links

Here is a list of important links to reference throughout the submission process.

<http://bit.ly/CSP-submit-IFMA> – submission form where you will submit your content for consideration for publication.

<http://www.ifma.org/know-base/knowledge-strategy> – section on ifma.org that contains all the documentation and information regarding the Knowledge Library, submission processes, FAQs and more.

[Call for Content](#) – page that outlines the content and topics we’re currently looking to publish.

[Submission Guidelines](#) – list of submission guidelines and content types. Also outlined within this document.

[Evaluation Criteria](#) – page outlining our evaluation criteria and editorial style standards.

[Editorial Calendar](#) – calendar that lists when we feature content and when we host calls for content on various core competencies.

[Frequently Asked Questions](#) – frequently asked questions about the submission process and the Knowledge Strategy department.

http://community.ifma.org/knowledge_library – direct link to the Knowledge Library platform. This is where your content will eventually be published and promoted.

Content Licensing Agreement

This is a contract between the International Facility Management Association (IFMA) and _____, an individual.

Author grants to International Facility Management Association (IFMA) a royalty-free, perpetual, irrevocable worldwide license to use author's work (*"work" includes any abstracts, work cited, blog post, podcast, updates, derivative works, new editions, or other materials that are part of or compose the content*) for any purpose in any medium that IFMA deems useful, whether such medium is in existence at the time this agreement is signed, or comes into existence after this agreement is signed. In addition to the Knowledge Library, IFMA may use author's content in current and future revenue generating endeavors.

Author represents and warrants that s/he is the sole author and sole proprietor of all rights in and to all portions of the aforementioned work; that the work is original and not in the public domain; that it does not violate or infringe on any personal or property rights of others, whether common law or statutory; that it contains nothing libelous or otherwise contrary to law; and that s/he has full power to enter into this agreement.

Author also represents and warrants that the work contains no material from other works protected by copyright that has been used without the written consent of the copyright owner, and that s/he has provided (or is simultaneously providing) IFMA with copies of all such written consents required by this sentence.

Author agrees to defend, indemnify and hold harmless IFMA's officers, directors, employees, agents, and representatives against any claims brought by third parties against IFMA which arise out of Author's breach of this agreement, including, but not limited to, all costs of the proceeding, reasonable attorney's fees and damages arising from any infringement or alleged infringement of any proprietary rights, including copyrights, committed by Author in his/her works.

Nothing in the author's content, shall disparage or denigrate any person or group based on race, sex, religion, age, national origin, ethnicity, sexual orientation, disability, or marital status; and shall not disparage or defame the name, goods, services or products of others.

By entering my name on this form, I intend to sign this document, to be bound by it, and to treat it as any other formal, binding agreement or contract:

Print Name _____

Signature _____

Date _____