

ARM is happy to offer the opportunity to all ARM Connected Community members to utilize the ARM blogs (<http://blogs.arm.com>) as a platform for "Thought Leadership", technical learning and industry discussion. Thank you for your interest and participation in guest blogging for ARM. Detailed below are the submission process, profile requirements, and best practices for blogging.

If you have any questions please contact your ARM representative and/or email Katie Morgan (Tell.Us@arm.com).

A. Process

1. Propose blog topic to ARM representative or Katie Morgan (Tell.Us@arm.com) - title and 50 word description
 - a. Guest blogs drafts need to be approved by Guest Blogger's PR/MarComm managers prior to submission to ARM
 - b. Submit approved blogs to Katie Morgan (Tell.Us@arm.com)
Please CC: Guest Blogger's PR/MarComm managers in submission email
 2. ARM to submit through internal review process and publish blog
- *Note: ARM reserves the right to not publish any submissions that ARM feels does not adhere to these guidelines and align with ARM corporate policies.

B. Blogger Profile

ARM publishes all guest blogs under the ["Guest Partner Blog" profile](#). The author's photo and bio will be included at the bottom of the blog.



Required:

- **Name, Title, Company**
- **Short bio/description of blogger.** This can include prior industry experience, career path, and/or personal interests. [See example](#).
- **Picture.** Intended to be a headshot, from the waist up.

Guest Partner Blog:



Pradeep D., Senior Engineer - Media Processing, Ittiam Systems Pvt. Ltd., is a Senior Engineer in the Media Processing group at Ittiam Systems, headquartered at Bangalore. He works on the implementation of audio compression standards on various ARM processors, including Cortex-M3 & the latest Cortex-M4 cores, apart from design of audio post processing algorithms. He holds a bachelor degree from National Institute of Technology, Trichy, India. He is a member of IEEE.

Shortlink to this post: <http://bit.ly/bDx7Cd>

C. Best Practice Recommendations

Do's

- **Be SEO (search engine optimization) friendly** by listing key terms (technology, company names, market, etc) in title (limit of 65 characters including spaces) and first paragraph. Think about what words you would use to find your blog if you were searching for it in Google.
- **Grab your readers quickly.** State where you are taking the blog quickly to engage readers before they move off the blog. State the conclusion of the discussion here and then allow the rest of the blog to prove the argument. Often the best way to do this is to take your last paragraph and use it to rewrite the first paragraph highlighting what the blog will discuss.
- **Keep sensitive, proprietary, confidential, and financial information about ARM and your respective company secret.** If in doubt, gain approval from your management prior to submitting draft.

- **Maintain confidentiality of ARM's and respective company's contacts (clients, partners and suppliers).** You can discuss general details about projects and use non-identifying pseudonyms for contacts (e.g., Client X, Partner Y) provided you do not make it easy for someone to identify that party and you do not violate any non-disclosure or intellectual property agreements that ARM has with them unless you have permission from the customer to discuss publicly.
- **Seek advance approval from ARM contact.** If your content contains:
 - information or speculation about *operational information* or *ARM roadmap*; or
 - non-public *technical information*
 - *technical information/knowledge that you think might be patentable*
- **Refer to trademarks correctly.** [ARM Trademark Usage Guidelines](#)
- **Write as yourself.** ARM will only publish blogs under the real name of the author. Make it sound like you. Blogs generally have a more casual writing style than press releases and technical articles. Beware to avoid sales/ marketing pitches. While a blog style is generally more relaxed, a moderate level of English/ writing style is needed to keep the readers' attention. Your PR/ Marcom support can be a valuable resource.
- **Provide links.** Where possible always link to a source. ARM prefers links to ARM webpages. Tell your readers where the link goes. This helps your readers and will create links back to you. You can link to third party content that discusses partner products, unless otherwise directed by management, but do not indicate whether such content is correct or false unless this is already public knowledge.
- **Add subtitles** Every 2-3 paragraphs add a subtitle in **bold**. Similar to the title of the blog, make it SEO friendly with the keywords that express the summary of the next couple of paragraphs.
- **Get your facts straight.** Contact your colleagues and experts on the topic you want to write about – particularly if you want to borrow from them. Peer review is a good way to ensure you provide your readers with accurate insights, especially when you are blogging outside your area of expertise.
- **Add pictures, videos and code examples.** Readers like to be entertained as well as learn something. Submit up to 5 pictures (JPG or PNG file format). Provide link to Youtube video. Provide example code if within your copyright and relevant.
- **Be nice and own up to mistakes.** Do not attack other people or companies. This includes fellow employees, authors, customers, vendors, and competitors. You are welcome to disagree with others' opinions, provided your tone is respectful.
- **Fact-Check, Spell-Check, and Check Again!**

Don'ts

- **Reference competitors.**
- **Reference customers, partners or suppliers who have told you not to mention them.** If you are unsure, check before you post.
- **Break the law.** Enough said!
- **Disclose or speculate about non-public financial information.**
- **Disclose ARM or respective company's confidential information.**
- **Disclose personal information about anyone else.**
- **Infringe copyright.** You should not copy others' material unless you have written permission from the copyright owner. You can express someone else's ideas in your own words but you should not copy material without consent.

[Learn more about ARM Social Media presence...](#)