

## Contributor Program

At *nofilter* we aim to provide the most comprehensive coverage of influencers and creators and the far reaching impact they have on our culture today. While most of our in-house coverage is focused on interesting stories about the creators themselves, we also aim to provide our readers with up to date and insightful views on the creator and influencer marketing industry.

Our model is unique in that *nofilter* is both a standalone media property and also an integrated part of the influence.co community. Between them we have the largest audience of influencers, creators and the professionals that work with them. Our goal is to constantly scale this audience and keep them engaged with relevant and high quality content.

Our contributor program is a recognition that many creators, influencers and professionals in the industry are already writing about many of the topics we are interested in. We hope to provide a platform where you as a contributor can reach a new scale of audience that is interested in the content you are creating.

## How to Become a Contributor

To become a contributor to *nofilter* you must first apply and be accepted. Applications require examples of previous work, which is the sole criteria we use to evaluate the fit for our contributors. Once accepted, original submissions will be reviewed and if they meet our submission criteria, they will be published. We do not republish any work that has, in whole or in part, been published previously.

Apply to be a contributor [here](#)

## Why Become a Contributor

Contributors receive a number of benefits, listed below. In general our goal is to help our contributors reach a scale of relevant audience they could not reach otherwise as well as gain exposure personally and professionally. All published submissions will receive:

- Guaranteed placement on the homepage of nofilter
- Guaranteed Inclusion in our community feed (200K members and growing)
- Guaranteed tagged posts on social media

- Facebook
- LinkedIn
- Twitter
- Potential placement in our weekly nofilter newsletter (180K subscribers and growing)
- We will also highlight certain articles (based on relevancy and fit) on our other social channels (Instagram)
- Backlinks to your site (we allow DOFOLLOW backlinks for contributor content)
- A bio page on nofilter and a link back to your influence.co profile (if you choose to create one)
- Additional content opportunities
  - Site AMA's
  - Q&A articles
  - Roundup articles
- For those who submit 3 or more articles
  - A contributor badge for your influence.co profile
  - A free individual PRO account

## Content Guidelines

We maintain a strict set of standards for all submissions. Unfortunately our editors can not edit your work so submissions will be accepted or rejected based on the following criteria.

### **Relevancy**

All content should be timely and relevant. All submissions should be related to influencers, creators or the professionals who work with them. Content must be about influencers, for influencers, about influencer culture, news related to influencers, or professional development techniques for anyone in the industry.

### **Submit Your Own Content**

You must write your own articles. Plagiarism will not be tolerated and we have a zero-tolerance policy. If you are referencing other people's content (such as an infographic) please provide all attributions with your submission including name, company and link to the source.

### **Be Specific**

Write relevant and specific content. Please do not submit vague content that does not inform a user enough to take action, create debate, or form an opinion. Relevant examples with specific data around them are always encouraged.

### **Submit Fully Edited Work**

Our editors can not edit your submitted content. Please ensure publication-ready content is submitted.

**No Selling**

We do not accept submissions that are clearly selling a product or positioning a service even if other companies are mentioned. Stating your affiliation to create context for relevancy is fine.

**No Spam or Excessive Linking**

We do not accept submissions that are littered with links. We reserve the right to remove links or change anchor text for any links without notice.

## Acceptable Article Styles

The following is a list of the types of content submissions we are looking for.

**How To's**

Relevant, step by step articles on how to do something. We love content that helps influencers and creators learn tools or master new techniques such as photo editing, new features on social platforms, etc..

**Interviews**

Thoughtful interviews or Q&A with influencers, creators or professionals in the industry.

**Opinion Pieces**

We love to hear what you think the future has in store for influencers, creators, the platforms they work on or their affect on culture. Opinion pieces work best when you write about something you are an expert in or are passionate about and have broad knowledge in.

**Listicle - Non Social**

A roundup post with a numbered list such as "Ten ways to create Sponsored Content using Instagram Carousels."

**Listicle - Social Posts**

A roundup of influencers or creators based on a context such as “Ten Tik Tok Pets that Made the Leap from Instagram.” Normally these have a written section for each included participant.

### **Infographic**

A recently published infographic related to the industry. Please see our note about submitting your own content above.

### **Case Study/Research Study**

The results of a research study or a case study that has relevant learnings in it.

### **More Information**

For any additional questions please write to [contributors@influence.co](mailto:contributors@influence.co).