

Yogi Gupta Society Editorial Guidelines

1. Our blog's mission is to divulge knowledge regarding Yogi Gupta, his work and his teachings. We write about the experiences disciples have had in this regard, providing content related to current and past educational opportunities as well as ancillary resources available to spiritual seekers to avail themselves of information and assistance in their quest.
2. Our audience is comprised of those seeking spiritual progress and wanting direction.
3. We are looking for posts that are didactic, informative or creative, that include a specific takeaway or key thought relating to our mission.
4. We cannot accept posts prior to receiving a brief abstract of your topic (@100 words), followed by a draft once it is approved. Each post is reviewed for acceptance criteria. It may take up to 10 days before the team can respond.

The use of videos, photos, screenshots or other visual content is strongly encouraged. Images can be taken from the web or a stock photo service, as long as they are royalty-free (or in the public domain/available as part of Creative Commons), or you hold the copyright. If the image requires creator credit, please provide the necessary sourcing information, so that it can be attributed properly using the following format:

<http://www.indiemade.com/resource/cite-site-how-credit-correctly-when-using-pictures-blogs>.

An excellent source, in addition to Google images and the like, as a source for free images, is the [Flickr Creative Commons](#).

5. Posts should be between 500 to 1000 words, unless it is poetry or some other type of content that requires different formatting. In normal prose, write in short sentences, break up large blocks of text with bold headings or bullet your major points to make the text easier to read. Give thought to your headlines as good ones draw more traffic, generate more social media shares and click-throughs. End your posts with a question or a call to action that encourages comments.

Write carefully and thoughtfully as there will only be one round of edits on every accepted piece.

6. Linking policy – YGS allows links if they are to content that will help readers to understand the topic better. Link-bait is not permitted.
7. Republishing and repurposing your YGS posts:
 - We will consider previously published material for inclusion in our blog.
 - If original work is first published on the YGS blog, there should be a two-week window between the time your article goes live on YGS and the time it is published on another site.

- All subsequent publication of your article must cite YGS as the original source and provide a link to the article on YGS.

8. What to send with your article submission:

- Your bio: The bio should be approximately 60 words and should include your Twitter handle, as well as any other relevant links you may have and wish to display (e.g. your blog, Facebook Page; website URL, LinkedIn profile, etc.)
- Your headshot: We use a site called Gravatar to manage our author's headshots. New contributors should create an account there and upload a headshot. Once this is done, we'll need the email address that was used to register the account so we can associate your headshot with the author profile we will use in your posts.