

The CPHR Alberta blog is a great way to share up to date information on HR trends and to provide resources for members and visitors. You can often find our blogs featured on our LinkedIn and Twitter pages.

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### Contributor Guidelines

- **Length:** 500 – 800 words (DO NOT exceed 800 words)
- **Tone:** Friendly professional
- **Images:** If images, graphs or charts support the narrative please include them. Images are not to exceed 600 pixels in width.
- **Schedule:** Please connect with our CPHR Alberta contact to discuss availability.
- **Content Editing:** Search Engine Optimization (SEO) is an important part of building a blog audience. We reserve the right to edit your article to improve its SEO performance, along with the flow and grammar. Any changes will be made in consultation with the author.
- **Ownership:** Submissions must be made by the original author, and the author must have ownership of the content. If you've submitted the posting to another publication and received compensation for it, you may no longer own that content. Once your posting is published to CPHRab.ca you'll still retain ownership of the content, but CPHR Alberta is allowed to post and re-post the article for a minimum of one calendar year.
- **Referencing style:** MLA with endnotes
- **Advertorials will not be accepted.** Reference to an author's company, employer, products or services will only be accepted as part of their bio and should in no way be included in the content.

### Content Tips

- Use an active voice as much as possible and do not write in the first person. Avoid using jargon. Use the same tone/language that people would use in conversation.
- Quotes from CPHR Alberta members add value to articles. Callouts and sidebars make good additions to any story.
- **Be Specific:** One of the most frequent bits of feedback we receive is that articles, webinars, or sessions are too general. Instead of trying to cover an entire topic focus on one specific element. Not only is this what we've heard from members, but it opens a door for readers to follow up directly with you.

*Rather than: "A Basic Understanding of Creating an Employee Manual" Try: "The One Page You Can't Leave Out of an Employee Manual"*

- **Use Examples:** Another piece of feedback we often hear is a request for case studies. Your colleagues understand that many of the challenges for HR are case-specific. Why not provide an actual example of what you've encountered and the solution you proposed?

*Rather than: “Challenges from Changes to Temporary Foreign Worker Laws” Try: “20 Australians at a Ski Resort: How TFW Laws Affect Alberta’s Tourism Industry”*

- **Ask Questions:** The best blog posts start a conversation. Use questions to encourage readers to think of how they would have faced a similar situation.

#### Editorial Calendar Themes:

CPHR Alberta publishes a quarterly magazine yearly. Below we have included our themes for the 2025 calendar year. Our goal is to schedule blog posts that correlate with our editorial themes, this is also a great reference for topics.

<b>Spring 2025:</b> HR Technology, Data & Analytics	<b>Summer 2025:</b> Organizational and Strategic Development	<b>Fall 2025:</b> Risk Management	<b>Winter 2025:</b> HR Law
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