WELCOME TO TECHNORATI!

As a writer on Technorati.com, your work will be exposed to the millions of readers who visit Technorati.com each month.  Opportunities for promotion on the front page of the site, as well as the relevant front page of our channels -- Technology, Business, Entertainment, Lifestyle, Sports, Politics, Women, Videos and Blogging -- are among the awesome advantages of writing with us. Our editorial team will help you develop features that will showcase your talent, and offer story suggestions. We are here to make writing for Technorati FUN, REWARDING and EXCITING.

Welcome aboard!

**What you should know before you submit your first post:**

Please save these instructions - they provide all the necessary steps for using our publishing system SCRIVE, and outline our editorial guidelines and policies.

We'd prefer that you publish your first piece within the first 48 hours, but understand if you can't make that deadline.

**PUBLISH ON TECHNORATI FIRST**

All articles must be PUBLISHED FIRST on Technorati.com. Once you've submitted your article and saved into PENDING, the editors receive an alert which tells us there are pending articles in the queue.  From there, we will either edit and publish your story, or if there need to be further revisions, then the story will be placed back in DRAFT and you will be sent an email with revision instructions.  Only AFTER you receive the automated email stating your story has been PUBLISHED can you post the article on your own blog.

If you do repost your article to your own site or elsewhere, include attribution and a link to the article on Technorati. Please use this wording: "Article first published as [TITLE] on <a href="URL OF TECHNORATI ARTICLE HERE">Technorati.com</a>." You can copy and paste this wording and code from the email that is auto-generated when your article is published.

**JOIN TECHNORATI’S YAHOO WRITERS GROUP**

Once your application has been processed and you are set up as a writer, your email address will automatically be added to our Yahoo Writers Group. This will allow up to keep you up to date on what’s happening at Technorati, give you access to our press releases and allow you to communicate and share ideas with your fellow writers.  You just need to accept the invite and you will be all set to receive important correspondence – the URL for the writer’s groups is: [TR-Writers-subscribe@yahoogroups.com](mailto:TR-Writers-subscribe@yahoogroups.com" \t "_blank)

**USING SCRIVE - Technorati's Publishing Software/Content Management System**

LOGGING ON:

    1.    Go to **[http://technorati.com/admin](http://technorati.com/admin" \t "_blank)**

    2.    Enter your username and password, then press the Log In button to be taken to the Scrive Dashboard.

    3.    If you receive the following message:

" Sorry, you are not authorized to edit this resource!"

Please try loggin out, clearing your cache and logging back in. If that still does not work, please contact Jill Asher at jasher@technoratimedia.com

Scrive Dashboard

Once you are in the Scrive Dashboard, you are at the entry point to the publishing system.  The Dashboard will give you access to your profile where you can change your password, upload you bio picture, add your byline, blog URL, writer bio, and Adsense code.

In the left hand side bar, you will find hyperlinks to the following:

- Technorati.com – takes you directly to the home page

- My Dashboard -  takes you to the Dashboard

- Technorati Articles -  takes to the article queue, where you can access your draft and pending articles.

- New Technorati Article – takes to an empty page where you can beging writing your articles for Technorati using our Scrive web publishing system.

Current EULA -  the End User Licensing Agreement is posted here  - all new writers will need to read and sign off on this EULA.

- Policies and Procedures -  Technorati’s Writer’s Guidelines are posted here for your reference and review. New contributors also receive these when they are first signed up into the system.

**REVENUE OPPORTUNITY**

You can make money from your stories on Technorati via AdSense! You will need to obtain an AdSense account if you do not have one. For an AdSense overview, please take this tour. [http://www.google.com/services/adsense\_tour/index.html](http://www.google.com/services/adsense_tour/index.html" \t "_blank)

The AdSense sign-up is here [https://www.google.com/adsense/g-app-single-1?hl=en\_US&sourceid=aso&subid=ww-en-et-astour\_getstarted](https://www.google.com/adsense/g-app-single-1?hl=en_US&sourceid=aso&subid=ww-en-et-astour_getstarted" \t "_blank)

There is a spot on your author profile page to add in your AdSense account number. The proper form of your account number is: pub-012345678901234 5 (ie, "pub-" followed by 16 numbers). You should also add Technorati to your "Allowed Sites" list on your AdSense account.

POSTING INSTRUCTIONS FOR NEW ARTICLE

From the Dashboard, Click "New Technorati Article” from the left hand sidebar to be redirected to the article entry screen - this url:  [http://technorati.com/mod\_article/article/index/siid/2](http://technorati.com/mod_article/article/index/siid/2" \t "_blank)

TITLE: Type the title of your post into the "Title" field. Italics should be used where appropriate, but please do not use any other HTML in the Title field. You will need to hand code italics in the title field like this: <i>This text is italicized</i>. Please use title case, e.g., Capitalizing the First Letter of Every Major Word. Also, remember titles of all books, movies, TV shows etc. must be in italics both in the title and the body of the post.

ARTICLE TYPE: Select a Post Type from among: "News" (current news, your point of view is fine); "Opinion" (when expressing your point of view is the main purpose) - "Review" (a review of a product or blog - please contact an editor for requirements); "Interview" (an interview conducted by you).

CHANNEL: Select a channel or subchannel from the drop down menu for your post:. Main channels are Technology, Business, Entertainment, Lifestyle, Politics, Sports, Blogging, Videos.

FEATURE: If using a feature, select from the Feature drop down menu, if not, skip to next step.

EXCLUSIVE: Choose Exclusive type from drop down menu, choices being “Only on Technorati” or “First on Technorati.”

ARTICLE BODY: Type or paste your post into the "Main Entry Text" field.

SUBHEAD: Type or paste a 20-word maximum teaser/description in the "Subhead" field.

TAGS: Use tags. Tags are keywords or short phrases that identify the main themes and nouns in your article, and help readers find it. Most articles will have between two and ten tags – you cannot save an article unless you have at least one tag. Please use those that are MOST relevant to your article.

STATUS: Save your post to Draft. From this stage, you can upload pictures to your article using our image uploading software via hyperlink which is located above the article body, AFTER you’ve saved your post to DRAFT.

FINAL EDIT and STATUS CHANGE: Proofread, Edit and Doublecheck:  Spell-check and proofread your entry if you have not done so already - then click "Create" or "Save." Once you are satisfied with your post, MOVE FROM “DRAFT” to “PENDING.”  It is critical for all finished posts to be moved to “PENDING” status. Failure to save to pending means your article won’t be available for review by the Channel Editor and won’t be get published.

 UPDATE ARTICLE: Remember after each major change, especially article status, you must click "Update Article." An editor will review and publish your post as soon as possible, and you'll receive an automated e-mail when this happens.

READ YOUR PUBLISHED ARTICLE: PLEASE READ YOUR POST ONCE IT IS UP ON TECHNORATI. If you see an error or have a question, please send an email to the editors Yahoo Group ([TR-Editors@yahoogroups.com](mailto:TR-Editors@yahoogroups.com" \t "_blank)).

COPYRIGHT Writers retain ownership and copyright of their material, but upon publication on Technorati writer grants unencumbered non-exclusive use of that material to Technorati. The writer represents and warrants that the material does not infringe any third party's trademark or copyright, nor does it constitute libel or any other tortuous act, and writer indemnifies Technorati.com and any other party to which Technorati delivers its contents from any claim made by any third party. Input of material into Technorati.com publishing software represents agreement with this provision.

**WRITERS MAY NOT DELETE ARTICLES OR COMMENTS FROM TECHNORATI.** If you have a problem -- like the accidental duplication of an article -- let the editors know here: ([TR-Editors@yahoogroups.com](mailto:TR-Editors@yahoogroups.com" \t "_blank)) and we’ll take care of it. Please let the comment editor know if you see a comment that violates our policy.

**EDITORIAL POLICIES:**

1. Have fun, do your best and don’t be afraid to put your personality into your story.  Give the facts, use your own words, but show your enthusiasm too!

2. We are a "destination" site: that is, we are seeking standalone articles that cover topics and stories in the news. We encourage you to use links but they  should be supplemental, rather than necessary to understanding the article. Posts will be at least 200 words, and most will be in the 200-400 word range. If you find yourself wishing to write mostly long essays and reviews, you may want to write for our sister site Blogcritics: [http://blogcritics.org/become-a-blogcritics-writer/](http://blogcritics.org/become-a-blogcritics-writer/" \t "_blank)

3. Please use proper sentence structure and punctuation. Keep your paragraphs short and separate them with a blank line space.

4. Spelling is critical: spell-check your work and verify the spelling of names.

5. Headlines are critical: for the sake of our readers, content partners, and search engines, please be as descriptive and explicit as possible with your story titles. Remember to capitalize the first letter of each major headline word. The subhead should expand on the headline.

6. Use italics for albums, movies, books, TV shows, video games, plays/musicals, and newspapers. Use quotation marks for songs, chapter, episode titles, and names of articles.

7. Always credit and link to your sources - make any URLs in your articles actual HTML links: <a href="URL">WordsInLink</a>. Links to one's own website  within the article will be removed and are unnecessary. The article and writer pages will automatically link to your site.

8. Quote sparingly, just enough to make your point about the information contained in the quoted article(s).

a) YOUR words should always be the bulk of the article.

b) Whenever possible, rewrite information gained from other sources in your own words as opposed to using large blocks of quotes - make the story "your own."

9. Please include at least one image (or multimedia) within posts. 450x450 pixels is maximum image size, but smaller is generally better. Images MUST BE HOSTED AT TECHNORATI. Please use the upload button in the editing interface (which will only be available once you have saved your article to draft). Once you have uploaded your image, the interface will give you either the raw URL or some HTML code with the image file name.

You can use the raw URL in the rich editor (the image insertion button will prompt you for the file name), or you can use HTML in the basic editor this way: <img style="float:right;margin:5px" src="IMAGE URL">Text starts here… This code will wrap the text around the image, with the image “floated” on the right side of the page, and will give the image 5 pixels of breathing room around the text. To put the image on the left, change the float parameter accordingly.

**WE WOULD BE THRILLED IF YOU WOULD:**

--Read Technorati regularly, participate in the conversation by commenting on stories (please notify Comments Editor regarding any comments issues), respond to comments on your own posts, and link to individual Technorati stories that catch your eye from your own site as often as possible.

--Participate in writing tag description articles. We write brief articles describing popular tag subjects that appear on Technorati.com. Explanation and instructions here:

[http://groups.yahoo.com/group/TR-Writers/files](http://groups.yahoo.com/group/TR-Writers/files" \t "_blank)

Please scroll down for Tag Description Instructions.

--Follow our Twitter feeds at <http://www.twitter.com/technorati>

<http://www.twitter.com/blogcritics>

--“Like” our Technorati Facebook Page

http://www.facebook.com/#!/technorati

--“Like” our Blogcritics Facebook Page

http://www.facebook.com/#!/pages/Blogcritics/132856246726018

--Encourage your favorite writers/bloggers to join Technorati.

Thanks very much for reading all the way through and welcome once again!

Feel free to contact us with any questions, problems or suggestions.

Don Martelli

Technorati, Executive Editor

donmartelli@gmail.com

Jill Asher

Technorati, Publisher

jasher@technoratimedia.com

Technorati Editorial Team

TR-Editors@yahoogroups.com