

## Welcome to Upshot!

Congratulations on being selected as a contributor to Upshot! Below you'll find information on what to expect, the benefits of being an Upshot contributor, and how you can boost these benefits by sharing your story with the people who need it most. To begin, here is a brief step-by-step explanation of what the Upshot experience will look like:

### Sign-Up

Once you have received an invite to share your story, you will be directed to the Upshot landing page. From here, you can easily sign up for Upshot using your LinkedIn or your work email.

### Schedule Interview

After signup, choose a day and time that works best for you, and we'll partner you with your very own personal editor for a 30-45-minute interview. This interview is more of a conversation than a question and answer session, so no need to do any heavy preparation.

### Interview

During the interview process, your personal editor will help you discover a narrative that is sure to benefit your entire peer network. We believe everyone has an interesting story to tell, and it's our job to help you find it. So, if you can't think of a story right away, don't worry. That's what we're here for.

### Approval

Within 5–7 business days of your interview, an initial story draft will be uploaded to your Upshot dashboard. From the headline all the way to your bio, every aspect of the story is click-to-edit. This is your story, and we want you to be proud to put your name on it, so you have complete editorial control. Once you're happy with the finished story, click "Queue to Publish" and then you'll be directed to set up your automated social sharing.

### Automated Sharing

To make it easy for you to share your Upshot story with your professional network, we give you the ability to automate sharing with one click. This feature *only* shares your approved Upshot story 3 times, over 3 days, optimized for peak reach. Upshot will never like, comment, or post on your behalf outside of the approved story sharing.

### Publishing

And that's it! We'll send you an email once your story is live so you can check it out and share it wherever you'd like. We'll also follow up after a few days to let you know who in your network is interacting with your story. That way you can keep the conversation going and increase your thought leadership even more.

## What's in it for you?

In today's knowledge economy, content is crucial in building thought leadership. But did you know an Upshot story can do that and so much more? Below are just a few ways past contributors have benefited from producing their own Upshot story:

### 1. Deepened business relationships

Advocating for your vendor is an excellent way to create a mutually beneficial business relationship. This strengthened bond could lead to future business deals, an invitation to speak at their next user conference, or added support in a time when you need it most.

### 2. Thought leadership

You work hard to develop your personal brand, and contributing to Upshot is perfect for anyone looking to become a thought leader within their field. Showcasing your expertise and industry knowledge can generate future opportunities such as speaking engagements, career advancement, and professional recognition. Since your Upshot story is ghostwritten for you, you reap all the benefits of thought leadership without the time and cost commitment.

### 3. Inspire your peers

Many people in your industry, role, or field are facing the very same challenges that you overcame. By sharing your experience and expertise, you are able to help others who are struggling with similar problems.

### 4. Free press

An Upshot story may be nominated by your vendor, but you are at the heart of it. And by proxy, your employer. That means when your vendor is promoting your story through email, social, and many other channels, they are also promoting your business, pushing eyeballs—and prospective customers—your way.

### 5. It's fun!

While this whole process can appear daunting at first, our past contributors have viewed working with Upshot as an extremely fun and rewarding experience. Here is what some of these past contributors had to say about the Upshot process:

***“When I saw the first draft I was floored. In such little time Upshot was able to capture my story and the nuances.”***

*—Benoît Hébert, VP, Business Development & Licensing at Pediapharm Inc.*

***“This is fun! How do I do another article?”***

*—Brittany Lui, Senior Manager, Customer Marketing at HireRight*

***“This was so much fun!”***  
*–Robert Fehrmann, Data Architect at SnagAJob*

## **Not sure what to say?**

Don't worry, you're not alone. We believe that everyone has an interesting story to tell, and your personal editor will help by asking the right questions to generate meaningful content. If you are still unsure, here are some things to think about before your interview.

### **A bit about you**

- Your business and your role
- What do you love about your industry/business/role
- What's unique about your industry/business
- Other information about yourself or your company that you would like readers to know

### **Struggles before finding the vendor**

- Efficiency, growth, or process challenges
- How did these challenges manifest
- How did they make you feel
- Ways in which the old system fell short

### **Benefits from the vendor's product/service**

- ROI: Key metrics and indicators that highlight what the product has done for you
  - Has it saved you money, time, headaches
  - Helped you grow your business or reach new customers
- Qualitative: How easy was it to get up and running with your vendor; have your colleagues or customers told you how much they love the new vendor or the results

### **Personal Anecdotes**

- Do you have any stories in which the product was at the center of a particularly memorable experience
- Examples where the vendor went above and beyond for you or your business

## **Sharing your Upshot story**

After your story is published, the next step is getting it into the hands of the people who need it the most. LinkedIn, Twitter, and Facebook have over 2.1 billion active users, and are the staple of an effective distribution strategy. Social media is where we go to share information with those we love and respect, allowing us to interact with our personal and professional networks.

## LinkedIn

LinkedIn is the perfect platform to share your expertise—and your Upshot story. In fact, we optimize your Upshot story for LinkedIn, so when you post it to your timeline, it will be all set to reach the most number of professionals. We also encourage you to add your story to your LinkedIn profile. This will showcase your experience and expertise to prospective employers, conference organizers, and peers.

## Facebook

With over one billion active users each day, we encourage you to include Facebook in your distribution plan. A Journalism.org article showed that nearly half of American adults view Facebook as [a major credible source of news](#). It is an excellent medium for sharing your Upshot story, as these types of authentic stories are most effective with people you share a close personal connection with.

## Twitter

As the original review site, Twitter is an excellent place for your thought leadership to reach the mainstream. Many prominent figures in business and high-profile companies have tens of thousands of Twitter followers. One thing to remember, however, is the average lifespan of a tweet is only 18 minutes, so consider tweeting out your article multiple times in order to maximize exposure.

## Optimal sharing times

Social media traffic can fluctuate depending on the time of day, and the majority of people are more likely to be online at certain times than others. A study by [Social Media Examiner](#) looked at the best times to post content for it to be seen by the highest number of people:

- **Facebook:** Best time to post is between **1:00 p.m. and 4:00 p.m. EST**
- **Twitter:** Best time to post is **Monday–Thursday** between **1:00 p.m. and 3:00 p.m. EST**
- **LinkedIn:** Best time to post is between **7:00 a.m. and 9:00 a.m. EST** or **5:00 p.m. to 6:00 p.m. EST**

## Professional groups

Many professionals are members of industry- or job-specific groups and chat forums, like **GitHub**, **Reddit**, and **Quora**. These websites are where people come for answers, and they can be a terrific venue for you to showcase your expertise and help others who may be facing similar challenges. Top contributors to these groups are often considered thought leaders in their field, so help others and further your career by posting your story in highly visible business forums.

## Start a conversation

Sharing your content is great, but the real value comes from how well you can engage with your audience. Respond to comments on your posts, like and retweet praise from your followers, and reach out to those who share it to find out what they liked most. The value starts with your story, but it can continue for years to come through your conversations.