Guidelines

The MassDiGI blog on Boston.com is about the Massachusetts games and apps industry, by the games and apps industry, and for industry insiders, fans, and mostly, general interest readers of Boston.com and The Boston Globe. Because it will be read by both those who work in the sector and those who are simply interested in what's going on, we have assembled these guidelines for contributors to the blog.

Who should write for the blog?

Authors must be industry leaders, insiders and ecosystem players, employed by companies or institutions either based in Massachusetts, or with operations in the state; in other words, those who work to produce, fund or research interactive media, mobile apps, and similar products. Writers should be authorized to speak for the companies or institutions they represent. Executives of MassDiGI may also occasionally contribute entries.

What should they write about?

The most effective blog entries are those that break news, such as new product announcements, company moves to new offices, who's firing and hiring, who's been funded, ground-breaking research, or release dates of anticipated products. Alternatively, entries that bring readers behind the scenes as products are developed, investors courted, or business models explored can be compelling. We're looking to chronicle the growth of the Massachusetts game sector by company and product, and we don't mind a little insider gossip, as long as it's true and verifiable. All blog posts should be original content. No recycling.

It's always tempting to write about national issues and larger industry trends. Do so only if you have something new, original, and intriguing to say. The acid test: Will your thoughts break news?

What should they not write about?

Boston.com and the Boston Globe insist that journalistic standards be met. No hidden agendas, no politics, and no flacking without content. Avoid the advocacy of political positions; this is not the place. Also, avoid using the blog to thank supporters, or to publish self-promotion or self-congratulation. Readers will pick up on self-promotion in a heartbeat, and will flee the blog, possibly never to return. As proud as you may be of your team, your company, your sponsors, or your customers, the blog is not an advertising or marketing platform. It is a forum for those in the industry to speak to each other. It must be credible, true, relevant, and timely.

In addition, while critical thought is welcome, avoid criticism of individuals without offering them an opportunity to reply. This is not a forum for slamming competitors or others.

What should posts look like?

Please limit your post to no more than 750 words. A strong post should include two or three hyperlinks to material of interest from credible sources. Images are like gold; a head shot of the writer is useful, but stills from forthcoming games or high-quality snapshots from local events are welcome. All images should be relatively high-rez files.

What will happen to my post once I send it in?

All posts are subject to some editing. Changes will be reviewed with writers. If you quote sources, you may be asked to provide links to the original material or contact information. Posts will be placed online as soon as is practical. A post can be scheduled if it is time-sensitive.

Where do I send my blog or who do I contact if I have questions?

Please forward your blog or any questions you may have to Tim Loew at timothy.loew(at)massdigi.org and cc Michael Warshaw at michael.warshaw(at)becker.edu.