

Velloe Guest Author Agreement

Effective: October 1, 2015 – Please check at velloe.com for current agreement.

Velloe Inc. is passionate about making the world a better place by helping socially responsible businesses engage with consumers and charities to enable a virtuous cycle of GOOD. Velloe provides online, mobile-enhanced solutions as a cornerstone of our business.

We welcome high-quality posts, images and videos that cover a variety of topics, including but not limited to:

- charity events
- acts of kindness
- positive and inspiring messages
- factual, heartwarming stories
- celebrations of good deeds
- thought-provoking posts on how to make the world better
- strategies and ideas for charities and businesses

If you have a blog idea that isn't included in this list but you feel would be a good fit for our stakeholders, please submit your ideas for consideration.

All Guest Posts must comply with the following criteria:

1. Guest Posts must be your own original work and can't have been published on any other website, forum, chat site or social media network.
2. Plagiarism or copyright infringement is not permitted.
3. When quoting others, please make sure to properly cite your source.
4. The author will retain ownership of their work, but provides Velloe an irrevocable license to publish and share the work in line with Velloe's policies.
5. Once the post has been submitted to Velloe, you may not publish it anywhere online, in part or in whole, without Velloe's express consent.
6. If we use your guest post, you may *promote* it on your own website, Facebook, Twitter and/or other social media accounts. Promoting does not mean you can post the entire article on these forums. You may include a link to your guest post and a short sentence or two explaining what the article is about.
7. Written submissions should be kept between 300 – 1500 words. Longer posts are allowed if it is necessary and relevant, but the final length of the article is decided by Velloe.
8. All video post submissions should be at least thirty seconds, and no longer than five minutes.
9. Affiliate links cannot be included in guest post submissions.
10. Velloe reserves the right to add its own affiliate links where appropriate.

11. Guest Post writers will be credited for their work. In order to give proper credit, they should submit:
 - a. A short bio statement (no more than 50 words).
 - b. An appropriate “headshot” photograph thumbnail of the writer (150x150 pixels).
 - c. A link to the author’s website/blog (optional)
 - d. A maximum of 3 social media links and/or email ID’s.
12. We do not pay for submissions. If you decide to submit a post to our site, you do so with the knowledge that you shall not be entitled to any financial compensation for creating the post or for any other compensation related to the post.
13. Velloe welcomes images and/or video to accompany your guest post as long as they meet the following requirements:
 - a. The Guest Post writer either must be the copyright holder of the image/video, the image/video must be licensed under an appropriate creative commons license or be available in the public domain.
 - b. Velloe reserves the right to change/edit the image/video if necessary.
 - c. If people are included in the image/video, then the Guest Post writer must ensure they have obtained the required release allowing their use of likeness.
 - d. Video/image submissions must be relevant to the post.
 - e. Velloe reserves the right to deny or remove any image/video it deems inappropriate or contrary to the values of the Velloe company and brand.
14. Velloe will share and promote the Guest Post on a variety of social media networks, but does not guarantee any particular site/audience reach.
15. Links to any third-party site must be relevant to the topic and are subject to review and removal by Velloe without notice if deemed inappropriate. Excessive links or links that appear to be affiliated or spam-related will be removed at the discretion of Velloe.
16. All search engine optimization (“SEO”) information, such as anchor text or alt tags, will be reviewed and subject to inclusion at the discretion of Velloe.
17. All Guest Posts are reviewed and approved by Velloe prior to posting.
18. Velloe reserves the right to edit Guest Posts without notice.