

SHRM Editorial Guidelines

The Society for Human Resource Management (SHRM) is the world’s largest HR membership organization devoted to human resource management, representing more than 289,000 members in more than 160 countries. We offer a variety of writing opportunities for business journalists, HR professionals and other experts on SHRM.org and in *HR Magazine*. Our goal is to provide timely, engaging and useful content that will enable those working in HR at any level to do their jobs better and advance in their careers.

SHRM.org

On SHRM.org, we publish online articles that cover news relevant to the HR community as it happens. These articles are largely written by SHRM staff and professional freelance writers, with occasional pieces contributed by HR professionals or other subject matter experts. We cover a wide variety of disciplines relevant to HR, including benefits, compensation, diversity and inclusion, employee relations, ethics and corporate social responsibility, global HR, labor relations, organizational and employee development, risk management, talent acquisition, and HR technology.

The best online news articles inform readers about trends in the workplace, cite sources from multiple organizations, include case studies and examples, and do not promote specific products or vendors. We are interested in learning about new methods to address workplace challenges and notable ways that companies have solved problems. Online articles typically range in length from 800 to 1,500 words.

HR Magazine

As SHRM’s flagship publication, *HR Magazine* covers business, legal and management trends relevant to human resource professionals and profiles leaders in the field. Its readers are primarily human resource practitioners in the for-profit sector, but also include individuals who work in government and nonprofit organizations, as well as consultants, academicians, employment lawyers and others.

The magazine staff solicits the vast majority of its content but will consider unsolicited ideas and manuscripts from journalists, the HR community or others. Below are several options for contributing to *HR Magazine*.

Feature articles

Feature articles in *HR Magazine* are in-depth, multisource analyses of current trends in human resources. Published 10 times a year, *HR Magazine* focuses less on breaking news (e.g., “X Company Rolls Out New Diversity Initiative,” “Y State Bans Salary Negotiation”) and more on overviews of what such information means in a broader business context (e.g., “[Workplace Diversity and Inclusion Gets Innovative](#),” “[HR Key in Helping Employers Achieve Gender Equality](#)”).

The best features go beyond simply quoting experts to interpreting what they say—along with relevant research and information on new technology, products or job market trends—and providing practical, easy-to-follow steps that will help HR professionals do their jobs better. Our features are both engaging and useful; they weave compelling stories and provide examples and lessons from HR professionals who have tackled the issues we’re covering.

FAQs about features

Who writes them? Almost all of our feature articles are written by professional freelance writers, but we occasionally publish in-depth pieces by business thought leaders or members of the HR community.

How long are they? 2,500 words, including at least one sidebar, table or infographic.

What's the tone? The voice of a trusted, empathetic colleague. Articles should tell readers what they need to know as well as why it's important to their role in HR—all while telling an engaging story.

What's the level of accessibility? *HR Magazine* is distributed to every SHRM member, ranging from college students through CHROs, so the content should be easily comprehensible to anyone with a fundamental understanding of business and the basics of human resource management.

What's the scope? Work to find an angle that will enable you to delve deeply into a topic. For example, an article on the Millennial generation in the workplace would be too broad, but one on how Millennials are redefining work/life balance has potential.

Other options

Viewpoint—1,000-word essays written by HR and business thought leaders that express an opinion and have a unique, well-honed point of view. Example: [Why Using Generational Labels Doesn't Serve HR](#)

Point/Counterpoint—Two HR or business experts sound off on a controversial issue framed in the form of a yes/no question. Each essay is 500 words. Example: [Do CHROs Need Experience Working in HR?](#)

Managing Your Career—1,000-word articles that advise HR professionals on how to develop professionally and advance in their own careers, typically written by authors with subject matter expertise in career development, particularly as it relates to human resources.

Book Blog—Forum for the HR community to share their insights into the books that engage, inspire and inform them. The 500-word posts are written by both SHRM staff and outside contributors. Contact *HR Magazine* Managing Editor Desda Moss (Desda.Moss@shrm.org) for more information and examples.

Legal Trends—1,000-word analyses of pertinent employment law written by attorneys or other legal experts. Example: [The Increasing Risk of Background Checks](#)