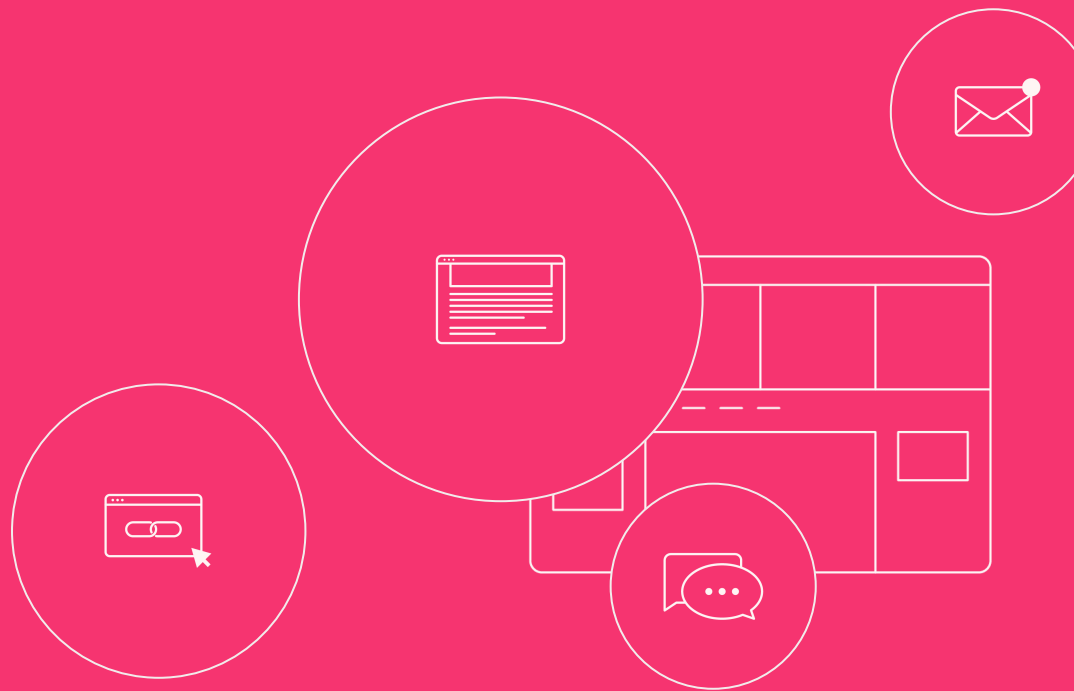


people
managing
people



Contributor Invitation



Get credit for being a thought leader in HR

We're collaborating with Get More HR Clients to offer highly skilled HR and People & Culture advisors the opportunity to get published and recognized as an industry thought leader on peoplemanagingpeople.com.

It's a chance to showcase your knowledge and insight and demonstrate your skill and suitability for consulting and coaching opportunities within our audience of HR advisors and practitioners.



✉ sarah@peoplemanagingpeople.com

📞 +1 236 999 6420

Thanks for being here, and welcome to the People Managing People community hub.

We're a community writing the playbook for managing people and building culture in effective, purposeful organizations.

What we're looking for

We're an independent blog that features practical, authentic insights—and we'd love to feature yours. Maybe you've got experience growing teams, designing great employee experiences, developing programs to take care of your staff, or maybe figuring out how to build an HR department in a scaling org that doesn't have clear-cut processes yet.

What's in it for you?

We are here to help you turn your insights into something that other HR, and people & culture professionals can learn from. You'll earn recognition as a thought leader and potentially generate leads for your practice or business.

Read on to see how it works!

Thank you,

Sarah Tolle

Content Strategist

01 **About Us**

02 **Our Audience**

03 **How It Works**

04 **Contact**

01

About Us

Our Start

Founded in 2019, **People Managing People** is quickly becoming one of the most credible platforms for People & Culture information and thought leadership. It's destined to become the largest, most influential and active community of people and culture managers managers in the world.

The site is run and managed by **BWZ**, as part of a portfolio of professional development sites that include **The Digital Project Manager** and **The Ecomm Manager** and **The QA Lead**.

Our Mission

To provide our community with the most reliable information, education, tools and advice for leading better workforces and workplaces.

Our Value

Our community counts on us for advice and recommendations for tools, products and resources to help them improve the way they lead and manage their people and culture.



Site

30,000+ Views per month
23,000+ Visits per month
33% Average monthly growth



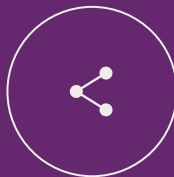
Email

1500+ Subscribers
32% Average open rate
3.9% Average click rate
35% Average monthly growth



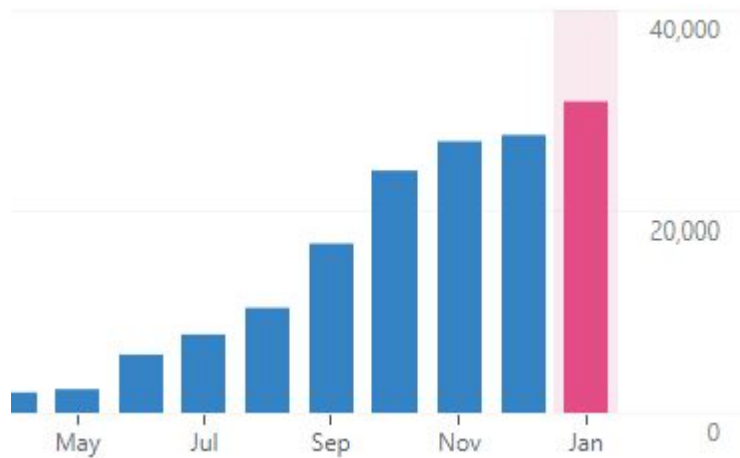
Podcast

200+ Listeners
500+ Plays per month
350+ Average plays per episode



Social

400+ Instagram followers
150+ Twitter followers
100+ Facebook followers
23% Average monthly growth



Our Trajectory

Our audience and reach are growing fast every month!

Our Audience

OS
N

Who Is Our Audience?

Our audience are passionate about people and culture.

They are HR folks, managers, supervisors, start-up founders, business owners, members of an organization's leadership team, agency founders, small growing businesses, and even entrepreneurs who find themselves suddenly leading a team.



Are audience are mostly based in the US 73%. We also have readers in UK 9%, Canada 4%, and Australia 4%.



Chief People Officers, and VP's of HR to owners, founders, and entrepreneurs.



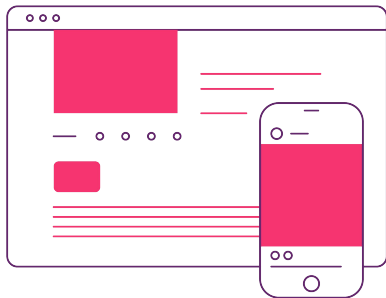
Like you, our audience cares about building great company culture.

How It Works

03

Start With A Passion Post

Writing a post about something you're passionate about is a great way to get a feel for our audience and process, and they're a fun, creative opportunity to share your ideas.



We'll provide guidelines, but a Passion Post is really about you sharing your unique voice, opinions, and experience with the community.

Passion Posts are most successful when you write about a topic that you're interested in sharing on social media or with colleagues—these conversations tend to travel well through word-of-mouth and generate organic conversations with other folks in the industry.

Great for:

Sharing thought leadership and opinions

Reach:

Approximately 5,000 views per year

We provide:

- Editorial strategy guidance
- Graphics and visuals
- Support for formatting and proofreading
- Tools and content production workflow to help guide you to the finish line
- Social media and email promotion once the article is live

4 Steps To Publication

01

You pitch your title ideas

02

We provide feedback and guidelines

03

You write your article

04

We publish and promote your post

01

You pitch your title ideas

To pitch a title idea:

- Share your proposed title
- Explain why people would want to read it
- Send to sarah@peoplemanagingpeople.com

**Join our
mission to
help people
& culture
folks do
great work!**

Please feel free to get in touch with your ideas. We are here to make them happen—and to build a strong community of people who are empowered to help each other succeed in the people & culture profession!

Sarah Tolle

Content Strategy

sarah@peoplemanagingpeople.com

+1 236 999 6420

