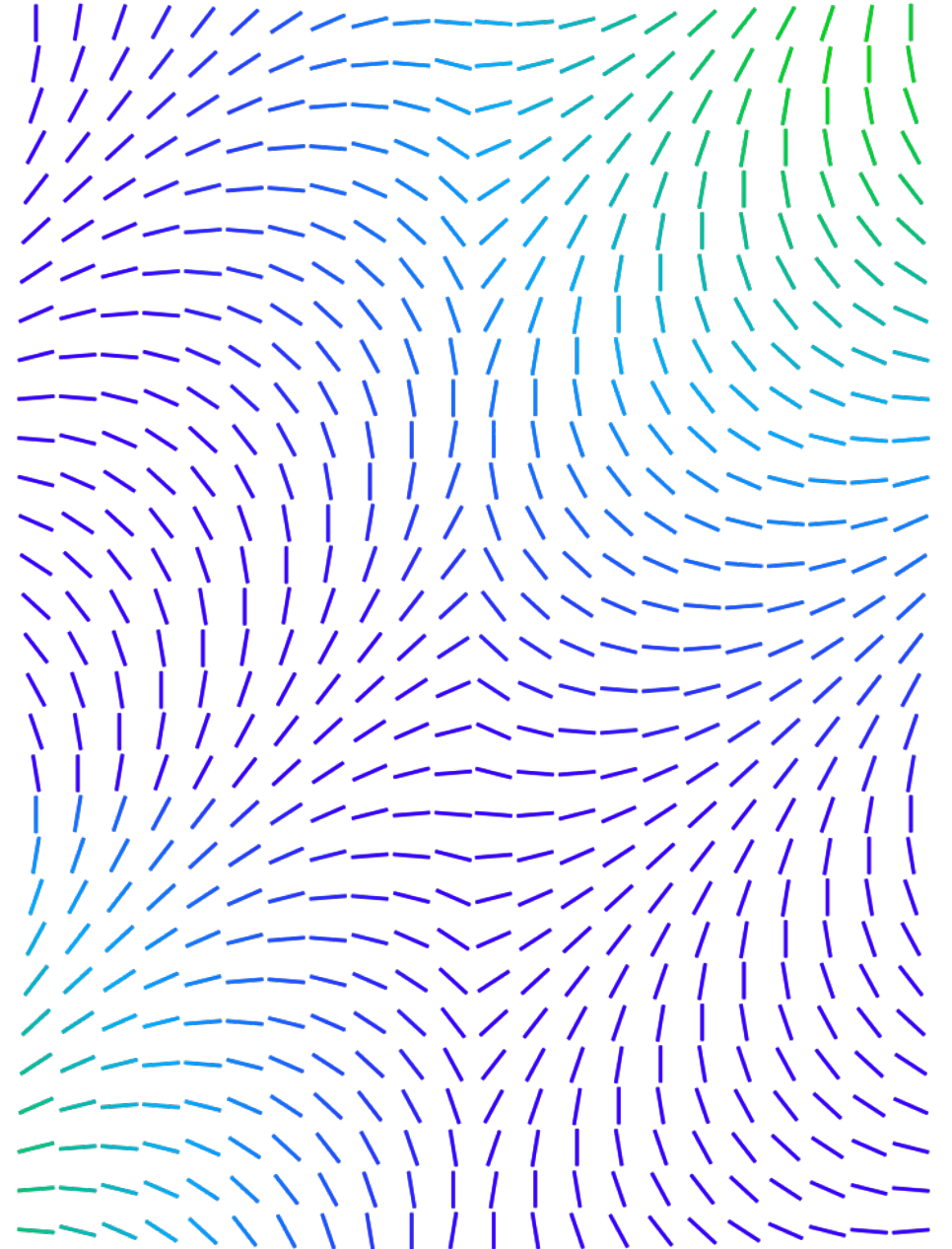




Trellix Blog Program

January 2022



Trellix Blog Best Practices

Thorough understanding of your target audiences

- Demographics/personas
- Pain points, challenges, interests, what they read
- Outside-in perspective

Articulate and stack rank what you aim to achieve with the blog

- Brand awareness, thought leadership, demand gen, educate?

Thorough understanding of your target audiences


- Think like a publisher. Editorial content is not about selling products. It is about influencing readers in meaningful and industry-relevant ways.

Support points with real examples


- Use supporting evidence, i.e. case studies, whitepapers, industry perspectives, related articles etc.

Trellix Blog Submission and Review Process


Share your suggested blog topic & brief description with the content team for approval and to be added to [master blog calendar](#)




Write the blog based on best practices doc and have it copy edited and reviewed by PM



Submit blog to [Asana](#) for PR, AR, legal and content approval (allow 1-week lead time)



Once approved, blog will be submitted to the web team for publishing (allow additional 2-3 days lead time)



Blog will be promoted on Trellix social, Bambu and used in marketing collateral as appropriate

Trellix Blog Author/Editor Checklist

Category	
Blog Title	Does it accurately describe the content? Would users be able to quickly determine if the post is valuable to them?
Blog Author(s)	Share a headshot, bio and author's social links with the editorial team for publication
Internal Linking	Include links in your blog that point to other pages on your website can help to support your site's overall content, improve site crawlability by search engines, and help send visitors to explore other areas of your website. Also include a link for all stats
Tags	Share with the editorial team 5-10 keywords to tag within the blog
Call to Action	Include a company asset/link you are driving your audience to
Blog Length	Aim for about 1,500 words posts

Thank you

Blog FAQs

- **Who manages the blog?**
 - The Communications team via the [Master Blog Calendar](#)
- **Who can write blogs for Trellix?**
 - Any Trellix employee can submit a post for consideration and the communications team will determine if the content is applicable for the Trellix blog, internal hub etc. . Blog posts by guest authors will also be considered (primarily partners and customers). It is best to connect with the communications team on your blog idea before writing.
- **What type of media can we publish in blog posts?**
 - We can publish the standard media formats, including images, GIFs and videos. Videos hosted on YouTube can be embedded in posts. Images included in blog post submissions should be high quality, but not an incredibly large file size. PDF files can be hosted on our website and linked to from within the post.
- **How do I submit a blog post?**
 - Blog proposals need to be reviewed by the comms team and added into the [master calendar](#). Once approved, post drafts should be sent as Word documents to Asana to start the review process. After Marketing/Communication reviews and approves, they will submit to the web team for publication.
- **What is the review process for submitting a blog post?**
 - The Communications Team performs an editorial review for all submissions and formats each post per the Trellix blog style. The team will also make suggestions to improve and strengthen the piece, as needed. After the team has reviewed, they will distribute the blog post to the major blog reviewers for their approvals. This includes:
 - **Legal:** Legal reviews mainly product focused blog posts to ensure we're not making false promises etc. This includes everything from violating national and international laws to mentioning customer and partner names without permission.
 - **Product Managers & Business & Business Stakeholders:** Posts will be sent to product managers if the blog mentions a specific area of business they manage collateral for (XDR, SSE, HR, etc.)
 - **Business stakeholders:** The Marketing team works directly with business stakeholders to ensure posts are factually correct and in alignment with how we talk about things.
- **How long does it take to publish a blog post?**
 - While there are various factors that affect the length of time it takes to go from submission to publication, the average post is published within two weeks.
- **What if I need to publish a blog post on a certain date?**
 - Contact the communications team via email and they will work with you. The sooner you reach out and can provide a blog post draft, the better the chances we can publish on that date.
- **What if I need to make an update or correction to a published blog post?**
 - Updates and corrections can be made to blog posts that have been published by the web team, submit through [Asana](#).

