

Blogging guidelines for NGP Capital

1. Be insightful

- Don't just repeat what has been said, but share your vision and understanding about the subject.
- Include one key argument / proposition / insight and build your text on it.
- Be unique and genuine in your opinions.
- Be focused; don't try to cover everything on the topic.

2. Be human

- Be open and transparent.
- Say nothing derogatory about any company or person.
- Don't be too self- or NGP-centered. We are kingmakers, not kings.
- Do not use profanity or incendiary language.

3. Build trust

- Do not comment on Nokia.
- Commentary should only be on publicly available information.
- Disclose your sources.

4. Think big

- Be consistent in your content. Ask yourself where else you could communicate about the same topic. For example, could you do a blog series about the topic?
- Be creative. A blog post doesn't always have to be the same length and format. Look for / copy ideas from others.
- Be aligned with your own thought-leadership goals and with NGP business objectives.
- Ask for ideas and help from your colleagues & Anniina. 

5. Grow the lifespan

- Publish your blog post, not just on the NGP website, but also on Medium. Share it on LinkedIn and Twitter. Add it to your email signature. Ask a few friends to retweet it. Etc.
- Engage with readers through social media channels, tag relevant people and organizations, and provide answers to comments.
- Check the blog post analytics [here](#). Compete against your previous posts.