

Partner Content Guidelines Fall/Winter 2021

Thanks for sharing your story with us! When submitting content for consideration on CTforMe, please be mindful of the following guidelines.

- CTforMe's mission is to serve as a powerful tool for businesses to attract and retain young talent by sharing from their own perspectives what young people like most about their lives in Connecticut. All content will support this goal.
- [CTforMe.com](https://www.ctforme.com) and associated channels cannot support or function as an implied medium for paid promotion. Advertising and advertorial content are prohibited.
- Authentic and first-person storytelling are at the core of all content. Please adhere to this style to ensure that the message resonates and sticks with our audience.

We seek stories that challenge misconceptions about the state and show Connecticut as a place to stand out while being embraced by a community of forward-thinkers. Submitted articles, videos or profiles must fit under one or more of these themes.

- Employment and entrepreneurial opportunities
- Walkable cities and open spaces
- Arts and culture
- The environment and sustainability
- Community impact
- Multiculturalism

[CTforMe.com Website Sections](#)

[Careers](#) – Insights on careers and professional development in major industries

[Living](#) – Showcase of cities, towns and lifestyles across Connecticut

[Change Makers](#) – Profiles of visionary residents making a difference locally & beyond

[People](#) – Resident journeys of living, working and thriving in Connecticut

[Connect](#) – Profiles of local young professional groups and networks

[News](#) – The latest buzz on life in Connecticut

Content submissions for consideration on [CTforMe](#) should be sent to Ellen Woolf, Assistant Brand Director, Department of Economic & Community Development. Please forward content and questions to ellen.woolf@ct.gov.

We're happy to help and look forward to sharing stories of the great things happening in Connecticut!