**HPE DEV BASIC BLOG ARTICLE TEMPLATE**

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| **Please note: By clicking on the URL provided, you have downloaded this document to your local workstation. To proceed, rename this file to the title of your blog post and fill in each section. When you have completed your draft, send this file in an email as an attachment to the** [**HPE DEV editorial staff**](mailto:hpedev@hpe.com)**.** | |
| **Business Unit or Company:** ex: Storage, HPE Ezmeral, Run:AI, etc. | |
| **Blog site:** [HPE DEV – the HPE Developer Community](https://developer.hpe.com/) | |
| **Requested Publish Date:** | **Is this article tied to an announcement? Y or N** |
| **Blog author name and business title:** | |
| **Author image:** Please supply an image that is 192px x 192px, sending it as a separate .jpg or .png attachment in your email. | |
| **If active on social, please provide blogger’s Twitter handle to be tagged:** | |
| **Main blog/SoMe image:** If you have one, please supply hi res jpg or png. If you do not, one for SoMe will be created for you by the HPE DEV team. | |
| **Tags (Keywords):** Please list specific keywords when possible  ex: python, ezmeral, hpe-ezmeral-container-platform, hpe-ezmeral-data-fabric, hpe-nimble-storage, kubernetes, redfish, hpe-greenlake, opensource, grommet, as-a-service, apache-spark, spiffe-spire, etc. | |
| **Article title suggestions:** 65 characters optimum / 99 characters max (including spaces)  EX: Managing Multiple Instances of Python in Microsoft Windows | |
| **Short description of article:** 200 characters or less (this will be used to create SoMe promotional post) | |
| **Tips for those using this template to cut and paste into Netlify CMS:** For details on how to format your post, including headings, bullets, code blocks, etc., please refer to the **Tips and Tricks** section in the [HPE DEV External Contributor Guide](https://github.com/hpe-dev-incubator/hpe-dev-portal/blob/master/docs/ContributorGuide-v2.md#tips-and-trick-using-the-cms-editor) | |
| **ARTICLE DRAFT**  **Introduction** (Feel free to retitle this to something more interesting)  The Introduction is where you tell the reader what you’re going to tell them. Try to grab the reader’s attention. Invite them to read more by posing a **Problem Statement** that will help them recognize an issue they can relate to. For instance “Whether purchasing GPUs for on-premise machines or renting them in the cloud, GPUs for AI can be expensive.” You can phrase it as a question, like “Did you know that wildland fire suppression costs exceeded $2 billion in 2017, and that being able to predict where these fires occur can reduce that by half?” or “Do you want to make AI a part of your company?”  Then, briefly tell them what you are about to propose that is going to address that **Problem Statement**. This would be considered the **Benefit Statement**. In other words, *why the reader should continue to read further*. It can be very simple, like “In this post, I’ll step through some of the basic elements to enable storage administrators to safely hand over credentials to Kubernetes administrators.”  **Body** (Feel free to retitle this and add more subheaders)  This is the bulk of the article, the place where you tell the readers everything you want to tell them. The Body is where you supply the reader with the points you want to make and offer supporting evidence.  As you write, imagine yourself talking directly with the reader. Try to avoid using the *royal we*. Don’t use quotation marks unless you are actually quoting something. Use *italics* or **bold** for emphasis.  Feel free to add pictures where appropriate. Often supporting images can be created through PowerPoint presentations. If modifications need to be made to any text on an image, it can easily be done there. Make sure it’s clear what images pertain to what text within the Body.  You can always add additional sections within the Body, dividing it out with additional subheaders.  **Summary** (Feel free to retitle this to something more interesting, maybe like **Key Takeaways**)  In the Introduction, you started off by telling your readers what you were going to tell them. Then you went into details about what you wanted to tell them. Now, you get to summarize what you told them. Focus on the salient points you want to remember. Shorten them. Reiterate them. Make them memorable. Feel free to use bullets. Most post summaries are only 1-2 paragraphs long.  Don’t forget to include a **Call to Action** in the Summary. It could be simple, like “Please check out the [HPE DEV blog](https://developer.hpe.com/blog) for more articles on this topic.” You could also offer the reader the opportunity to connect with you directly. For instance, “If you have any questions regarding this blog post, drop a message to me at…” You can even point them to a demo or another web page. A **Call to Action** acts as a signpost that lets the reader know what to do next. Psychological studies have revealed that, in our digital world, a **Call to Action** satisfies a basic human need, as well as helps move customers along a sales cycle. | |