**HPE DEV TECHNICAL TUTORIAL 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****.** |
| **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**   |
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| **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 possibleex: 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)Grab the reader’s attention by helping them recognize that this post will specifically help them. Invite them to read more by posing a **Problem Statement** describing an issue they can relate to. For instance “Have you often run across this error message and wondered how to get around it?” Or “As the manager for experience design, I’ve found that many businesses struggle with understanding the true value UX designers bring to a project.” Then, briefly tell them how you propose 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 show you how to get around that problem and avoid it in the future.” Or, “In this blog post, I’d like to share with you a method our group developed that demonstrates this value and provides enterprise UX designers with a proven path to achieving success.”**Body/Step 1** (Feel free to retitle this and add more headers and subheaders)This is the bulk of the article. For Technical Tutorials, we often use a Step-by-Step approach, which has been found to work well. Something important to note here is that using numbered bullets works differently than you might expect. Numbered bullets tend to display in a minimized the font size. Therefore we recommend the use of **Headers** and **Subheaders** to delineate at least the major *Steps* in a process.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.**Step 2**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 body text relates to what images. You can also add code blocks where appropriate. Make sure to specify a language syntax for your code block. The HPE DEV portal renderer requires the language syntax to be specified for code blocks to correctly render the code syntax. Below is an example of a code block with language syntax:```yaml    ----  apiVersion: v1kind: Secretmetadata:      name: hpe-encrypt    namespace: hpe-storagestringData:    hostEncryptionPassPhrase: “This is a very secret passphrase”```**Step 3**You can always add additional sections within the Body, dividing it out with additional headers and 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, 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. |