CLICKSAFETY™
TRAINING. COMPLIANCE. YOUR FUTURE.

SUBJECT MATTER EXPERT
CONTENT PARTNERSHIP PROGRAM

The ClickSafety Marketing team seeks to partner with select subject matter experts (SMEs) to help us strengthen our position as a thought leader and advisor to our current and prospective customers. Beyond our educational products and solutions, we strive to help our customers advance their own approach to teaching through authoritative and educational content – in a range of formats and at no cost – through our website, blog, social media accounts, and elsewhere.

CONTENT TYPES

The following table provides a brief overview of opportunities that may be available to ClickSafety subject matter experts. If you wish to learn more about these or other opportunities to work with us, please email Bret Silverberg, Sr. Manager of Content and Social Media Marketing, at bret.silverberg@ascendlearning.com.

Content	Estimated Compensation	Details
Written Blog Post + Video Interview	$400	30 min interview & ~1,000 word blog post
Introductory Video + Written Blog Post	$350	Self-shot video (~30 seconds) discussing written blog post
Written Blog Post Only	$300	~1,000 word blog post
Video Only	$200	~30 min interview
Special Projects	TBD	Examples include case studies, white papers, or other pre-arranged projects

FREQUENTLY ASKED QUESTIONS

Question	Answer
Do I need to sign a contract?	No. Project details and compensation will be outlined and confirmed via email, but a contract is not necessary. Individuals may decline to participate at any time. Compensation is only available upon completion of projects.
Do I need to purchase my own equipment to work on video projects?	No. Video interviews are conducted via Microsoft Teams, you just need to show up. You will be responsible for filming your own introductory video if you choose that option. This can be done on a smartphone or computer as long as the result is a clean, usable file (MP4 or MOV).
What are my deadlines?	Once a project is launched, ClickSafety will work with you to establish a reasonable deadline. Most projects are delivered within 1-2 months.
Can you outline the approval process?	ClickSafety will be the final approver of the work. In some cases, ClickSafety will ask for edits (or reshoots), but we will work closely with you in advance to establish the goals of the project.
When can I expect my payment?	Payments are typically delivered within 30 days of invoice approval.

FREQUENTLY ASKED QUESTIONS (CONTINUED)

Question	Answer
How can I help promote this work?	We ask that all of our subject matter experts share the work on social media, within their professional networks via email, and by any other means available.
Can I use AI to supplement my work?	We ask that subject matter experts produce original work. While AI can be useful to enhance content and for proofreading, content must be primarily developed by the SME. Submissions will be reviewed to detect for AI generated content. ClickSafety reserves the right to reject submissions or ask for changes if content appears to have been machine generated.