**Editorial Guidelines**

* **Original content only:** We prioritize human-authored articles and will disregard drafts largely written by AI or plagiarized from other sources. Use AI as a tool to improve your writing, not as a ghostwriter!
* **Target length:** 1,000 to 1,500 words.
* **Ensure accurate quotes:** Verify that all quotes are precise.
* **Cite references correctly:** Add footnotes for direct or indirect references and include details in the endnotes.
* **Use current links:** Verify that all links are functional and direct to active webpages.

**Blog Writing Tips**

* **Write conversationally** to engage your readers.
* **Be clear and simple:** Use straightforward language and avoid complex sentences.
* **Use creative formatting:** Enhance your content with a compelling title and effective subtitles.
* **Include relevant links** to useful resources when needed.
* **Start with a hook** to capture attention and spark curiosity.
* **Use visuals sparingly:** Pictures and graphics can be helpful but should not distract from the content.
* **Here are some examples:** [Career Tips](https://www.iiba.org/business-analysis-blogs/top-tips-to-market-your-business-analysis-skills/), [Q&A Series](https://www.iiba.org/business-analysis-blogs/tips-for-writing-effective-user-stories-user-story-and-related-techniques--part-4-of-4/), [Tips & Advice](https://www.iiba.org/business-analysis-blogs/3-tips-to-make-your-business-analysis-practice-more-effective2/), [How to’s](https://www.iiba.org/business-analysis-blogs/how-to-write-a-business-case-that-gets-approved/), [Technical](https://www.iiba.org/business-analysis-blogs/how-to-achieve-enterprise-agility/), [Events](https://www.iiba.org/business-analysis-blogs/lets-grow-together-as-we-celebrateglobal-business-analysis-day/), [Trends](https://www.iiba.org/business-analysis-blogs/4-education-trends-to-watch-in-2022/), [Spotlight](https://www.iiba.org/business-analysis-blogs/8-women-to-watch-in-2021/)

**Blog Template**

**Please complete the below template with your draft and email it to** [**brand@iiba.org**](mailto:brand@iiba.org)**.**

**Keywords:** [List relevant keywords, e.g., “business analysis,” “career tips,” “cybersecurity”]

**Summary:** [Write a 1-2 sentence summary to entice readers to click and read the article]

**Title:** [Provide the blog title]

**Author Name and Title:** [Author’s name and title, e.g., “Jane Doe, Senior Analyst at XYZ Corp”]

**Introduction:** [Introduce the topic and hook the reader]

**Heading 1:** [Main point or section heading]

[Content for this section]

**Heading 2:** [Main point or section heading]

[Content for this section]

**Heading 3:** [Main point or section heading]

[Content for this section]

**Add more headings as needed to structure your content effectively.**

**Conclusion:** [Summarize key points and provide a call to action or final thoughts]

**About the Author**

[Please include a headshot image]

**Short Bio:**

[Write a brief bio of 50-100 words here, highlighting the author’s background, expertise, and current role.]