**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:** 1,500 to 3,000 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.

**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 by theme:** [Business analysis techniques](https://www.iiba.org/iiba-business-analysis-member-articles/how-to-launch-a-successful-solution-based-on-the-value-proposition-canvas/),[business data analytics](https://www.iiba.org/iiba-business-analysis-member-articles/safeguarding-personal-data-in-todays-business-world/),[agile methodologies](https://www.iiba.org/iiba-business-analysis-member-articles/how-business-analysis-fits-with-agile-environments/),[career tips](https://www.iiba.org/iiba-business-analysis-member-articles/career-progression-unleashed-navigating-the-competitive-landscape/)

**Article Template**

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

**Keywords:** [List relevant keywords, e.g., “business analysis,” “requirements engineering,” “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.]