

# IMPACTREACT

**Thank you for your interest and willingness to write a blog post on iaia.org!**

**(But first: Why would you want to? What's in it for you?)**

IAIA is the leading global network on impact assessment, and blogging for IAIA can help you build your own network. Not only will you gain additional exposure and credibility both within and outside of the Association, but following your post, you also have the potential to use our networking tool, *IAIAConnect*, to get to know members you may not have previously met and discuss their feedback. IAIA is an engaged, opinionated, growing, professional family, and what we like best is to connect with each other.

### Topics and subjects

We would like to hear about what is happening in IAIA and in impact assessment in your world. IAIA members know a lot, so they appreciate in-depth, high-level information that's cutting-edge and practical, with a personal touch. Your blog topic should be of interest to this diverse international audience, including (but not limited to!) the following topics and ideas:

- Feel strongly about a recent news article, publication, project, or law? Explore the pros and cons and present arguments for your view.
- Wisdom and guidance for new practitioners; paths you wish you had (or hadn't) taken in your career.
- Noticed a problem you know how to solve? Tell us.
- Your vision of a world in which impact assessment is 100% successful.
- Personal account of a major IA success or failure.
- Your go-to resources for contacts, resources, or information (in addition to IAIA, of course).
- Your recent IAIA conference experience.
- What you think the next hot topic in IA will be and why.
- Where EIA has been and where it's going in your country.

Whatever topic you choose, be interesting: tell a funny story, use a great metaphor, or take an opposing stance. While we're on the subject of creativity: we don't want to stifle yours, but we ask that you keep the tone of your message positive and that you do not self-promote or include "advertising"—e.g., for your own company, your own conference session or presentation, or on behalf of a commercial endeavor.

### Writing tips for a great guest post

- Make up a great title—something readers can't resist. For example, try asking a question or making a list ("Three things I learned when I ..."), or connecting to something unusual ("How tiny frogs changed my life as an IA professional").
- Give examples and details. Make it applicable. You have been in your readers' shoes: share your experience and deliver an "aha" moment for them.
- Use a friendly voice. Say "I," "we," "you." Keep it personal: share things you've done and seen, lessons you've learned, problems you've solved. Write as if you are talking with a friend. Let your heart and your sense of humor show.

- Embrace your inner journalist: cover who, what, when, where, how, and why. Be sure to fact check and give citations and credit where credit is due.
- Craft a great conclusion that ends with a talking point to encourage sharing and discussion on IAIAConnect.

### **Length**

Post length is up to you – but as a general guideline, it typically takes at least 450 words to engage your readers and make your point. We recommend no longer than 600 words; otherwise, online readers tend to lose interest.

### **About links**

Feel free to link to other posts or content on the IAIA site. Other links in your content may be acceptable if they point to resources or articles of value to readers, but we reserve the right to remove them if we feel they aren't a good fit. Be conservative with the number of links; too many looks like spam. You may link to your own content within the post, too; however, please refrain from "advertising." We suggest a fun author bio with a link to your own web site for that purpose.

### **We like pictures**

Photos and graphics capture the attention of busy people. And they like to know who's talking to them, too, so be sure to send a photo of your smiling face along with your text. If readers recognize you from your post at the next conference, maybe they'll buy you a coffee. If you would like to include an additional image or illustrative graphic with your blog post, please be sure to credit the source.

### **Republishing policy**

The blog belongs to IAIA, but the text belongs to you. The original content should be written for IAIA, and we would like it to be exclusive to us, but you if you also want to use it elsewhere, we understand.

### **Submitting your content**

Short checklists are best. Please send the following to IAIA Headquarters in care of Shelli Schneider (shelli@iaia.org).

- Your message in a Word document
- A high-resolution photo of yourself in JPG or TIFF file format
- Any additional image(s), if applicable, in high-resolution JPG or TIFF file format

### **Selection**

We accept one member contribution per month on a first-come first-served basis. We will acknowledge receipt of your material and let you know if and when your post will be published.

### **Editing**

It's your voice. Write in your own everyday language; it makes your posts more stand out and personal. We reserve the right to make grammatical or other minor edits if necessary for clarity, but we will check with you first if we have any substantial suggestions or questions about content (please don't be offended).

**Follow up**

We hope you stir up some discussion, but we don't invite comments directly back to you, so you won't have to clear your schedule for two weeks just to answer e-mail. Likewise, if you are feeling shy and prefer not to participate in a follow-up discussion on *IAIAConnect*, don't worry; it's not a requirement. We will include a link to *IAIAConnect*, paste a snippet of your post there, and invite discussion, but it's up to you if you want to participate.

**It's time to put on your writer's hat.**

**Thank you.**