Guidelines for Guest Posts

IMPACTREACT

Thank you for your interest in writing a blog post for 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, the IAIA Hub, to connect with readers. IAIA is an engaged, opinionated, growing professional family, and what we like best is connecting with each other.

Topics and subjects

We want to hear about what is happening in impact assessment in your world. IAIA members know a lot, so they appreciate in-depth, practical, cutting-edge information with a personal touch. Your blog topic should appeal to this diverse international audience, and could include topics such as:

- Strong feelings about a recent news article, publication, project, or law? Share your take—pros, cons, and why it matters.
- Wisdom and guidance for new practitioners; paths you wish you had (or hadn't) taken in your career.
- Identified a problem and figured out how to solve it? Tell us how.
- Your vision of a world in which impact assessment is 100% successful.
- A personal story of a major IA success (or failure).
- Your favorite go-to resources (aside from IAIA, of course).
- Reflections on your recent IAIA conference experience.
- What you think the next hot topic in IA will be and why.
- Insights on where IA has been and where it's going in your country.

Whatever you choose, make it interesting: tell a funny story, use a metaphor, or take an unexpected stance. Be creative—but please keep your tone positive and respectful and avoid self-promotion or advertising (e.g., marketing your company, your own conference session, or a commercial endeavor).

Writing tips for a great guest post

- **Craft a great title:** Ask a question, make a list, or surprise readers ("Three things I learned when I …" or "How tiny frogs changed my life as an IA professional").
- **Be specific:** Use examples and details. Make it applicable. Share "aha" moments that others can learn from.
- **Use a friendly voice:** Say "I," "we," "you." Keep it personal, sharing things you've done and seen. Let your heart and sense of humor show.
- **Cover the basics:** Who, what, when, where, how, and why. Fact check and give credit where due.
- **Wrap it up well:** End with a strong conclusion or question that invites discussion on the IAIA Hub.

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 2,000 words; otherwise, online readers tend to lose interest.

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About links

Feel free to link to other posts or content on IAIA.org. Links to external resources or articles are okay if they add value to readers, but we may remove any we feel aren't appropriate. Keep link use minimal—too many looks like spam. Self-links are okay too, but avoid overt promotion. Want to plug your work? Do it in your author bio with a link to your site.

We like pictures

Images draw attention. Please consider including a relevant photo or graphic—just be sure to **credit the source** if it's not your own. Be sure to also send a photo of your smiling face for the sign-off. If readers spot you at the next conference, maybe they'll buy you a coffee!

Republishing policy

The blog belongs to IAIA, but the words belong to you. We ask that your post be original and exclusive to IAIA, but if you'd like to share it elsewhere later, we understand.

Submitting your content

Please email the following to IAIA Headquarters, c/o Jennifer Howell (jen@iaia.org):

- ☐ Your post in a Word document
- ☐ A high-resolution photo of yourself (JPG or PNG)
- ☐ Any additional image(s) with captions, if applicable (JPG or PNG)

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

Use your own voice—everyday language makes your post stand out and feel 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—we want to support your message).

Follow up

We hope your post sparks conversation, but we don't invite comments directly back to you, so you won't have to clear your schedule to answer emails. We will include a link to IAIA Hub, 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.