



# ***AIIP Connections***

**Part I: Writers' Guidelines**

**Part II: Editorial Style Guide**

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## Part I: Writer's Guidelines

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### About AIIP Connections

*AIIP Connections* is the official member publication of the Association of Independent Information Professionals. It is published quarterly, and each issue of *AIIP Connections* is distributed as a download to independent professional business owners in more than 20 countries around the world.

*AIIP Connections* is produced through the voluntary contributions of members.

### Article development and submission

Writing for *AIIP Connections* is an opportunity for our new, as well as experienced, members to share their ideas, experiences, and observations in our specialist profession. We publish thought pieces, as well as explorations of industry trends. Readers are particularly interested in practical articles, such as those that share an experience that did or didn't work in developing an IIP business. Also popular are articles about technology applications and online tools to assist with business.

Authors are not paid for articles published in *AIIP Connections*.

The editor always welcomes suggestions for *AIIP Connections* that will continue to enhance the value of the newsmagazine for independent information professionals. Contact the editor at [connectionseditor@aiip.org](mailto:connectionseditor@aiip.org) to discuss your article ideas before you begin writing.

The following are typical word limits for articles:

- Feature articles: 1200 to 1600 words
- Profiles of members or committees: 400 words
- Book or product reviews: 400 words
- Columns: 400 to 500 words.

Articles must be original (e.g., not published elsewhere) and must not contain any material protected by copyright, unless the copyrighted material appears with permission of the author and previous publisher. Articles must not contain material that is defamatory or libelous.

*AIIP Connections* wants to engage in an informal conversation with readers. Here are a few notes on the voice and tone.

- Be friendly and relaxed, but businesslike; good grammar still applies
- Favor the active voice over the passive voice; active verbs lead to shorter, clearer, and more concise sentences
- Avoid complex vocabulary when simpler words will do the job
- Be professional and expert, but avoid jargon or academic prose

- Aim to sound witty, but not childish, petty, or sarcastic
- Consider the readers' familiarity with idiomatic or slang words and expressions

Authors hold the primary responsibility for the accuracy of the content they submit to *AIIP Connections*. Editors and proofreaders do attempt to notice and flag questionable content. However, authors cannot assume that our volunteers will fact check submitted content in detail and correct all errors for them.

All submitted articles may be edited, adapted, revised, or otherwise modified to conform to space or stylistic requirements.

### Social media promotion

Authors are encouraged to promote their own articles in their social media networks, and may republish .pdf versions of published articles on their web site.

AIIP uses social media to promote association activities and member interests, concentrating on Twitter, LinkedIn, and Facebook. The AIIP social media team promotes *AIIP Connections* content and relies on authors to aid in the creation of the language used to promote their articles. Authors should submit this content along with their articles, including:

- tweets of 100 to 150 characters (links to *AIIP Connections* will be added)
- hashtag suggestions (up to three) that are relevant to the subject matter
- a headline and 20 to 40-word teaser, including links if appropriate, for use on Facebook and LinkedIn
- relevant photos or graphics, for which the author has obtained appropriate permissions
- the author's Twitter handle, and LinkedIn or Facebook URLs

The social media team reserves the right to edit submitted material and to determine the posting schedule for this content. Questions regarding social media content should be directed to [socialmedia@aiip.org](mailto:socialmedia@aiip.org).

## Part II: Editorial Style Guide

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### Abbreviations

Avoid abbreviating words unless the audience will understand them immediately.

### Acronyms

AIIP is an accepted acronym. For others, spell out the full name on first reference, followed by the acronym in parentheses. It's okay to use the acronym after that.

**Ex.** The New York Stock Exchange (NYSE) reported a loss in the company's stock in March. A few weeks ago, however, the NYSE reported a large gain.

### Bylines and Bios

#### ***Original articles by members***

Bylines for original articles should include the author's name and business name.

**Ex.** by Mary Smith, Smith and Associates Inc.

Biographical statements are provided by the author to appear at the end of the article. Statements must be short (no more than three sentences) with a concise description of the author's business or expertise, and can include a single point of contact of the author's choosing, including an email, web, or social media link.

#### ***Association business reports***

Members who submit articles in their official capacity on the board or a committee will have their role indicated in the byline rather than their business name, and there will be no biographical statement attached to the article.

**Ex.** by Mary Smith, Director of Marketing and Communications

The President's Message and the In This Issue note from the Editor will be treated similarly.

#### ***Conference reports***

Presenters are listed first, followed by reporters. Both include names and business names. No biographical statements for either presenter or reporter are included.

**Ex.** presented by Mary Smith, Smith and Associations Inc.

reported by Bob Jones, Facts for You

#### ***Articles by non-members***

From time to time, non-members of AIIP may be invited to submit content for publication on the recommendation of the Board. They will be accorded the same

courtesies that member-authors receive, including bylines and biographical statements with links.

## Capitalization

### **Article titles**

Use headline style, with the first word of the title and subtitle, plus all important words capitalized.

**Ex.** The Partner-Consultant: Partnering with Clients in Consulting

### **Headings and subheadings**

Use sentence style, with only the first word, the first word of sub-title, and proper names capitalized

**Ex.** An alternative metaphor

### **Job titles**

Job titles are capitalized only when referencing a specific person; otherwise, they're lowercase.

**Ex.** The staff is excited to meet Jessie, the new Managing Editor.

**Ex.** The role of the managing editor in the editorial process is to . . .

## Contractions

Use contractions (it's, you're, they're, she's) to make the tone conversational.

## Design

High resolutions images and graphics to be added to articles should accompany the content in separate files (.jpg, .tiff or .psd files preferred). The resolution of any images should be 300dpi (1200x1800 pixels).

Authors are encouraged to locate stock photos and graphics that reflect the content of their articles. Images submitted with content should be copyright free, or be licensed at the expense of the author. If the owner of an image requires a photo credit accompany their image, those details should be attached to the image or provided in the content.

Sources for free and copyright free images include:

- [pexels.com](http://pexels.com)
- [unsplash.com](http://unsplash.com)
- [pixabay.com](http://pixabay.com)

Links to web resources will be embedded in the text of the publication. Provide full URLs in the text after the words to be linked with curly brackets.

**Ex.** See *AIIP Connections* {<https://www.aiip.org/Discover/AIIP-Connections>} for more information.

Do not use footnotes. Instead, include attributions as comments or links within the body of the article.

## Formatting

Submit text in a Word document, using single spacing and no indents. Use as little formatting (e.g., fonts or color) as possible,

Bylines should be in italics

**Ex.** *by Name, (Board role), Company Name*

Any subheadings used in an article should be in bold.

Book and eBook titles, magazine and newspaper names, and movie titles should be in italics.

A part or section of a larger work is put in quotation marks. (This includes a chapter of a book, the title of an article in a magazine or a blog post, etc.)

**Ex.** The *Vanity Fair* article “How to Tell if She’s an Android” provides examples.

Don’t use italics, bold, quotation marks (e.g., scare quotes), or all-caps to emphasize words or expressions.

Always use single spaces between sentences.

## Lists

Make lists parallel. For example, start each item with a verb.

Choose whether to use periods after list items, or to not use them, but be consistent throughout the document. Don’t use semicolons or *and* after list items.

- Ex.**
- Invest in relationship-building
  - Position communication as part of your core strategy
  - Make a plan

## Numbers

Write out numbers up to and including ten. Use numerals for numbers over ten.

**Ex.** Of the 20 marketing employees, only three decided to go to the party.

Write out numbers at the start of a sentence.

**Ex.** Twenty-two of the experts agreed.

## Dates

Spell out the month.

**Ex.** September 1, 2014 or July 2017

Decades should be spelled out in lowercase or expressed in numerals with no apostrophe between the year and the *s*.

**Ex.** During the 1980s... or The nineties were difficult years.

## Pronouns

Avoid using *he/she*, *him/her*, or *his/hers* as pronouns when gender is indeterminate. It is common in less formal writing to substitute *they*, *them*, *their*, or *themselves* as the generic singular pronoun.

## Punctuation

### Commas

Use the serial (Oxford) comma before the *and* or *or* in lists.

**Ex.** Idea generation, content creation, distribution, and ROI optimization.

### Hyphens and dashes

Check the dictionary to determine whether a compound word is two words, one word, or hyphenated. Check *CMOS* for additional guidance on hyphenation.

**Ex.** prerequisite, not pre-requisite; email, not e-mail

Use em dashes (— or two hyphens) with no spaces for setting off text or to indicate added emphasis, a pause, or a change of thought.

**Ex.** No one—not even the president of the company—realized the company would have to dissolve so quickly.

Use en dashes (–) with no spaces to indicate a range of numbers.

**Ex.** The 2010–2011 season was our best yet.  
You will find this material in chapters 8–12.

### Ellipses

An ellipsis is a set of three periods (...) indicating an omission. It can be used to represent a trailing off of thought, but should be used sparingly.

### Exclamation marks

Use exclamation marks sparingly. Avoid using multiple exclamation marks.

## Quotation marks

Use quotation marks to indicate direct or indirect dialogue. They may also be used to enclose expressions that are used verbatim from another context or are not commonly

understood. Quotation marks used purely for emphasis can imply disapproval or sarcasm from the writer and should not be used.

**CORRECT:** “Don’t do the hokeypokey at work,” said Shawn.

**INCORRECT:** Shawn said we shouldn’t do the “hokeypokey” at work.

Periods and commas *always* go inside quotation marks.

**Ex.** “I was riding my bike,” Carol said, “when a deer jumped over the trail.”

Question marks and exclamation points go inside quotation marks only when they’re part of what the speaker is saying.

**Ex.** Sally said, “Would you like fries with that?”

**Ex.** Sally asked if John would like fries with that. Can you believe he said, “I would”?

- Profanity and strong language is inappropriate and will be deleted by the editors

## References

### **Style manual**

Refer to *Chicago Manual of Style, 16<sup>th</sup> edition (CMOS)* or guidelines not covered in this style guide.

### **Dictionary**

Refer to *Merriam-Webster’s Collegiate Dictionary, 11<sup>th</sup> edition* (<http://www.merriam-webster.com>)

### **Citations**

Follow *CMOS* format. To aid in generating citations, refer to *Citation Machine* (<http://www.citationmachine.net/chicago/cite-a-book>)

## Other notes

Avoid heavy, overwhelming paragraphs that contain multiple ideas. They should be broken down into short, easily-scanned chunks. But avoid paragraphs of a single sentence.

Use the first name for people upon second reference.

**Ex.** Jean Spencer is a member of AIIP. At the annual conference, Jean spoke on...

It’s ok to start a sentence with a conjunction, such as *and* or *but*.

Edit quoted statements to remove profanity and reduce nonessential commentary.

Refer to AIIP committees as such, rather than as *teams*. Capitalize references to specific committees. Some special projects may still be referred to as *teams*.

**Ex.** Jean Spencer is the Chair of the Programming Committee. This committee is tasked with...

### Word list

IIP (independent information professional)

email

Internet

When in doubt about a word that's not listed in this list, refer to *Chicago Manual of Style, 16<sup>th</sup> edition*.