Blog / Article Guidelines

- **Make smart use of ChatGPT/AI.** Use it to create a draft outline or re-structure a line without losing its original meaning. But ChatGPT content is generic. So make sure you add your experience/viewpoints and not the generic view of the AI.
- **No Plagiarised content**, please! We do the plagiarism check! Re-structure the line if you read and like it from someplace. Get inspired, but don't copy.
- **Always use Google Docs** for writing the blog. It makes internal sharing easy for the review and also preserves the format.
- **You should know** why you are writing, what your intention is, and who your audience is.
- Use **simple language,** and **check for grammar.**
- **Use a catchy headline** - must have the keyword- on what the blog is all about; have an original title.
- The **first paragraph** should always set up the premise of the blog. Set up the premise of the post succinctly with a hook that promises a reader more. It might be helpful to outline the general flow and structure of your blog in this first paragraph.
- Never miss the **conclusion in Blog**. A Blog conclusion offers a personal take on an issue or subject and clearly expresses a blogger's feelings and point of view.
- **Explain the terminologies** wherever needed. Usually, any new term introduced in the blog needs to be explained separately in the blog. Add a **relevant external link** if you think the reader would like to read more about a concept/term but describing it will divert you from your blog topic. **Don't use buzzwords** casually without relating them to the content you are writing. Always **expand an acronym** in the first instance of using it. You can use the acronym directly for subsequent parts of the blogs.

- Include **explanations of points/terms that need clarification** for the reader, such as technological difficulties or consequences.
- Each **line in the blog should co-relate.** Do not divert from the topic. Don't spray paint multiple different concepts across different paragraphs in the blog. There has to be a **consistent storyline** from the start to the end of the blog.
- **Focus on your topic/concept consistently**. And build your write-up around it. Don't include all the associated concepts in the same blog post. Whenever possible (and as much), create a block diagram, using which you can explain all the concepts appropriately.
- Put a **relevant reference** to the term/concept/standard you mention.
- **Use simple, short, direct sentences**
- **Do not repeat the terms** unnecessarily.
- **Bold Text** - If you want the reader to remember a fact or take away from your blog post, bold it.
- Use **smart subheadings**
- Use **bullet points** when needed - information in bullet points makes the consumption of write-up easy.
- Make sure the **images you are using** are copyright free. Always mention the source of the image with the URL. Preferred is to use strong visuals/infographics that relate to the blog.