**JSON Best Practices**

* Publish data using developer friendly JSON
* Use a top-level object
* Use native values
* Assume arrays are unordered
* Use well-known identifiers when describing data
* Provide one or more types for JSON objects
* Identify objects with a unique identifier
* Things not strings
* Nest referenced inline objects
* When describing an inverse relationship, use a referenced property
* External references SHOULDuse typed term
* Ordering of array elements
* Provide a representation of the entity related by URL
* Cache JSON-LD Contexts