

Editorial guidelines for writing articles for Veiledersforum.no

If you would like to provide content, contact the editorial team at veiledersforum@hkdir.no before submitting an outline.

- Your first delivery to us should be a **one-page** outline describing the key issue and approach in the article. We will then give you feedback that you can use when preparing the final draft of the article.
- The article should be approximately 1500 words in length.
- We would like you to use a maximum of two fact boxes: these consist exclusively of facts that can be set out as bullet points.
- The editorial team will proofread your text and send it to you for final approval before publishing. The editorial team has the right to edit the wording of your article and make other adjustments before publishing it online but cannot alter the meaning of your text.
- If you have references to other relevant sources on the same topic that are available either online or in print, we would like you to include these.
- Each text is published with at least one illustration. We are happy to accept photos and illustrations, but only if you have copyright or approval from the copyright holder. If you do not have an image related to the text, we buy illustration images from the image database Colourbox. These images cannot be used anywhere other than on Veiledersforum.no
- Send us details of your job title and the name of your employer.
- We provide a fee for all published articles. The final decision on publication is taken after the editorial team receives the first draft of your text.

How to write online content

We read online content in a different way to printed material. Some typical features are:

- We seldom read everything
- We tend to skim online content
- Many only read the headings
- Links mean that readers jump from one batch of information to the next

The article:

The article should consist of an introduction, main body and conclusion:

- The key issue(s) should be highlighted and clarified in the introduction.
- In the main body, the issue is discussed/elucidated from different angles based on different perspectives and experiences from the field/study. Giving specific examples can make it easier for readers to understand the issues(s) and the specialist knowledge that you want to impart.
- Conclusions should be drawn and summarised in the conclusion.

Why are you writing this article?

Readers are interested in solving tasks. What task will they have solved? Will they find the answer in your article? Always ask yourself: What do I want to achieve with this text?

Who is your target group?

Who will read the article? Is the text and your choice of words adapted to the target group?

Concentrate on conveying information that the reader actually needs as opposed to the information you want to give them. You should avoid using technical terms unless you provide an explanation. Make sure you steer clear of jargon, and try to read the article from the reader's perspective.

Title

Try to make this short and to the point. It should be easy for readers to understand what the text is about, and they should be inspired to read on.

Lead paragraph

The leader should be short (maximum 40 words) and should spark the reader's curiosity. Try to convey one angle or message. We are happy to help with the final formulation of the title and leader but would like suggestions to work with if possible.

Subheadings

Subheadings help the reader find what he or she is looking for in the text, or to form a general impression of what the article is about. Subheadings should describe the text that follows. Add short subheadings every two or three paragraphs.

Paragraphs

A long text without paragraphs impedes the reader's understanding. Text that is not crammed together is easier to read. A good rule of thumb is to write in short paragraphs and use line breaks after every three or four sentences. This makes it easier for the reader to find what they are looking for.

Use active language

It is easier for us to understand active language – because we understand who it relates to.

- Passive language: The bill needs to be paid. The text needs to be read. Laziness is a common characteristic.
- Active language: I am paying the bill. You are reading this text. People are lazy.

Sentences

Consider if long sentences are necessary. Can you insert a full stop instead?

Punctuation

Use single inverted commas/quotation marks ('xxxx'). Text in inverted commas/quotation marks should not be italicised. Use inverted commas/quotation marks, italics, exclamation marks etc. sparingly. Try not to resort to inverted commas unless they are really necessary.

Use lists and bullet points

If you need to list several items, use bullet points. This increases readability and makes your points easier to follow.

References

We *do not* use footnotes in articles and try to avoid in-text citations as much as possible. We prefer you to refer to academic literature and theorists within the actual text and to provide references in a list at the end of the article.

Anonymisation

If you use a case study in the article, it is crucial that those involved are anonymised such that individuals *cannot* be identified. If a participant in a case study is a pupil at the school/institution where you provide career guidance, for example, no details should be given of the study programme etc.

Images, models and figures

If you have graphs, models or figures that help illustrate the text, we would like you to send these to us. You must be sure that you are free to publish these, and if necessary, obtain approval from the copyright holder.

We prefer to receive images/figures/models as links to published material as opposed to them being embedded in the Word document that you send. When they are included in the Word file, we must create a screenshot, which makes the image indistinct and difficult to read.

Photo of the author

We would like a portrait photo of you. Portrait photos must be as follows:

- Sharp
- Landscape format (horizontal rectangle)
- The background should be a light/neutral colour, without too much interference
- A high resolution
- The image should be a close-up (similar to a passport photo)

Facebook

Published articles will be shared on Veiledersforum.no's Facebook page. Our general rule is that we tag the author and workplace. If you do not want yourself/your workplace to be tagged, please let us know before the article is published.