

Editorial Guidelines for Web Articles

LENGTH

- We encourage a word count of 1,200 to 1,600 words to make your article as readable as possible.

SCOPE, STYLE, LANGUAGE AND STRUCTURE

- Write your article with a wide audience in mind with respect to geographical, cultural, and professional background. National and local contexts should be explained.
- Authors should write based on verified facts, and the content should have clear arguments to support your viewpoint; avoid stereotypes and unsubstantiated claims.
- Use a language and tone inclusive to different genders, sexual orientations, ethnicities, and religions.
- Avoid acronyms or specific terminology and jargon that might not be widely understood by general non-expert readers. For any specific terminology used, always write in full on first mention with abbreviations in brackets, and use abbreviations in the remaining text. Keep technical or academic language to a minimum. Where you have to use such language, explain briefly on their first occurrence.
- Keep in mind: your first sentence should trigger curiosity; the first paragraph sets the scene for the topic. The last paragraph ties the text together and provides take-home points.
- Suggest a concise and interesting title that is not too vague. It should communicate your key theme.
- Include 2 - 4 short subheadings to structure your text.
- Use British spelling. For questions on grammar and language, check out the English style guide for hbs Hong Kong.
- Use font Arial in size 11.

REFERENCING

- Insert a hyperlink at the relevant point of your argument that you would like to reference.
- Try to avoid using footnotes wherever possible and integrate materials directly into the text.

FRONT MATTERS AND EXTRAS

Author's biography and photo

If you have not written for us before, please include a short biographical note (50 words maximum) and a photo (.jpg) of yourself.

Teaser text

Include a teaser text of 50-100 words setting out the main topic and argument of the article, and arouse interest of readers.

Images

Suggest picture(s) or illustration(s) to go along with the article, and provide caption texts if applicable. State the image source (name of creator and/or copyright distributor), and the type of copyright license (e.g. CC-0, CC-BY-NC ND, CC-BY-SA, or all rights reserved). If first-hand images are not available, you may consider using a CC licensed picture from [Creative Commons](#), [PxHere](#), [Flickr](#), [Unsplash](#), [Pexels](#), or similar sources.