

## Guidelines for *IGBChats*

*"Sure, it's been done before. But not by you. And not for us."* [Seth Godin](#)

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**The *IGBChats* space** would like to reach a wide audience, including people that might not be familiar with the many aspects of sustainability and its relationships. We invite you to write something that's conversational. Use your point of view. If for example you want to talk about your work, and it's about water saving devices, you could start with something about people's behaviour and water consumption. Or it could be about something you read, an anecdote, the news, or an observation and how it connects to the more serious issue about sustainability. Tell us something surprising, an interesting fact, a quote that fits or even invent a quote.

***IGBChats* is not about promoting your product or your organisation - it is about what you have to say about your world or something that's on your mind right now**

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**Length** 300 - 600 words; About 3 paragraphs

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**Catchy title** - if you can't think of one, we'll suggest one

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### Images

**Blog post title Image** - if you can't imagine one, we'll find one

**Images within the blog** - if you have any, include them

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**Tone** - Conversational, friendly and even a bit of fun

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**No Introduction** - Bring us straight into your world.

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### The blog should aim to be episodic, situational, relational

- **Talk about what you know** - what's the situation that's on your mind
  - **Share something small** - is there a task at hand that needs doing
  - **Tell us about a little or big idea** - the action required; what the result could be / results already happening or solution. Show us how the idea, solution or process contributes to sustainability in your context [implicitly or explicitly]
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### Include hyperlinks and sources

**Your bio** - 3 - 4 sentences with hyperlinks to your LinkedIn or organisation's team profile

**Your company** - 2 - 3 sentences with hyperlinks

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**Don't worry about being original** - *"Everything that needs to be said has also been said but since no one was listening everything must be said again"* Andre Gide

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