



# American Arbitration Association® (AAA®) - International Centre for Dispute Resolution® (ICDR®) 2024 Blog Editorial Guidelines

The **AAA-ICDR® blog** is looking for new content! Please review some simple guidelines to help with your posts.

## AAA-ICDR Blog Mission Statement

The AAA-ICDR Blog is where attorneys, practitioners, and business people find information on alternative dispute resolution (ADR) that is expert/practical/innovative/explanatory/persuasive.

## Blog Objective

To establish the AAA-ICDR as a thought leader and reinforce its stature as the standard bearer in the field of ADR. The blog is not a place to tout the AAA-ICDR but to build trust in our company by providing content and guidance that readers can't get elsewhere. (*The News section does report specifically on the AAA-ICDR; entries to that are welcome as well.*)

## Content Objective

To be helpful, not self-promotional, providing takeaway that readers can apply to their own concerns.

## Audience

Address a specific audience interested in resolving disputes. Think about who you want to read your post, and write the content accordingly. For example, a good corporate blog post is targeted to in-house counsel.

## Tone

Be conversational, useful, and informative—the goal is to generate a steady, recurring stream of repeat traffic.

*Hint: Ask yourself, "Do I find this useful or informative? Will my reader?"*

## Headline and Opening Paragraph

A compelling title and opening paragraph drive readers to read the entire post. The headline should be specific and indicate a benefit to the reader—actionable ("10 Things You Can Do..."); definitive ("How Experts Handle..."); intriguing ("Secrets of the Most Successful..."). We can help with that!



## Linking and Reposting

Consider if there is other relevant content on our website that readers of your post might find interesting. For example, if your post is about clauses, you might provide a link to ClauseBuilder®, our online clause tool. Posts should be linked only within the AAA-ICDR website. Posts may not be posted elsewhere without permission.

## Word Count

There is no right number of words. A minimum of 600-800 words is helpful to rank in search engines if someone seeks information on that topic, up to around 2,500 words, which could encourage people to share your educational content. The more an article gets shared, the more traffic is driven to it, and the blog becomes more interactive.

## Style and Formatting Tips

- Keep paragraphs short—no longer than four sentences.
- Use headers and subheads to break up the post.
- Use bulleted or numbered lists.
- Statistics and external resources must be cited.

## Content Review

Posts will be edited in-house. We may need to follow up with questions or clarification, and writers will be sent a final review.

## Before You Start Writing

Please submit your topic idea(s) for approval before you begin writing. Send your submission(s) or questions to [EnzK@adr.org](mailto:EnzK@adr.org). We will get in touch with you shortly.

## Where to Submit Posts

### After your topic has been approved:

AAA-ICDR staff, please submit your posts to [AAA-ICDR Blog Submission](#).

Writers outside the AAA-ICDR, please submit your posts to [EnzK@adr.org](mailto:EnzK@adr.org).

Thank you!