

# The NAJIT Observer Guidelines for Authors

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**Thank you for expressing your interest in contributing to  
The NAJIT Observer!**

This platform offers members, colleagues, and guests a space to share insights, firsthand experiences, and stories with others in the field. We aim to make the blogging process enjoyable, and with that goal in mind, we've outlined these simple guidelines to help you get started.

## Length

Posts should be concise, ideally ranging between 600–800 words. While 1,000 words is the maximum allowed, we encourage keeping within the 600-800-word range whenever possible.

- The document should be in **12-point Times New Roman font, double-spaced**.
- The title of the blog post should be **centered**, followed by the author's name.
- Text in languages other than English should be italicized, with translations provided in square brackets following the text: Example: *Me llamo Juan*. [My name is Juan.]

## Introductory Sentences

When a new blog is published, members receive an email featuring the opening paragraphs. To capture their interest, please start your blog with a brief overview or description that *highlights* the topic and invites readers to continue. This approach helps members quickly understand what the blog covers and encourages them to engage.

### Example:

*“Interpreting in legal settings demands precision and cultural awareness. In this post, we’ll explore strategies for handling nuanced situations, share insights from seasoned interpreters, and discuss best practices to improve accuracy in high-stakes environments.”*

This opening sets the stage, clarifying the blog’s focus while grabbing readers attention.

## Search Engine Optimization (SEO)

Search engine optimization (SEO) involves tailoring a website or blog to appear more prominently in relevant search results. For blog posts, crafting clear, descriptive titles and subtitles is key.

Our TNO editor will handle the final titles and subtitles, though you're welcome to suggest one. Here are a few tips if you'd like to contribute a title:

- Titles should be at least four words long and include keywords found in the blog's content.
- Subtitles are also beneficial and should incorporate keywords from the text.
- Begin your post with a brief content description. This helps draw in readers and enhances SEO by providing context right away.

## Style

Write your post in a style that reflects your unique personality and voice. Ensure that your ideas are fully developed and flow in a clear, logical sequence.

## Images (Artwork)

Typically, posts feature two images, one at the top and another within the body of the blog. While the TNO editor selects the final images, authors are welcome to submit their own, as long as they are not copyrighted. The editor ensures that any image aligns with the author's intent and reserves the right to make final content and image choices. It is also the editor's responsibility to confirm that NAJIT has the appropriate permissions to use each graphic, whether it's from a free source, includes credit to the creator, or has a purchased license.

- **Image Specifications:**
  - **Cover Image/Main Graphic:** 1600 × 600 pixels
  - **Body Photo/Body Graphic:** 300 × 200 pixels/ 150 × 150, 250 × 150 or 150 × 250 pixels
  - **Author's Profile Photo/Headshot Photo:** 150 × 180 pixels

## Engaging Readers

Since TNO serves as a platform for sharing ideas and resources, we recommend ending your blog with an invitation for readers to share their thoughts in the comments section. If your topic covers general knowledge, make it stand out by adding a unique, surprising, or

personal perspective. Aim to spark a reaction—take a stance, express an opinion, or share a relatable viewpoint that encourages readers to engage, discuss, and reflect.

*Thank you for contributing your insights and encouraging thoughtful dialogue within our community!*

*Please see the example of a submission template in the next page:*

## **[Placeholder Section Title: Understanding Key Concepts]**

**By: Jane Doe**

[Example introductory sentence: “In today's fast-paced industry, staying updated with the latest [topic] is essential. This blog will explore key concepts, provide actionable insights, and share best practices to help you navigate these challenges effectively.”]

[Placeholder text: Discuss the first key concept, providing general information and breaking down the idea into manageable parts. Explain why understanding this concept is crucial for professionals in the industry. Offer a detailed example that clearly illustrates the concept in action. For instance, describe a scenario where applying this concept successfully solved a problem or led to a notable improvement in outcomes.]

Expanding on the key concept, dig deeper into its origins or background, offering historical context if relevant. Include data, statistics, or research findings that reinforce the importance of the concept. This helps provide a well-rounded understanding and makes the discussion more informative. Readers should come away with a clear grasp of why this concept is foundational to their practice.

## **[Placeholder Section Title: Real-World Insights]**

[Placeholder text: Include insights from experienced professionals in the field. Use anonymized quotes or descriptions of hypothetical situations that illustrate the topic. For instance, “One seasoned professional noted that applying [concept] helped them reduce errors by 30%,” or “A common challenge faced by professionals is [challenge], but by implementing [strategy], they were able to see significant improvement.” These examples should make the topic relatable and actionable for readers.]

In addition to quotes, consider including a case study. Describe a situation faced by a professional or organization, the challenges encountered, the solutions applied, and the results achieved. This type of detailed example adds credibility to the insights and gives readers a template they can adapt to their own needs.

## **[Placeholder Section Title: Best Practices for Success]**

[Placeholder text: Provide a few best practices or strategies related to the topic. Start with a brief introduction on why best practices are important and how they can enhance one's work. Then present the strategies in a structured format:

1. **\*\*Strategy One:** [Placeholder Name] — **\*\*Describe the strategy in detail. Explain how it can be implemented and what benefits it offers. Provide an example of how this strategy has been successfully applied in the field.**
2. **\*\*Strategy Two:** [Placeholder Name] — **\*\*Discuss another effective strategy. Highlight the steps needed to put it into practice and any potential challenges that might arise. Offer tips on overcoming these challenges based on insights from industry experts.**
3. **\*\*Strategy Three:** [Placeholder Name] — **\*\*Present a third strategy, focusing on its unique advantages. Include a story or anecdote from a professional who has used this strategy to great effect.]**

Include a section on common pitfalls to avoid when implementing these best practices. This helps readers understand not only what to do, but also what not to do, providing a more comprehensive guide to success. Emphasize the importance of adaptability, suggesting ways readers can tweak these strategies to suit their specific contexts.

#### **[Placeholder Section Title: Additional Resources]**

[Placeholder text: Provide a list of additional resources that readers can explore to deepen their understanding of the topic. This could include books, articles, online courses, or tools that are relevant. Briefly describe why each resource is useful and how it can help readers further develop their skills.]

#### **[Placeholder Closing Section: Invitation to Engage]**

[Placeholder text: Summarize the key points made throughout the post. Reinforce why the topic is important and how the strategies discussed can make a difference in the readers' work. End with an invitation for readers to share their thoughts in the comments section, prompting them to reflect on how they approach the topic in their own work or to offer additional tips.]

[Example closing statement: “I encourage you to share your insights and experiences in the comments below. What strategies have you found effective in tackling this challenge? Let's start a conversation and learn from one another.”]

To foster further engagement, consider adding a question that directly prompts readers to think critically about the topic: “Which of these strategies do you think would be most effective in your work environment, and why?” This type of question encourages thoughtful responses and helps build a sense of community among readers.

**Word Count:** 800 words

**Image Links:**

1. Cover Image: *[Insert link]*
2. Body Photo: *[Insert link]*