Thinking Development – Guidelines for Authors

The idea behind Thinking Development is to present and debate UNCTAD’s perspective on today’s economic news and happenings, through blogs posted by its staff, and to encourage intellectual networking (a conversation) with academics in universities and think tanks members of the UNCTAD Virtual Institute.

The guidelines:

1. Introduce yourself to the audience – create a personal profile on the Vi website containing your photo and CV (http://vi.unctad.org/component/comprofiler/registers)
2. Choose a topic from the trade and development arena that you feel strongly about; something you read or see that “hits you like a ton of bricks”
3. Write an introduction paragraph about your topic, emphasize your personal point of view
4. If you quote a news item or someone’s work, italicize the text and provide a link to the full resource. The quoted material should not be longer than your own writing (must respect copyright and fair use issues)
5. Write a conclusion paragraph (if appropriate) to get your idea across

The mechanics:

1. Log in to vi.unctad.org/devblog/write-a-blog
2. Enter a sexy (newspeaking) headline as a title
3. Write your intro paragraph (You may also insert a small photo illustrating the post, if appropriate)
4. Click on More... (bottom of editor window) at the end of the first paragraph (this will be the “teaser” into the full blog post)
5. Quote your source in italics, provide a link to the original source (ensure that the source is publicly available)
6. Write your closing paragraph
7. Sign your blog with {cbavatar}yourusername{/cbavatar}; this will display your photo and link to your profile
8. Select section – Blog
9. Select category – Thinking Development
10. Show on front page – Select No
11. Author alias – If you are posting on behalf of someone else, enter their name here. Also sign the blog with {cbavatar}theirusername{/cbavatar}
12. Select date for “start publishing,” if nothing selected, it will be forwarded for publishing immediately
13. Finish publishing – Select Never, unless it’s an event announcement that can expire at a certain date
14. Access level – Select Registered
15. IMPORTANT – Enter keywords! This will help to categorize and develop “tags” for the blog
16. Click on SAVE