



Curriculum Insight Magazine

Guidelines for Writing

Curriculum Insight Magazine is published for educators by educators. The magazine is shared with leaders and educators pk-12th grade who span the globe, from International, Independent, Public and Faith-Based schools.

Each magazine issue is centered around a theme. Articles will be selected based on their tie to the theme as well as their ability to relate to what is relevant to the needs of educators today. Curriculum Insight features articles that are thought-provoking and lively; we aren't looking for academic journal articles. The aim is to inspire and energize the educational community by sharing authentic examples of the work schools and educators.

Key Articles in Curriculum Insights:

- **Change Makers**
 - Profiles education pioneers working to make a difference.
 - Highlights projects, service learning engagements or other items that are engaging students, community or educators.
 - Typically 1 per issue, 2000 words or less
- **Curriculum Focus**
 - Highlights a transformative process in a classroom, district, or organization as it relates to the theme.
 - More extensive in nature than the other articles.
 - Typically 1 per issue, 4000 words or less
- **Curriculum Connections**
 - Spotlights successful initiatives at schools around the globe.
 - 4-6 articles in an issue, 2000 words or less
- **Features**
 - A deep dive that explores hot topics and tried-and-true strategies related to the theme and the curriculum process, development, instruction and leadership.
 - Typically 4 per issue, 3000 words or less
- **Perspectives**
 - Personal essay centered around transforming teaching and learning tied directly to the theme of the magazine.
 - Typically 1 per issue, 2000 words or less

General Submission Guidelines:

- Article Guidelines & Style Aspects:
 - Write in a conversational tone (see specifics for type of article above).
 - All articles should be written in English (UK or US), unless otherwise requested.
 - We recommend **using bullets or numbered lists** if applicable. The use of **headers** is also key for articles. It breaks up the text and helps readers know exactly what they should be looking for.
- Document Guidelines:
 - Submit an article either as a google doc (share with pd@fariaedu.com) or as an attached word document.
 - Double-space all copy and leave generous margins.
 - Number all pages.
 - Use the oxford comma and one space after a period.
 - Use the word count based on the type of article you are writing.
- **On a cover sheet**, include:
 - Title of your article
 - Brief description of article (2-3 sentences) that summarizes your article
 - Keywords for article (see explanation [below](#))
 - Author(s) name, address, phone number, email address and any social media links + 2-3 sentence bio written in 3rd person.
 - When applicable, include school or organization logo or photo + 2-4 sentence description.
- Include pictures or images as separate files.
 - Images should highlight parts of the article, examples can include photos, illustrations and student work.
 - Identification and caption material for all figures, illustrations, and photos.
 - Photos should be submitted as high-resolution JPG images.
 - **Note:** student's personal information (name, age, grade, other identifying information) should not be included in captions or articles. **Be sure to check your school/organization's child safeguarding and social media policy before submitting images that include student faces.** Best practice is to use images with more than one student and/or an adult present with a general caption, for example:
 - Grade 10 students at XYZ School shared their....
 - Members of the Green Project demonstrate how to...
 - The winner of XYZ School's Service Award receives a certificate from the President of the Parent Teacher Association...
- Referencing and bibliography
 - Cite references in the text like this (Jones, 2000) and list them in a bibliography at the end of the article.
 - Do not use footnotes or endnotes for the references.
 - Authors bear full responsibility for the accuracy of citations, quotations, figures, and facts as well as copyright of photos, illustrations and images.

Choosing & Using Keywords

Once your article and topic has been selected, create an outline of what you hope to cover and then select your keywords. Choosing keywords is a unique aspect of writing and done properly, improves our search ranking with google, allowing a wider audience to see it. This is why you will want to consider terms and phrases that potential readers would search for, so Google identifies your article as a strong fit for the readers search inquiry in Google. Strong keywords build awareness and thought leadership in topics.

We suggest you pick 3-5 keywords that are key focuses of your article and breakdown your overall topic. For example, if this were an article, the keywords might be:

- Article guidelines
- Submission guidelines
- Choosing keywords
- How to choose a keyword

You'll see that these are multiple words, which is absolutely okay and more effective than just a single word like 'keyword' because it narrows the search parameter for google.

Once you have the keywords identified for your topic, you can move to the writing phase. We recommend **using the identified keyword 2-5 times each** in the article, but this can change on a case by case basis.

Your single focus keyword is the keyword/phrase you feel is most relevant to readers. This is the phrase you will want to include at least one time in the initial paragraph of your article and also in the title of the article, if possible. You can also put your topic into [Google's Keyword Planner](#) to gain other ideas and insights of relevant words that may be appropriate for your article.