



Guidelines for blog articles

Small Business Charter schools are invited to submit articles/blogs and case studies for publication on the SBC website. We publish articles that puts business schools' expertise in front of SMEs, and articles that share knowledge and best practice between business schools.

Blogs will be published on the Small Business Charter website under the [Knowledge Sharing](#) category (principal audience: senior leaders of business schools) or [Insights](#) section (principal audience: SME business leaders)

All blogs should be short, accessible, and easy to read. To see examples of blogs/articles published, please visit: smallbusinesscharter.org

Guidelines

Articles

- Word count: between **300 – 1,000 words**.
- Titles: The ideal blog post title length is **50-60 characters maximum including spaces**.
- Accessibility and readability: Please include sub-headers to aid readability and Search Engine Optimisation (SEO)
- The use of lists, bullet points, data, graphs and quotes also help with readability and SEO.
- Acronyms, abbreviations, and jargon: When using acronyms, please include the full term in the first instance. e.g. "the World Health Organisation (WHO)" and then "the WHO" for the remainder of the blog.
- Articles should not be academic texts. Accessible language should be used. The blog is a platform for ideas and opinions on how to run great business schools or how to give small business leaders thought leadership articles on relevant business issues. Extensive use of references/citations are discouraged where possible. If citations must be included, please add them beneath the article.
- Articles are subject to minor editing or feedback by the Chartered ABS web team, and subsequent approval, before publishing.
- The Chartered ABS maintains full editorial management rights as to the publication of articles submitted, and timeframes for such.

Author details

Please provide:

- Your / the author(s)'s full name(s), role(s) and institution(s) as you would like to be featured on the blog.
Please indicate whether you are a **Certified Management & Business Educator (CMBE)**, so that we can include it in your author bio, and then also share your article with the CMBE community.
- A copyright-free headshot image of the author(s) in a jpeg or png file format
- Please provide any social media handles for the authors, institution or business that you would like us to use, if we are able to share the articles via our social media channels.

Publication and distribution

As and when space permits, we will endeavour to share published articles via one or more of our newsletters and social media channels.

Newsletters

To sign up for the monthly SBC newsletter, visit: smallbusinesscharter.org

Please sign up for our monthly Chartered ABS newsletter at: charteredabs.org/register

Find us on social media:

LinkedIn:

[Small Business Charter](#)

[Chartered Association of Business Schools](#)

[Certified Management & Business Educator \(CMBE\)](#)

Instagram:

[smallbusinesscharter](#)

Article submissions

To submit a blog for publication, or if you have any queries, please email

Communications@charteredabs.org

Upon publication, you will be sent a link to the relevant page on the SBC website: [Home | Small Business Charter](#)

Notes:

- For more information about the Chartered ABS Certified Management & Business Educator (CMBE) scheme, visit charteredabs.org/cmbe
- CMBE subscribers can claim credits towards their CPD commitment by submitting an article to us for publication. Find out more at: charteredabs.org/cmbe/meeting-cpd-commitment