The Social Impact Communicator | Contributor Guidelines

Updated: February 29, 2016

Thank you for your interest in becoming a contributor to The Social Impact Communicator, the Center for Social Impact Communication’s (CSIC) online magazine! We’re always looking for writers who are interested in sharing knowledge about the role communication plays in fostering social change with our readers, and it’s one of the easiest ways to become involved with CSIC while also increasing your personal thought leadership.

Who may write for The Social Impact Communicator?

We’re on the lookout for writers who have passion for the power communication can play in helping solve some of the world’s most pressing issues. We want writers who can both educate and inspire with their articles. Specifically, writers may be:
- Georgetown University students or alumni
- Social impact communication professionals working within the nonprofit, CSR, cause marketing or government sectors, either in-house or at an agency
- Professors and teachers of communication at any academic institution

What subjects may I write about?

We’re open to your great ideas! To help stir your thinking we’ve compiled the below list of suggested topics. We welcome ideas that fall outside the below ideas, feel free to get creative!
- Corporate Social Responsibility and/or Cause Marketing
- Storytelling for Social Impact
- Global Communications
- Imagery for Social Impact
- Social Media for Social Good
- Ethics in Communication
- The Art of Collaboration/Partnerships

What format should I follow?

Submissions may fall under one of the following formats:
- Case Study
- Practitioner or Organization Profile
- Book Review
- Op-Ed or Opinion Piece
- Career Development or Advice Piece

Bonus Points: We particularly love when writers incorporate findings from CSIC research studies into their articles.
What is the commitment level?

That’s up to you! Only have time to write a one-off article? Perfect. Want to go deeper into a topic that interests you and write a series of articles? Then we’d love to hear from you – pitch us your idea!

What’s the benefit of writing for The Social Impact Communicator?

We want to ensure that the experience of writing for The Social Impact Communicator is beneficial to our contributors. Here are some of the benefits:

- **Promotion**: CSIC will promote your article throughout our social media and external platforms, such as Facebook, Twitter and our practitioner and student newsletters to extend the reach of your post. Through these channels, your article will be shared with thousands of social impact professionals.
- **Credibility**: As the nation’s leading educational resource on the role of communication in fostering social change, being affiliated with CSIC lends credibility to your articles.
- **Portfolio building**: Personal thought leadership is so important. We provide a platform for you to explore your big ideas while building a strong portfolio of work.

How do I submit my idea or blog post?

Email the CSIC team at csic@georgetown.edu. You may either submit an article in full or send us a brief “pitch” about your idea for a writing assignment. Be sure to include a short 1-3 sentence professional biography and a recent photo with all submissions.

*CSIC reserves the right to make all final editorial decisions.*