

IPR focuses on research that matters to the public relations practice, providing timely insights and applied intelligence that professionals can put to immediate use. Submissions should be focused on this (as well as including research to support points). Submissions should NOT include any links to products or services, or an attempt to sell or promote a product or service. Additionally, please avoid self-promotion in an article. Authors are encouraged to offer practical and relevant takeaways.

Research Summary Guidelines:

Each research-based summary should include:

1. Title of Study (or if title is too long or academic, add a teaser title for the Research Letter and social posts)
 - a. Example: Revised title: How does communicating social norms affect legislation support? Original title: Do social norms affect support for earthquake-strengthening legislation? Comparing the effects of descriptive and injunctive norms.
2. Authors' Names and Affiliations
3. Summary (background of topic, purpose of the study, and why it is important to the profession)
4. Method
5. Key Findings (Bulleted is fine)
6. Implications for Practice
7. Reference (APA Citation)
8. Location of Article (link)

Formatting guidelines:

- 600 to 900 words
- Section titles should be bold (see example below)
- Sections are separated by one space

Here's an example: <https://instituteforpr.org/using-mobile-enhanced-csr-to-engage-international-publics-how-stakeholders-react-to-corporate-disaster-relief-efforts/>.

A few other important tips when writing posts:

- One area that we are trying to improve is making sure we are talking to a practitioner audience. Even though academics may be familiar with certain terms, this may not be common in practice.
 - For example, the term “publics” is not used frequently in practice; rather, “stakeholders” or “audiences” are more common. But for terms that may be confusing or have inconsistent definitions (such as misinformation vs. disinformation), here are three examples for how to better define uncommon terms:

- Add a definition in parentheses. Example: ..."false-balance" media coverage (media bias often found in scientific articles that balances expert views and contrarian views to present an issue as being more balanced than the evidence supports) regarding climate change.
- Add i.e. or e.g., to give an example or more info if not clear. Example: ...and conveying support, compassion, and respect to employees (i.e., empathetic language)
- Follow a term with "or" and the definition. Example: Intersectionality, or the interconnected nature of social categorizations such as race, class, and gender that create overlapping and interdependent systems of discrimination or disadvantage, is a...
- Include acronyms only after you have spelled out the first mention. For example, corporate social responsibility (CSR) or organization-public relations (OPR).
- If measures were used that are compound terms, such as "strongly agree," "very satisfied," please italicize so people see that the two words go together to make it easier to read.
 - Example: *Coworker liking* was positively related to *organizational commitment* and *job satisfaction*.

Along with your blog post, please send us a headshot, 50-word bio, and Twitter handle, along with your name, position title, and affiliation. If you have relevant charts, etc. please include those as well.

IPR reserves the right to accept or deny any blog submission based on a number of criteria; an IPR team member will notify you if/when your post will be featured on our website and in our weekly Research Letter.