

# Writing Guidelines

After your application has been approved, and you have agreed on the topic(s) of your article(s), you are expected to send each piece as a separate Word document.

**Preferred fonts:** Arial, Times New Roman, Verdana, Helvetica, Georgia, Open Sans, Lato

**Structure:**

- Main title
- Short introduction (100-250 words)
- Subheading
- 1-3 paragraphs
- Subheading
- 1-3 paragraphs
- ...

**Words:** 800-1200 for opinion pieces, 1200-3000 for expert articles

**Language:** British or American English

**Recommended:**

- 100% original content
- Credible linked sources whenever necessary
- 1-3 external links to the author's website
- 1-3 internal links to Helinika's relevant articles
- Bullet points, quotes, rhetorical questions, humor...

**Avoid:**

- copy-pasted content
- AI-generated content
- hate speech (we are not that sensitive, don't worry)
- breach of copyright laws (consequences are faced by the writer)

All articles are proofread and changes may be required. Helinika is not obliged to publish a submitted article, especially if any requested changes have not been made. Helinika will not make substantial changes to a guest article without the written consent of the author. Structural and minor changes can be made with or without the consent of the author.