GMG

GUIDELINE AND WHITE PAPER CONTENT DEVELOPMENT GUIDANCE

This quick guide is designed to help those who have volunteered to develop content for collaboratively developed GMG guidelines and white papers to understand the role and the supports available to them.

KEY INFORMATION

PROCESS	REQUIREMENTS	TIME COMMITMENT	OTHER CONTRIBUTIONS
The processes will vary based on the project needs, but it is typically an iterative process where participants: • Meet to discuss content needs and determine who is doing what • Draft content on their own time • Come together to review the content • Revise the content as needed	Your role is as a subject matter expert in the topic you are covering. • You do not need to be a GMG member to participate • Strong writing skills are not a prerequisite • The GMG writers and editors can support the process. You can request varying levels of support, ranging from support writing the text to reviewing the content before you share it	Commitments are typically flexible: • You can choose to commit to larger or smaller tasks depending on your availability • You can expect to attend a few (approx. 2-5) one-hour project calls • You may be contacted by other project participants and GMG to follow up about the content	You can also contribute to the development process by: • Reviewing the work of others • Sharing supplementary content such as templates and case studies • Engaging others to participate • Providing input on project calls • Joining the project steering committee (must be a member)

BENEFITS OF PARTICIPATING

Build relationships with and learn from industry peers

Share your expertise and lessons learned

Have input into globally recognized guidance

Recognition as a co-author of a valuable guideline

KEY RECOMMENDATIONS

The content should be non-prescriptive, vendor-neutral, and globally relevant. Key questions to keep in mind:

- **Am I being prescriptive?** Avoid prescriptive language like "must" or "shall" and clearly identify examples versus general guidance.
- **What is my bias?** Acknowledging any biases that you have will help you write as objectively as possible.
- **Is it clear and globally accessible?** Will someone across the world understand? For example, where possible, spell out abbreviations and avoid jargon.
- **Am I duplicating work?** Take a quick look at what the other sections are covering and how your content relates.
- **Who is the audience?** Which stakeholders is the text aimed at? How are they expected to interact with the text?
- **How can I make this information more reader-friendly?** Concise and short paragraphs, lists, and visual elements such as tables and figures can add a lot to a guideline and help the information be processed more efficiently.

GMG editors will also be on the lookout for the above and can provide support where needed but considering these questions during development can make the entire process more efficient.

COPYRIGHT, EXTERNAL SOURCES, AND REFERENCING

GMG guidelines aim to gather collective knowledge, so referencing and sometimes reproducing content from external sources is common. External content must be handled appropriately:

- **Copyrighted third-party content:** If you would like to reproduce or adapt visual elements or long quotations from a copyrighted source, please contact GMG to discuss the best way to handle the process of obtaining permission. Note that some publishers, may be reluctant to grant permission because GMG Guidelines are openly available, so alternatives should be considered.
- **Content owned by your company:** Please confirm internally that you have permission to reproduce or adapt any content from your organization and share proof of permission with GMG.
- **Open-source content:** Please confirm (or work with GMG to confirm) the restrictions associated with the license before reproducing or adapting open-source content. Clearly identify the license and source with the reproduced content.
- **Referencing:** If you are referencing or quoting an external source, please share sufficient information about it so that GMG editors can produce a reference. GMG style is based on APA, so if you can provide an APA citation and reference, that is ideal. However, providing a stable link to online sources or key publication information such as author, publication year, title, and page number (if applicable) typically provides enough to editors to produce the references.

WORKING IN COLLABORATIVE DOCUMENTS

While the process may vary, most guidelines will be developed using collaborative documents with multiple participants working at the same time. The following general guidelines are put in place to ensure the process stays collaborative:

- **Tracking changes:** Use tracked changes when adding new content or editing existing content.
- **Large deletions:** If you think large pieces of content should be removed and it has not been agreed by the group in advance, please comment on it with your suggestion and the reason for its removal.
- **Content based on notes**: If you add new content based on a set of rough notes or suggestions, identify the notes you used to create your content so it is clear that they have been addressed.
- **Restructuring and formatting:** If there is major restructuring or reformatting needed, please make a note of it in the guideline and consult with GMG staff to discuss the best way to manage the process while the document is live.

If you find it difficult and distracting to work directly in the live documents, you can also share your content with GMG staff in alternative formats (e.g., Microsoft Word documents or by email) to input into the live draft.