Quick Editorial Guidelines for GALA

Goal and audience

- o The goal of GALA is to provide expertise on global-language-industry business trends, technologies, and best practices.
- o The audience includes language service providers, translation buyers, universities, as well as translation tech companies and consultants.
- o To see current articles and webinar recordings, go to the Resource Center on the GALA site.

Content requirements

- o We accept only **original content** (i.e. that hasn't been published anywhere else).
- o Recommended length for articles: minimum of 400 words and a maximum of 1500 words.
- o Use subheadings (h1, h2, etc.…) to make the text scannable.

- o Use US spelling.
- o The title of an article should be a max of 90 characters.

Images

- o Make sure your company holds the copyright for images or that images are royalty free.
- o 600 x 316 pixels is a recommended minimum size, and for best results use an image least 1200 x 630 pixels in size.
- o Supported formats: PNG, JPEG, GIF.

SEO

- o If possible, optimize your article for SEO.
- o In a separate email (content@gala-global.org) please provide us with:
  - o The content-related keywords
  - o The SEO title (60 chars) and
  - o The SEO meta description (160 chars).

Submitting an idea for an article

Before you write your article, feel free to run first the title and a short outline by us. You can e-mail us at content@gala-global.org

How to submit an article

- o **If you're a GALA member**, you can submit the content through your own user profile.
  - o Simply log in at www.gala-global.org. Then, click on the round icon – usually with your photo or your first initial – at the top-right of the webpage and choose "Submit Content" from the menu. Choose Article, then walk through the different steps.
- o **If you're not a GALA member**, please send your article to content@gala-global.org

Submitting an idea for a webinar

Submit your idea for a webinar (title, short outline, and target groups) to content@gala-global.org. We'll contact you a.s.a.p.

Submitting AI-generated content to GALA Global

At GALA, we want to be realistic about the use of technologies like generative AI.
AI can streamline and enhance content creation, but it can also pose ethical challenges. As with any technology, there are risks associated with natural language generation.

To prevent at least some of these risks, we need to ensure that all content submitted by our members, whether text, images, or video, is aligned with GALA's values, quality standards, and legal and ethical guidelines. For this reason, we have created a quick guide to submitting content that is partially or fully AI-generated.

We are aware that AI will continue to evolve and that our perspective may change over time, and we welcome your opinion in this respect. Please, send your feedback to content@gala-global.org

When submitting (partially or fully) AI-generated content to GALA Global:

- **Make it clear that the content is AI-generated.** Include a disclaimer at the top.
  For example:
  - *"This content was generated using an AI model, based on original ideas from a human author."*
  - *"This content was first generated using an AI model and then fact-checked/vetted and edited by a human author."*
  - *"The organization, grammar, and presentation of this [**article/blog post/press release/etc.**] were improved by the use of AI."*

- **Accuracy is important, especially when you want to build trust and show expertise**. Review and edit your content to ensure that it meets our quality standards.

- **While some fact-checking tools are available, nothing beats human fact-checking**. Fact-check and verify every piece of information before submitting your content.

- **Your content, your responsibility.** Make sure your content doesn't contain offensive or discriminatory language or violate any legal or ethical standards. Verify that any AI-generated content is used in accordance with local copyright laws. For more on this topic: Generative AI and Copyright: Unraveling the Complexities.

We encourage you to review Google's Helpful Content guidelines to make sure that your content offers value to readers and serves their interests.