

Editorial Recommendations for Your Article in OpenMind

Here we include a summary of what we are looking for in OpenMind and what our audience desires and expects, from an editorial viewpoint, so you can decide how to collaborate with us.

OpenMind project objective

The primary aim of our platform is to disseminate scientific knowledge. We want the articles that we publish in OpenMind to raise awareness and generate a discussion about scientific or technical subjects that are difficult to find in benchmark news outlets or media because they do not fulfil the criteria of being newsworthy. We expect to publish reasoned deliberations backed by references that are of permanent interest to the public.

We consider that these criteria offer a very worthwhile framework for professionals who may have an interest in or vocation for writing about subjects, albeit accurately and exercising control over the content of their article throughout the entire process. Now that we have seen an overview of the context, we will briefly describe the process, which consists of a series of very simple steps.

Steps to become a collaborator

1. To become a member of our team of collaborators, the first step is to [sign up on the OpenMind website and complete the user information](#), including a photograph and a description of your education and career, either in Spanish or in English (we will take care of the translation). You can include your social network profiles or the address of your personal or workplace website. This information should appear in Spanish and English because once you have published your first article (which will also be available in both languages), the profile will be visible whenever you publish with us and will appear associated with all your future publications.

<https://www.bbvaopenmind.com/colaboradores/>

- There is no time limit for sending articles to OpenMind, since these are shared with us on a voluntary basis. However, days or weeks may pass from the time the article is sent to the time it is published, depending on our programming schedule.
 - Authors are notified personally on the day the text is published.
 - Once it is published, the author may request adjustments, changes or amendments, which will be made by the OpenMind team.
2. The next step will be to receive the **first version** that you think suitable for publication on OpenMind. We will use this draft to make the necessary changes to adapt it to our editorial line.
 3. We normally review the titles for SEO purposes and overall aspects such as how sections are distributed, etc. The author is sent this **feedback** along with the text. Once the author gives the ok, we begin work on the **translation** and **illustration** of the text.
 4. The last step is **dissemination** through our OpenMind social network channels and, on occasion, using BBVA social network channels, as well as through certain agreements with *partners* such as *Materia* (El País) or the social networks of the *MIT Tech Review*, which also publishes our content and can improve the range of the audience that read your articles.

Whom are we addressing?

The target audience of OpenMind is a global, non-specialized audience with specific intellectual curiosity.

We expect our articles to combine scientific accuracy with language that can be easily understood by the general public who may have a specific interest in the subjects involved. We like serious subjects that are "timeless", rather than simply newsworthy.

The challenge is to "translate" subject matter with specific technical content into a language that can be understood by people who do not have a command over these concepts but are interested in

them.

Some advice to understand the types of texts that are welcome by OpenMind:

- "Short" articles with an average of 800-900 words.
- References and external links are to be included when referring to quotes, reports, etc. The arguments should include bibliography, when possible.
- General interest subject matter for our global audience, not interested in "local" subjects.
- Our publications are mostly original, initially published in OpenMind and signed by the author.
- In some cases, due to agreements with certain institutions, we republish articles that are identical to the original. If the article is not going to be published in OpenMind for the first time, let us know so we can include the original references, thereby not breaching any copyrights.
- We do not publish scientific essays or fragments of research works.
- Images or videos are essential to facilitate understanding; if you do not have the necessary resources to include them, we will propose illustrations.
- We recommend that the text be divided into sections and to include lists or sections with *bullet points*.
- For SEO purposes, the title of the article may be changed. We will send several proposals for their validation by the author.
- Lists, questions, proposals that open areas for discussion are a very good resource, as well as the stories of the individuals behind the events (scientists, inventors, etc.).

Thank you for your time and trust. Please let us know if you have any questions or comments; we will be happy to help and clarify and doubts you may have.

OpenMind team,