CIPIT BLOG POST STANDARD OPERATING PROCEDURE

2
Scope

4
Procedure

1
Purpose

3
Applicability

5
Blog Post
Schedule
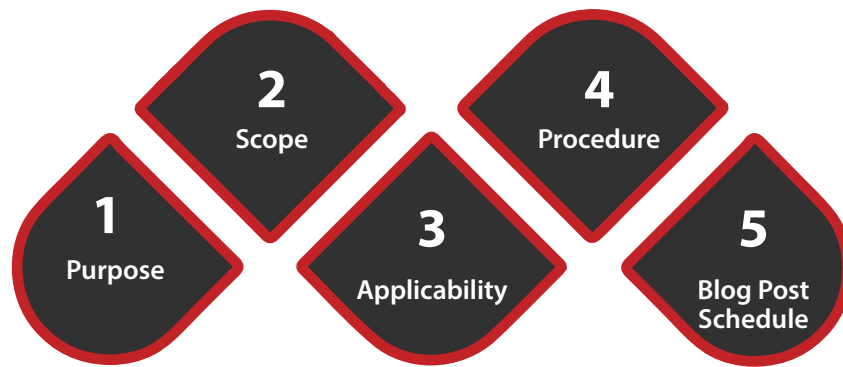
1. Purpose

The purpose of this SOP is to establish guidelines for the CIPIT blog post on the CIPIT website.

2. Scope

This SOP applies to all CIPIT staff responsible for writing, reviewing, approving, and disseminating research through blog posts. This applies to all instances where in all instances a need is identified to either create a new SOP or modify an existing one.

3. Applicability

This SOP applies to all CIPIT staff i.e Research Fellows, Research Assistants, Graduate Interns, Interns, and Administrative staff.

4. Procedure

4.1 Getting Started - The CheckList

Prior to writing a blog:
- Ensure that the subject matter falls within CIPITs areas of interest, which includes Artificial Intelligence, Intellectual Property, Data Protection, Data Governance, Information Technology, Digital rights, Digital ID, and Cyber Security.
- Check for prior published blog post on the CIPIT Website that are relevant to your work. You may cite and / or link for refrence.
- Determine authorship of the post: posts can be co-authored or singly authored with research help, this should be stated and clarified from the outset of writing the blog post.

4.2. Writing Style and Guidelines

- No Plagiarism Rule: Rule number one at CIPIT is the no plagiarism rule. This means that "If you cut and paste anything from any source, you must put it in quotations and cite the source. (Citation alone is not enough!). Any source means ANY source - laws, journal articles, news articles, poems, judicial decisions, everything. If you summarize what was said in a source (without lifting the exact text), you must cite the source."

- ***Word Count:*** Although this is guided by the

nature of the blog. The standard word count for CIPIT blogs is 1200 - 1800 words. Blog Posts may be shorter or longer depending on the context and the reviewer. ALL submissions must be appropriately cited or linked.

- *Use of short Sentences*: Try as much as possible to write short sentences. {Subject+Verb+Object}

- *Jargon*: Avoid jargon/technical terms that can be substituted by simple words. Both stylistic and topical. (Note: Sometimes in law, there are concepts or words we can't simplify, or require us to use Latin). If technical terms are necessary, please define them for a lay audience.

- *Communication is key*: Use simple English to communicate/write. Ensure your message comes across clearly and concisely. Use words that are appropriate for your target audience.

- *Target Audience*: When writing, keep in mind your audience, not all readers will have a legal background, it is important to ensure that the blog can be easily understood by the target audience.

- *Passive language*: Avoid using the passive voice when writing. Use the active voice as much as you can. Using the passive voice is likely to result in wordy and complex sentence structures.

- *Review*: Ensure you reread your work before you send it out for review.

- *Opinions:* Avoid presenting personal opinions in your work, especially where they are not well-founded in research or cannot be validated or cited.

4.3 Reviewing the Work

- Once you have completed your blog, the blog will be sent to the Research Fellow concerned with the area your blog covers.

- Innovation & IP: Chebet Koros(dkoros@strathmore.edu)
- Data Governance, Data Protection, Digital ID, Cyber Policy IT-related research: Francis Monyango (francmonyango@gmail.com)
- Artificial Intelligence: Dr. Angeline Wairegi

(awairegi@strathmore.edu)

PS: Remember to have in cc the point person responsible for blog posts i.e Florence Ogonjo - fogonjo@strathmore.edu)

- Where a blog covers areas that intersect, the author may involve all associated Research fellows and the Director.

- The Research Fellow will review the submitted blog and within a week and revert with comments, suggestions, or edits if any.

- The author will be required to address any comments, suggestions, or edits given after which the blog will be forwarded for final approval.

4.5 Publication and Dissemination

- Once approved for publication, the author will forward the blog post to the point person in charge of blog posts (Florence Ogonjo - fogonjo@strathmore.edu) indicating the author(s) of the blog, accompanied by an appropriate image and source(s) of the image obtained for website upload by Kevin Muchwat (Kmuchwat@strathmore.edu).

- The author will also be required to forward a relevant caption for the blog post for social media use which will be handled by Catriona Onyango (caonynago@strathmore.edu).

- The author(s) will ensure that all the required information is sent by email to the point of contact - Florence with Catriona Onyango, Kevin Muchwat and the respective Research Fellow in cc.

5.0 Blog Post Schedule
- There shall be a blog post schedule that will guide monthly blog post publications. The schedule will be circulated to all CIPIT staff and the calendar reminders shared noting authors required to submit blogs for the respective month.

Strathmore University
Centre for Intellectual Property and Information Technology Law