

**Content Guidelines**

**WILD**LABS.NET is an online community that connects conservationists and technology experts from around the world to find technology solutions for a wide variety of environmental challenges. This is a space where members can share experiences, explore ongoing projects, identify major questions and needs, and collaborate to develop new technology prototypes. **WILD**LABS.NET is also a resource for people who want to learn more about technology or conservation and join forward-thinking conversations.

**WILD**LABS.NET has a wide range of member-generated content that serves as a resource for the conservation technology community. These include thought pieces, case studies, how-to guides, technology reviews, and member interviews. This content allows members to learn more about conservation challenges, technology options, recent advances in the tech field, and how technology is currently being used on the ground by environmentalists. This helps generate discussion and inspire collaborative efforts to develop new technology solutions amongst members.

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**Before You Begin**

Thank you for agreeing to write for **WILD**LABS.NET! We depend on members to generate content, which serves as a resource for the community and helps spark discussions within our [community groups](https://www.wildlabs.net/community/). This is an opportunity to highlight your work and reach out to a global community of members for feedback and suggestions.

Before you get started, we have some general guidelines which pertain to all content. *For more detailed information, please refer to our website* [*Terms of Use*](https://wildlabs.net/terms-use)*.*

* Content should be no more than 1000 words

*(NB: this is fluid – if you are sharing an in depth how-to that needs more room, our members prefer you dig in to the detail rather than skimming through it).*

* Include a short (2-3 sentence), engaging summary at the start of your article (see [this piece](https://www.wildlabs.net/resources/case-studies/internet-cats-just-got-bigger) for a good example)
* Include a brief bio of yourself and a profile photo.
* Twitter: Please include your twitter handle so we can link to you when we share your piece through [@wildlabsnet](https://twitter.com/WILDLABSNET) . If you have relevant hashtags or accounts we should use, please make note of these for us.
* Please embed photos, maps, or videos within your piece
* Write in terms that everyone will understand (e.g. spell out acronyms, explain difficult terms, etc.)
* Cite publications and reports, and link to other websites where needed.
* All resources are accessible to the public and should not contain any private or proprietary information
* **WILD**LABS.NET editorial staff will help edit the piece to make it web appropriate
* Please remember to be respectful of other community members and be mindful that some members may hold differing opinions.

There are several different types of content with varying objectives and formats. Please make sure your piece incorporates the information outlined below.

**Thought Pieces**

These articles can address a wide range of topics, including new or cutting-edge technology, new uses for technology, opinions on the state of play within a field, or a call to action. These pieces should be no more than 1000 words, include a short summary and relevant images, links and videos.

These essays provide an overview of the topic (e.g. a conservation challenge or technology) and should contain some opinions or open-ended questions that will prompt discussion by the community. These pieces should not focus too much on one organization’s work, but rather give a neutral overview of the field.

**Conservation Challenge Thought Pieces** should set the scene for the conservation challenge. This could include the current state of play, sources of data that are available, technologies currently being used, key players (either individuals or groups), and the major challenges facing conservationists working on this issue on the ground. Please include relevant links so that readers can follow through to find out more context or investigate data sources.

The piece should conclude with either a call to action (i.e. this is what we need to discuss or fix), or open the topic up for general discussion. Please avoid focusing too much on one organization – this essay should give a general overview of the topic and not be self-promotional.

**Technology Thought Pieces** should position the technology in a conservation context. This could include discussing how the technology is being used currently, the future possibilities for use in conservation and the challenges that could stall future uptake. The piece should conclude with either a call to action (i.e. this is what we want to discuss) or open the topic up to general discussion.

**Examples:**

* [Viral Bear Video shows how drones threaten wildlife – and what to do about it](https://www.wildlabs.net/resources/thought-pieces/viral-bear-video-shows-how-drones-threaten-wildlife-%E2%80%93-and-what-do-about-it)
* [Camera traps designed for animals are now invading human privacy](https://www.wildlabs.net/resources/case-studies/camera-traps-designed-animals-are-now-invading-human-privacy)
* [How to share data on species to help conserve them… whilst avoiding them being exploited by poachers](https://www.wildlabs.net/resources/case-studies/how-share-data-species-help-conserve-them%E2%80%A6-whilst-avoiding-them-being)
* [From drone swarms to tree batteries, new tech is revolutionising ecology and conservation](https://www.wildlabs.net/resources/thought-pieces/drone-swarms-tree-batteries-new-tech-revolutionising-ecology-and)

**Case Studies**

This is an in-depth look at how technology is used in the field to address conservation challenges. The case study can look at just one location or project where the technology is being used, or it can compare uses in different landscapes. The author should clearly describe the technologies that are being used or tested and give feedback on successes, challenges, and failures.

We encourage all of our contributors to share the behind-the-scenes reality of deploying tech – the good and the bad. The articles we feature differ from the conservation tech pieces that are generally available because we don’t just want the polished story about your project – these articles are great in that they give an idea about what is possible to do, but they don’t tend to hold much tangible information that could help someone else looking to do similar sorts of work. We’re interested in featuring pieces that share what went right, but also what went wrong or what they wish they’d known before getting started, so we (as a community) can avoid making the same mistakes! It’s also interesting to hear about where field users would like to see technology developing – what’s missing, what could be done better? If you’re a tool or technology developer, we’d love to see you consider partnering with a field user to co-write a piece that combines both of your experiences.

**Examples:**

* [Naturewatch: Lessons from the field of app development](https://www.wildlabs.net/resources/case-studies/naturewatch-lessons-field-app-development)
* [Getting SMART in Cambodia](https://www.wildlabs.net/resources/case-studies/getting-smart-cambodia)
* [Thermal imaging, drones, and sea turtles: a case study using FLIR’s new Duo Pro R camera](https://www.wildlabs.net/resources/case-studies/thermal-imaging-drones-and-sea-turtles-case-study-using-flir%E2%80%99s-new-duo-pro-r)
* [The unexpected difficulty of getting videos from the field](https://www.wildlabs.net/resources/case-studies/unexpected-difficulty-getting-videos-field)
* [Is Google’s Cloud Vision useful for identifying animals from camera-trap photos?](https://www.wildlabs.net/resources/thought-pieces/google%E2%80%99s-cloud-vision-useful-identifying-animals-camera-trap-photos)

**From the Field: Interviews with WILDLABS Members**

This is an opportunity for an invited **WILD**LABS.NET member to highlight the work they are doing and share their progress. Importantly, please don’t be shy about sharing the challenges you are facing – this is also an opportunity to use the expertise of the community to work through problems.

*Q: How are you using technology in your work?*

*Q: What challenge has this technology helped you overcome? For example, would the data you can collect with the technology be able to tell you something that would be hard or impossible to obtain otherwise?*

*Q: How did you first get the idea to use this technology for your work?*

*Q: Do you use specific criteria to select the technology or model you use?*

*Q: Did the technology work as you expected? If it worked, what worked?*

*Q: What were some of the biggest challenges you faced using this technology in your location?*

*Q:  What are some of the shortcomings of the technology you’re using for your work that you’d like to see addressed?*

*Q: Have there been any unexpected positives of using this technology? What are the most surprising findings that the technology has helped you to discover?*

*Q: What advice would you give other groups such as yours that might be thinking about using this technology in their work?*

Please include any photos, diagrams or videos you’ve created to demonstrate your work, and a link to where readers can find out more information.

**Examples:**

* [Eric Becker and designing sensors for wildlife](https://www.wildlabs.net/resources/interviews/field-eric-becker-and-designing-sensors-wildlife)
* [Paul Millhouser and tracking migrating kestrels with low cost, light based geolocators](https://www.wildlabs.net/resources/interviews/field-paul-millhouser-and-tracking-migrating-kestrels-low-cost-light-based)
* [The highs and lows of camera traps for rapid inventories in the rainforest canopy](https://www.wildlabs.net/resources/interviews/highs-and-lows-camera-traps-rapid-inventories-rainforest-canopy)
* [Snotbots: can drones transform whale conservation?](https://www.wildlabs.net/resources/interviews/snotbots-can-drones-transform-whale-conservation)

**Open-Source Tools**

If you’ve designed an open-source tool that others might find useful in their work, this is where you can explain the tool and why it’s useful. Again, please don’t hesitate to also mention drawbacks or areas in need of more development - this can open up discussion and give members an opportunity to contribute feedback. Photos and instructional videos are really helpful, so please include them where possible. If necessary, include links to further information or repositories like [github](https://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwjXxoTUxJLSAhXHIMAKHZwxDZ8QFggpMAA&url=https%3A%2F%2Fgithub.com%2F&usg=AFQjCNH3ZL3XV5BXG7wkswWu5GxjTFtoJg&sig2=umGhw9AYsJ29W_iaLoUYOQ).

**Example:**

* [HWC Tech Challenge Update: Comparing thermopile and microbolometer thermal sensors](https://www.wildlabs.net/resources/case-studies/hwc-tech-challenge-update-comparing-thermopile-and-microbolometer-thermal)

**General Content: News, Events, Funding and Job opportunities**

We welcome the submission of general content that may be of interest to our community. If you are interested in sharing your news, events, funding opportunities and job postings, please send them to info@wildlabs.net. General content should be no more than 500 words, include a short summary (1-2 sentences) and relevant images, links or videos. The **WILD**LABS.NET editorial team will determine what articles are published on the site and reserves the right to not publish all articles submitted.

**Examples:**

* [Spacewalk for ICARUS](https://www.wildlabs.net/resources/case-studies/spacewalk-icarus)
* [Canopy cameras shed new light on monkey business in Brazil](https://www.wildlabs.net/resources/news/canopy-cameras-shed-new-light-monkey-business-brazil)
* [Call for citizen scientists to help unravel the mysteries of South Sudan’s forests](https://www.wildlabs.net/resources/case-studies/call-citizen-scientists-help-unravel-mysteries-south-sudan%E2%80%99s-forests)
* [Job Opportunity: Conservation Technology Programme Manager with ZSL](https://www.wildlabs.net/resources/careers/job-opportunity-conservation-technology-programme-manager-zsl)
* [Funding Opportunity: AI for Earth / National Geographic Innovation Grants](https://www.wildlabs.net/resources/funding-opportunities/funding-opportunity-ai-earth-national-geographic-innovation-grants)
* [Event: Ocean Hack, San Francisco, 10-11 September](https://www.wildlabs.net/resources/events/ocean-hack-san-francisco-10-11th-september-2018)