What is an Explainer?

An Explainer helps members quickly understand an issue, why it matters, and the practical considerations it raises. It is intended to orient readers to a topic, not provide comprehensive guidance.

Unlike a Fact Sheet, which uses a concise question-and-answer format to address basic questions about a topic, an Explainer provides a connected discussion of an issue, e.g. why it matters, how to understand it, and what practical considerations it raises.

Explainers should generally be jurisdiction-neutral unless the subject matter is inherently jurisdiction-specific. The goal is to help readers understand an issue and its practical implications, not provide a comprehensive analysis of how the issue is treated in individual jurisdictions.

Most Explainers will be approximately 1,000–2,000 words (approximately two to four pages, single-spaced). Authors should focus on helping readers understand the issue and its practical implications rather than attempting to provide comprehensive guidance.

The Elements of an Explainer

Section	Question Being Answered
Why This Matters	Why is this important?
Understanding the Issue	What do I need to understand?
Key Takeaways	What do I need to know?
Practical Considerations	What should I think about or do?
Additional Resources	Where can I learn more?

Explainer Author Checklist

- Clearly explain why members should care about this issue
- Help readers understand an issue rather than providing comprehensive guidance
- Ensure the content is broadly relevant across jurisdictions
- If discussing specific jurisdictions, ensure there a compelling reason to do so
- Ask yourself, “Will readers finish reading the explainer with a better understanding of the issue and its practical implications?”
- Where relevant, point readers to additional resources if they want to go deeper (No law firm link-outs)