# A Template for Your Internet Impact Brief

Use this template as you plan and write your Internet Impact Brief document.

## Title

Give your Impact Brief a working title. Keep it simple. If the aim is to publish this on the Internet Society’s website, the title might be changed before publication.

## Authors (optional)

It’s not always possible or advisable to byline your brief, but it’s helpful.

## Abstract

Write 2-3 short paragraphs summarizing the content of the entire document.

## Methodology

You should use the one written by the Internet Society, to keep the use of the framework consistent.

## Introduction

Add a paragraph introducing the work and setting out your aims.

## Summary of Recommendations

This should be a short paragraph, followed by a bulleted list of 1-2 sentences each, just to capture the most important takeaways and the impact of each issue on people, in case readers scan the brief without reading it in full. You can also link or attach your one-page summary.

## Background to The Work

Where did this law, policy, decision, or trend come from? What’s the historical or technical context? What challenges do you hope to address with this Impact Brief?

## Description of The Policy or Trend Being Analyzed

Briefly outline the elements of the law, policy or trend that are relevant to your analysis.

## Enablers And Critical Properties Affected

Describe the impact on each enabler and critical property, and whether this is positive or negative. If the effect is unclear—for example, it depends on the implementation—say so.

You can use a table to summarize, but also write about the key points, and make sure you take the time to describe how these potential outcomes affect people. A human angle can help convince your target readers to follow your recommendations.

## Full recommendations

What do you recommend be done about this issue? Is the goal to change a policy, recommend a specific implementation to avoid harm, or is it to change public opinion? How can any negative effects be mitigated? If the impact is largely positive, what can be done to ensure more of this approach?

## Conclusion

A 1-3 paragraph conclusion to wrap up your work. Is there further work that should be done? Can you recommend anything else a reader could look at for more context, or further examples?

## About the Internet Impact Assessment Toolkit

*A template paragraph from the Internet Society that can be included for context about this process.*

The Internet Impact Assessment Toolkit is designed to help build strong arguments to defend and strengthen the Internet. It offers guides, templates, and an analytical framework to conduct an Internet Impact Assessment.

An Internet Impact Assessment uses an analytical framework the Internet Society developed called the Internet Way of Networking. It is based on the Internet Society’s description of how the Internet works at a basic level. It helps people to understand potential impacts in a policy creation process, to analyze a law or policy proposal, or to understand the effects of a decision or trend. It requires policy and technical expertise, as well as knowledge of geopolitical and local contexts, including how legislative decisions are made.

## Endnotes and references

Add these if they’re needed

## Glossary

If you use specialist terms that you haven’t been able to define in the main text, it’s helpful to have a short glossary to help your reader.

## About the Internet Society

*If you’re publishing your brief on the Internet Society website, the editorial board will add this, but you can also include it if you’re not publishing it with us, to emphasize the expert foundations for your analysis.*

Founded in 1992 by Internet pioneers, the Internet Society is a global charitable organization working to ensure that the Internet is for everyone. Through its community of members, special interest groups, and 130+ chapters around the world, the organization defends and promotes Internet policies and technologies that keep the Internet open, globally connected, and secure.