Navigating the seas of scientific publication isn’t always easy. Observance of high ethical standards is vital to the scientific community and can help maximize the benefits of your research to society and your fellow researchers. Follow these tips to make sure your research is published responsibly.

To learn more about ACS Publications’ Ethical Guidelines, visit pubs.acs.org/ethics.

**Tips For Ethical Authorship**

1. **Be Accurate and Truthful**
   An author’s central objective is to avoid deception and present an accurate and complete account of the research performed. Make sure your research report and collected data is as detailed as possible to aid in reproducibility.

2. **Give Credit to Those Who Did the Work**
   The co-authors of a paper should be all those persons who have made significant scientific contributions to the work reported and who share responsibility and accountability for the results.

3. **Cite All Sources**
   Give credit when credit’s due; be sure to cite anything that influenced your work that is not common knowledge.

4. **Report All Safety Concerns**
   Identify any unusual hazards inherent in the chemicals, equipment, or procedures used in an investigation.

5. **Avoid Fragmentation**
   Provide a well-rounded account of your study in one paper—not several.

6. **Don’t Double-Dip Submissions**
   Don’t submit manuscripts describing the same research study to more than one journal at the same time.

7. **Keep Criticism Constructive**
   An experimental or theoretical study may sometimes justify criticism, but keep it professional and don’t let it get personal.

8. **Disclose Potential Conflicts**
   The corresponding author should let the journal know about any relevant competing financial or other interest (of all authors) related to the submitted work.

9. **Properly Attribute Published Content**
   All text and images that are reused from other publications, even your own articles, must be properly attributed.

10. **Provide Accurate Visuals**
    Images should be free from misleading manipulation.