

Manchester Unity – Editorial and Publishing Policy

The hard part in writing content is to pull together your message and content first. Then, filter it using the Guidelines below, then submit for publication.

To help you, please follow the below editorial and publishing policy points:

1. Content means copy and images.
2. This policy covers all MU content included in all public platforms including social media, web, Fraternally Yours, print, etc.
3. You can provide 100 words maximum articles. Follow the article writing guidelines below.
4. Images to comply with copyright and permissions
5. Images' resolution must be fit for the purpose of the submission. Please check with the PA at Society Office
6. Headline and paragraphs to follow a simple pyramid structure. Please check with the PA at Society Office
7. Society office reserves the right to edit and publish submissions without acknowledgement, feedback and or consultation
8. Society office reserves the right to editorial control and publication of all communication to the wider public platforms and membership.

Article writing guidelines

1. **Article content.** Write about what will be interesting or entertaining.
2. **Target audience.** Write for the public domain and for current members. Imagine talking to a 30-something-year old friend and a 66-year old friend at the same time.
3. **Voice, style and tone.** Write in a voice that is plain English, without slang. Write in a tone that is positive – uplifting, exciting, aspiring. Style should be conversational rather than formal / business.
4. **Article writing.** Write a maximum of 100 words. For web articles, follow a pyramid structure to add any extra content.
5. **Accompanying photos.** Provide 2 photos that further support your article. Action photos convey the mood better than static photos.
6. **Photo specifications.** Email photos to the PA at Society Office with caption and member names.
7. **No detail** pertaining to any internal decisions and correspondences, nor specific member / staff / etc. contacts, details or email addresses.