

## Newsforce Editorial Guidelines & Policy

### **Tell Good Stories. Period.**

Whether your Newsforce advertorial story is a feature article, thought leadership platform, press release, or new product announcement, good storytelling shares some common elements.

### **Good Stories DO:**

- Feel real. Emotion is powerful;
- Use proper English, spelling, grammar, punctuation, capitalization and sentence structure;
- Follow simple punctuation rules: One or two spaces after each period, colon, or semi-colon; Periods should be inside of quotes; When doing "... " -- you should use only 3 dots minimum and maximum; When using dashes, use two in a row, ex: "--"; There is never a space before a period or before a comma;
- Include the basics. That's who, what, where, when, why and how;
- Connect with the reader. Tell us why we should care about the story and the people in it;
- Say it in plain English, using words we all use and understand;
- Build pace with narrative, quotes, natural sound, or, if you're working with video, creative shot editing, to tell the audience what happens next;
- Must be a minimum of 250 words and no more than 5,000 words. For us, an ideal article size is 400-750 words.

### **Good Stories DO NOT:**

- Contain pornography/adult material, hate or violence-oriented, suggest racial intolerance, advocate against any individual or group, have insulting, obscene, degrading tone, or contain profanity;
- Contain any content that is a violation of any law, can be considered defamatory, libelous, or infringes on the legal rights of others;
- Use excessive italics, exclamation marks and/or bolded keywords/phrases.

### **Good Headlines Do:**

- Grab the readers' attention;
- Display newsworthiness by reading like a news story rather than an advertisement;
- Fit within our framework 60 characters (including spaces) for the headline and 130 characters for the "teaser" news blurb;
- Use upper and lower case letters with the first letter of each major word capitalized.

**Good Headlines DO NOT:**

- Use all caps;
- End with a period;
- Use exclamation points,
- Display brand marks such as © or ™ ;
- Include statements known to be false, or profanity.

**RESTRICTIONS AND PROHIBITIONS:**

When providing content to Newsforce, please abide by the following restrictions and prohibitions. You may NOT:

- Create content that include any links that are pornographic, defamatory, libelous, tortuous, vulgar, obscene, invasive of privacy, racially or ethnically objectionable, hateful, promotes or provides instructional information about illegal activities, or promotes any act of cruelty to animals.
- Create content links to any worms or viruses or any code of a destructive nature.
- Create content in breach of a confidentiality or fiduciary obligation you may have.
- Create content for any illegal activities or to promote or make solicitations for any illegal or unauthorized activity.