Alnwick Area Friends of the Earth

Guidelines for Submitting Material for the Website

Alnwick Area Friends of the Earth maintains a website at https://www.alnwickfoe.org.uk/. The main purposes of the website are to provide a findable point of contact, to carry information about our main activities and campaigns, to serve as an archive for minutes of AGMs and publicity materials, and to offer occasional opinion pieces on matters relevant to the group. The website is static, but some dynamic content is served via a Twitter noticeboard and there are links to our Facebook page.

While the home page carries a 'latest news' feature, this is used only to describe major events or ongoing campaigns and is not normally updated more than two or three times a year. Individual events should in general be posted on Facebook and Twitter and advertised via our email distribution list.

This document offers guidelines for submitting material rather than hard and fast rules. If you have any queries or would like to suggest any changes to website that are not covered here, please contact the editor.

The current editor of the website is Brycchan Carey (brycchan@brycchancarey.com)

Content Areas

The website has seven main content areas, three of which are open for member contributions. Suggestions for additions, subtractions, or revisions for the other four pages can be made to the editor.

	Page Title	**Content**	**Member Contributions?**
1	Home page	Top-level information and orientation; 'Latest News' for long-term news stories; Twitter board for shorter-term news stories.	No.
2	Our Work	General information about ongoing and long-term projects as well as our 'bread and butter' activities such as stalls, festivals, beach cleaning, etc.	Yes
3	Our Campaigns	Information about specific activities or campaigns that are generally either focused on a specific aim or are time limited.	Yes
4	Points of View	Short articles from members on environmental themes.	Yes
5	Archive	A collection of essential documents such as policy and AGM minutes as well as a record of old events flyers, etc,=.	No
6	About Us	Key information about roles, policies, meetings, etc.	No
7	Contact Us	Contact information.	No

Style and Presentation

The editor will check all submissions for grammar, spelling, etc, but please do follow these principles:

- As far as possible write in a clear, accessible style avoiding jargon. Spell out acronyms in full the first time you use them.
- Text will be converted into HTML (web page code) which has a limited range of format styles. Please submit work with minimum formatting and try to avoid, as far as possible, special characters and special effects. Simple effects such as bold and italic are fine.
- It may be helpful to write the text in a standard word processor such as Microsoft Word and use its built-in spelling and grammar checkers – but be careful to use English, not American, spelling and grammar. Read through the work carefully before you submit it.
- Submit text in an editable format such as MS Word but NOT as a PDF.

Images

Most articles should be accompanied by a suitable image.

- Images must be your own work, in the public domain, or have the appropriate permissions. The group risks legal action if images are used without permission. If in doubt, check with the editor.
- Square or landscape images work best with shorter articles. For longer articles, square or portrait images are preferred.
- Images should be submitted at reasonably high definition. As a rule of thumb, try to submit images with a file size of between 1 mb and 5 mb. Images will be reduced and may be cropped or enhanced, but it helps to start with a larger file size.
- If you don't have a suitable image, you can search for free images from https://unsplash.com/. When you have found an image you like, simply send the editor the link rather than the image itself.

Legal, Evidential, and Copyright

In the old phrase, contributions must be legal, decent, honest, and truthful.:

- Double check that any claims you make, particularly about individuals, are accurate and are supported by evidence.
- Double check that all facts and figures are correct and come from reliable sources.
- The writing you submit should be your own work. If you are quoting from another source, you need to include it in quote marks and name the source.
- If you quote from a source, name the source. Include the author, title, date, and page number of any printed sources and the URL (web address) of any online sources.
- All images must be your own work, in the public domain, or have the appropriate permissions, as above.

Submitting Content to the 'Our Work' Page.

If there is a need to add a new article to the 'Our Work' page, it should generally be agreed at a comms committee meeting since this page describes our core activities.

- New articles should describe an important and ongoing part of our work, a recurring activity, or a lasting relationship with an external partner.
- Text should be around 150–250 words.
- Please include or suggest an appropriate image
- If there is an external partner, please include a link

Submitting Content to the 'Our Campaigns' Page.

If there is a need to add a new article to the 'Our Campaigns' page, it should generally be agreed at a comms committee meeting since this page describes our key campaigns.

- New articles should describe an important and current campaign or area in which we are currently seeking to raise awareness.
- Text should be around 150–300 words, but where there is a lot of information to share or the campaign includes many events they can be longer.
- Please include or suggest an appropriate image.
- If there is an external partner or relevant page on the National FoE website, please include a link.

Submitting Content to the 'Points of View' Page.

A 'Point of View' article can be submitted to the editor at any time. Anyone who is a member or who has a relevant connection or point of view may submit an article.

- New articles may address any issue relevant to the aims and objectives of Alnwick FoE, as set out in the constitution.
- Articles may take many forms including, but not limited to, opinion pieces, reports of events and activities, book and film reviews, or ideas about green living.
- Text should be around 400–600 words.
- Please include or suggest an appropriate image
- Please include links to any other websites cited or which are relevant to the topic.
- Publication of 'points of view' articles is not automatic and the editor may suggest changes to ensure it is accurate and relevant to the to the aims and objectives of Alnwick FoE.

Responsibility for Website

The website is the property of Alnwick Area Friends of the Earth. The editor has day-to-day responsibility for the site and works as part of the comms committee to decide content. In the case of any dispute, final authority rests with the Alnwick FoE Management Committee.

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