

## Submission guidance

The five main types of content are:

1. **Social media posts**
2. **News items**
3. **Event items**
4. **Opinion pieces**
5. **Case studies**

Guidance for each type of content is below.

### Social Media Post:

The Communications team appreciates efforts to provide this information but may at times slightly edit it to make it more engaging and relevant for our audiences.

1. A few paragraphs of content at most.
2. Where possible, provide a short snappy first sentence, designed to engage people to read more – for example: Want to have your say about the impacts of Long Covid? (as what comes after usually comes below the ‘read more’ button).
3. **Image/s for social media:** Minimal text, accessible content, easy to see/read – always include **ALT text** – Aim to be descriptive, but keep to a sentence.

### News/Opinion/Event/Case Studies:

#### 1. Title

- Keep titles concise (7–10 words) and engaging.
- Avoid punctuation at the end of titles.
- Ensure the title provides a clear understanding of the content.
- Only capitalise the first word of title, and any names/project names etc.

#### 2. Easy read (short overview)

- Provide a brief, clear overview of the content (140 characters or fewer).
- Avoid repeating the title.

### 3. Author attribution (for opinion pieces)

- **External authors:** Include their full name, job title, and organisation. Link to their organisation's page if they are part of a member organisation.

### 4. Main text

- Avoid articles only being a couple blocks of text, or way too lengthy.
- Ensure the content includes all relevant information and avoids jargon (use simple and easy to understand language).
- Explain acronyms fully on first use.
- Use proper formatting:
  - Minimise bold text.
  - Avoid italics and underlined text.
  - Use bullet points for lists where appropriate.
- Include working hyperlinks. Ensure they are over at least two words for accessibility.
- Provide a featured image if possible to be included at the top of your post.
  - 1-2 images maximum
  - Provide ALT Text

### Accessibility checklist

- Review the content to ensure it is clear and adheres to accessibility standards.
- Provide ALT text for all images.
- Make sure ALT text isn't too long.
- Avoid using images with too much text in them.
- Ensure hyperlinks are descriptive (e.g., avoid "click here", you can instead write 'click this link' or 'read the guide here').
- Use clear headings and subheadings to make the page clearer to navigate.