

AUGUST 2020

THRIVE Publishing Guidelines v2.0

FOR WRITERS / CONTRIBUTORS



CONTENTS

- [Key Principles](#) 3
- [THRIVE's Voice](#) 3
- [Spelling and Grammar Guidelines](#) 4
- [Writing Your Articles](#) 4
- [Uploading Your Article: WordPress Checklist](#) 5
- [Featured Image Guidelines](#) 7
- [Where to find high quality images](#) 8
- [How to resize your featured image](#)..... 9
- [Feedback on submission](#)..... 9



Key Principles

- Aim for a length of 500-1,200 words. Some topics may call for longer articles or dividing the article into parts.
- Write clearly and concisely. Don't waffle or add unnecessary information.
- Do NOT write in the first-person using words like "I," "me," or "my." Instead, write in the third person. The article/blog post should be from the standpoint of an educational and authoritative resource on the topic.
- Articles must be your original work and not published elsewhere.
- Give credit. Check your facts and quotations. Cite the original sources (not the source that quoted the original source).
- Our Editorial Team reserves the right to edit your article, including grammar, spelling, and formatting.
- Personal information, such as last names, email addresses, and personal websites are not permitted.

THRIVE's Voice

Our organization's voice is:

- Conversational
- Trustworthy and authoritative
- Approachable
- Knowledgeable
- Informative
- Community-oriented



Spelling and Grammar Guidelines

- Use a single space after a period.
- For numbers, spell out numbers one through nine; use numerals for 10 and up.
- Use the word per cent for singular percentages (one per cent - nine per cent). Use % for percentages 10 and above.
- Always use serial commas (Oxford commas) in lists.
- Contractions are preferable (“It’s vs It is).
- Media usage: Capitalize and use quotation marks around Academic articles, Television shows, etc.
- *THRIVE*: To be written in all capital letter and italics.

Writing Your Article

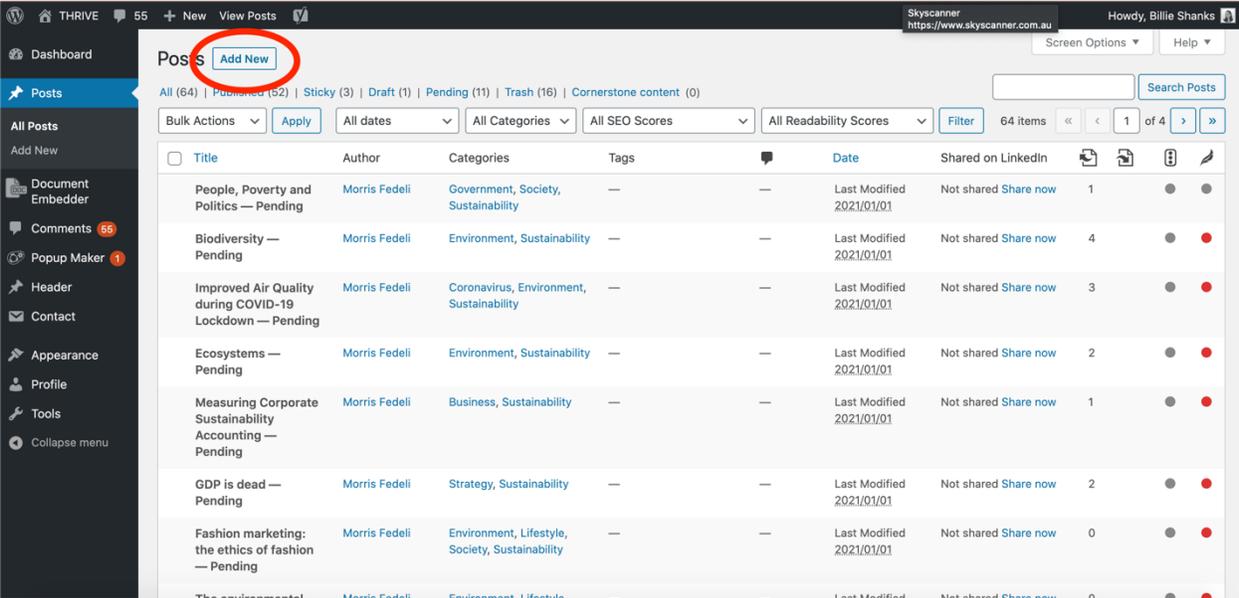
- Write to an audience of a **general/knowledgeable audience** aged 15 and above.
- When presenting data and figures, consider using charts. Sometimes figures can be difficult to digest for readers, so think about ways to make important data readable.
- Keep your paragraphs short and break the article into easily digestible sections.
- Include *THRIVE* content when applicable. If you feel your article relates to other articles, audio files, YouTube links, or images/charts on the *THRIVE* Platform we encourage you to include them in your post.
- Include hyperlinks to direct readers to other *THRIVE* articles.
- Use subheadings and quotes throughout the article to improve Search Engine Optimization (SEO).
- Stay insightful! Readers should feel educated and motivated so they will engage more with the *THRIVE* platform.
- Call to Action: Be sure to link back to the key messages, values and purpose of *THRIVE* at the end of your article.
- Double-check your work. As a content writer, we’re relying on you to be the expert in your field. Make sure there are errors in your statements, spelling or grammar.
- Read the WordPress checklist below to set up your own article’s SEO.
- **Do NOT publish your article.** Ensure it is saved as ‘**Pending Review**’ and email editor@strive2thrive.earth when you are done so we can review and publish the article to the publishing timetable.

Published posts will appear on the *THRIVE* Blog. We promote all articles via The Thrive Project LinkedIn.

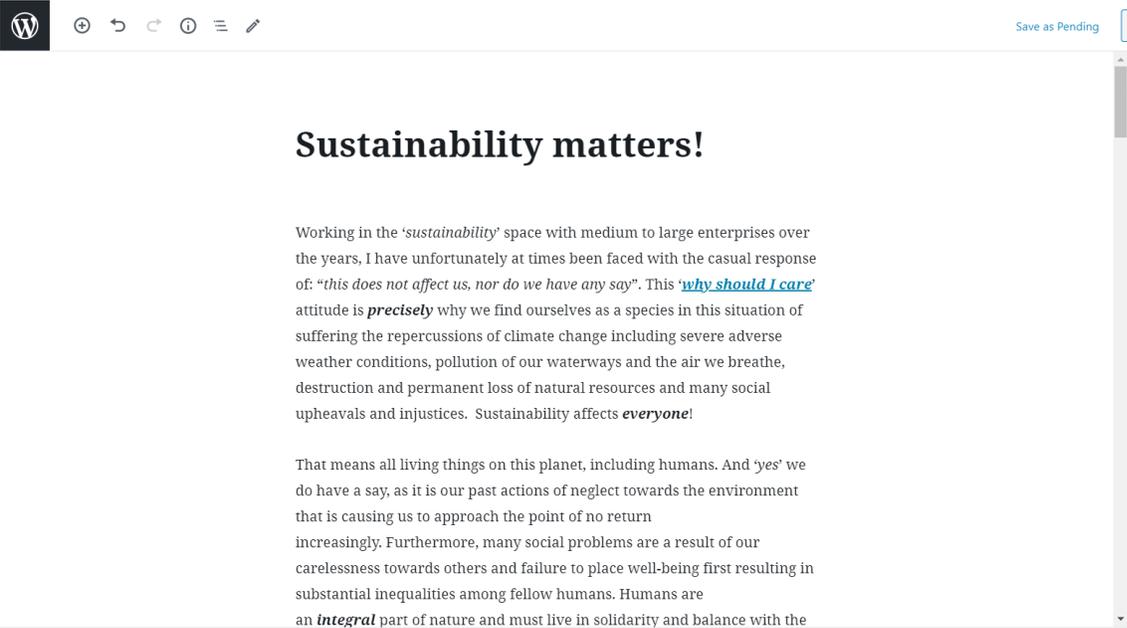


Uploading Your Article: WordPress Checklist

- Log in as a Contributor at [https://wpadmin.strive2thrive.earth](https://wpadmin.strive2thrive earth)
- Go to Posts via the Left Sidebar and click 'Add New'



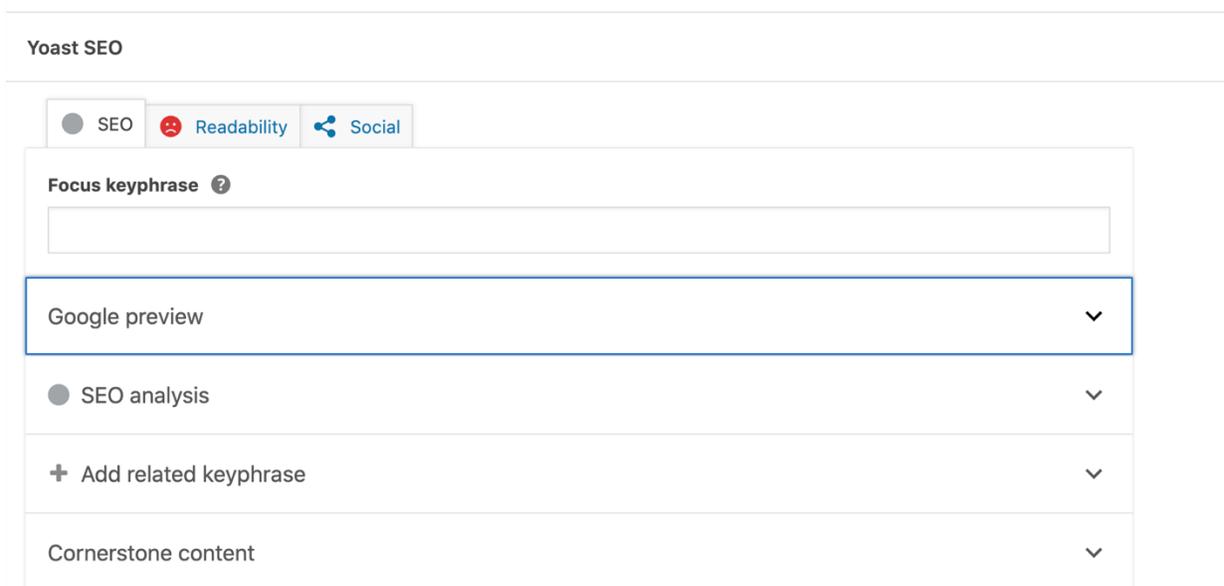
You can either copy and paste your article directly or type it in this page. Insert your heading in the “Add Title” block. Insert pictures/photos using ‘cut’ or ‘copy’ and ‘paste’.



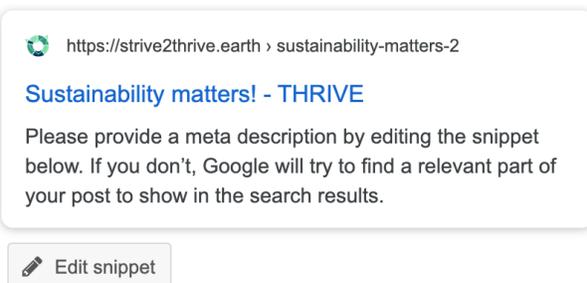
Keep ALL settings as they are except for the following changes. On the Right Sidebar of your blog post editor:

- Ensure correct Author is listed in the dropdown.
- Ensure publication date is set **one year** after the actual upload date.
- Edit URL slug. Keep it short and unique, so it doesn't override another blog post.
- Select relevant Categories for blog post (please don't create any new categories).
- Upload featured image (size: 900 x 483 pixels). See below for more information on how to resize images.
- Paste first 2 lines of text of article into "Excerpt".

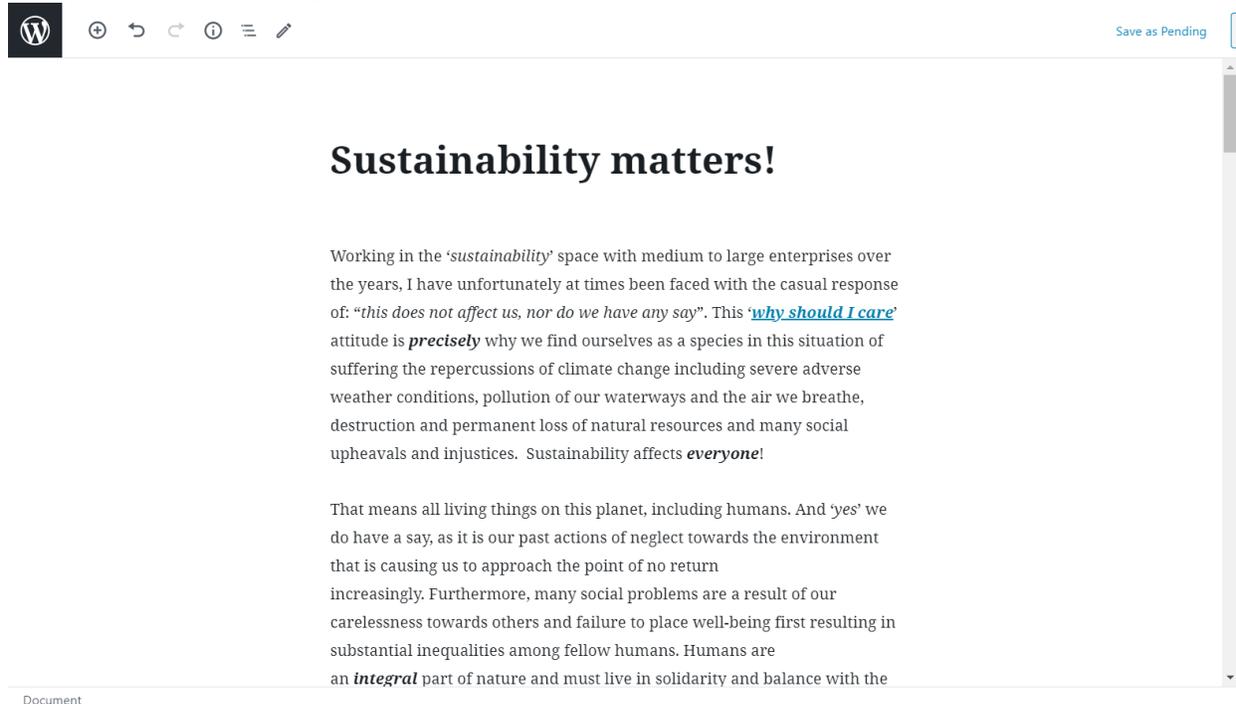
Scroll down to the bottom of your text editor, you should see *Yoast SEO*:



- Click "Google Preview" and click "edit snippet"
- Paste the first line from your article into the Meta Description (make sure the bar under the text remains GREEN otherwise add/remove words to make it fit)
- Double check URL slug here (this is the text after www.strive2thrive.earth/....)



Click to save as 'Pending' on the top right.



The screenshot shows a WordPress editor interface. At the top left is the WordPress logo and a toolbar with icons for undo, redo, link, unlink, list, and edit. At the top right, there is a 'Save as Pending' button. The main content area features a large heading 'Sustainability matters!' followed by two paragraphs of text. The first paragraph discusses the 'sustainability' space and the 'why should I care' attitude. The second paragraph discusses the impact of human actions on the environment and social inequalities. The bottom of the editor shows a 'Document' label.

Sustainability matters!

Working in the 'sustainability' space with medium to large enterprises over the years, I have unfortunately at times been faced with the casual response of: "this does not affect us, nor do we have any say". This '[why should I care](#)' attitude is **precisely** why we find ourselves as a species in this situation of suffering the repercussions of climate change including severe adverse weather conditions, pollution of our waterways and the air we breathe, destruction and permanent loss of natural resources and many social upheavals and injustices. Sustainability affects **everyone!**

That means all living things on this planet, including humans. And 'yes' we do have a say, as it is our past actions of neglect towards the environment that is causing us to approach the point of no return increasingly. Furthermore, many social problems are a result of our carelessness towards others and failure to place well-being first resulting in substantial inequalities among fellow humans. Humans are an **integral** part of nature and must live in solidarity and balance with the

You can then exit the page.

Email editor@strive2thrive.earth when your article is ready for review.

Featured image Guidelines

The feature image is visible as a thumbnail on the main Blog page and is repeated as the main image on the individual blog post. should always be:

- Unique – Ensure your chosen image hasn't been used on the THRIVE blog before.
- High quality – Ensure you download the actual image rather than dragging it from the website to your desktop resulting in a low resolution image..
- Relevant to the blog post subject – search for keywords mentioned in the blog.
- Non-offensive – if the blog is about a controversial subject, keep the image vague.

Examples of past blog images:

Air Pollution:



Religion:



Wellbeing:



Afforestation:



Coronavirus:



Equality:



Where to find high quality FREE images:

- <https://www.pexels.com/>
- <https://unsplash.com/>
- <https://search.creativecommons.org/> (ensure that your image doesn't require you to credit the owner) - on the sidebar, select the first 2 options under "licenses"

How to Resize your Featured image

- Go to <https://resizeimage.net/>
- Upload your image file
- Skip steps 2 + 3
- Step 4 - untick "keep aspect ratio", insert 900 and 483
- Step 7 - select normal compression
- Select "resize image"
- Select "Download image" to download to your local download folder

Feedback on submission

We have a regular daily schedule of submissions, so please ensure all article submissions meet the Publishing Guidelines in all respects. Consistently meeting these expectations will ensure your quick escalation from **ghostwriter** to **self-authored** published status whereby you conduct your own research, writing and editing.

Accepted articles:

THRIVE editors will tolerate and effect minor corrections before passing an article onto the pool of draft articles for publication. Once in the draft pool then the Editor-in-chief will assign dates for the publishing of the same according to a number of factors. You will no longer be able to edit the article past this point.

Rejected Articles:

Article requiring major corrections, be missing key citations/biography or be missing or contain erroneous or unsupported facts, missing links, inappropriate length, styling or grammar or in some other way not of sufficient quality will be rejected. You will be advised of this by the editor and your article will contain red text or otherwise red marks/comments indicating where the issues lie. Please fix promptly and resubmit within two days to avoid article release date being pushed back.