

1 JANUARY 2021
THRIVE PUBLISHING GUIDELINES V3.3

FOR WRITERS/CONTRIBUTORS





CONTENTS

Resources	2
Content Creation and Publication Process.....	3
THRIVE's Voice	4
Key Principles	4
Spelling and Grammar Guidelines	4
Writing Your Article	4
Writing an Effective Title.....	5
Keyword Research Tips	7
Featured Image Guidelines	8
Where to find high-quality FREE images:.....	9
How to Resize your Featured image	9
Topic Selection.....	10
Writing or Uploading to WordPress	13
Finalising Your Article.....	13
Search Engines Optimisation	15
Submitting for Review Checklist.....	18
Feedback on Submission	19
Publishing Schedule.....	20



Resources

[Blogs](#): Read published Blogs

[WordPress](#): THRIVE's WordPress Login for writers

[Content Repurposing Form](#) Fill this form to repurpose your content for Social Media, Infographics, Audio-Visual Material

[Google Drive](#): For shared and collaborative THRIVE documents

[NextCloud](#): THRIVE's primary cloud storage system

[Slack](#): Internal Team Communication

[Webmail](#): THRIVE Email

For help, please get in touch via Slack or Email:

Research Team: #research

Blog discussions: #blogs

Content writing: #content

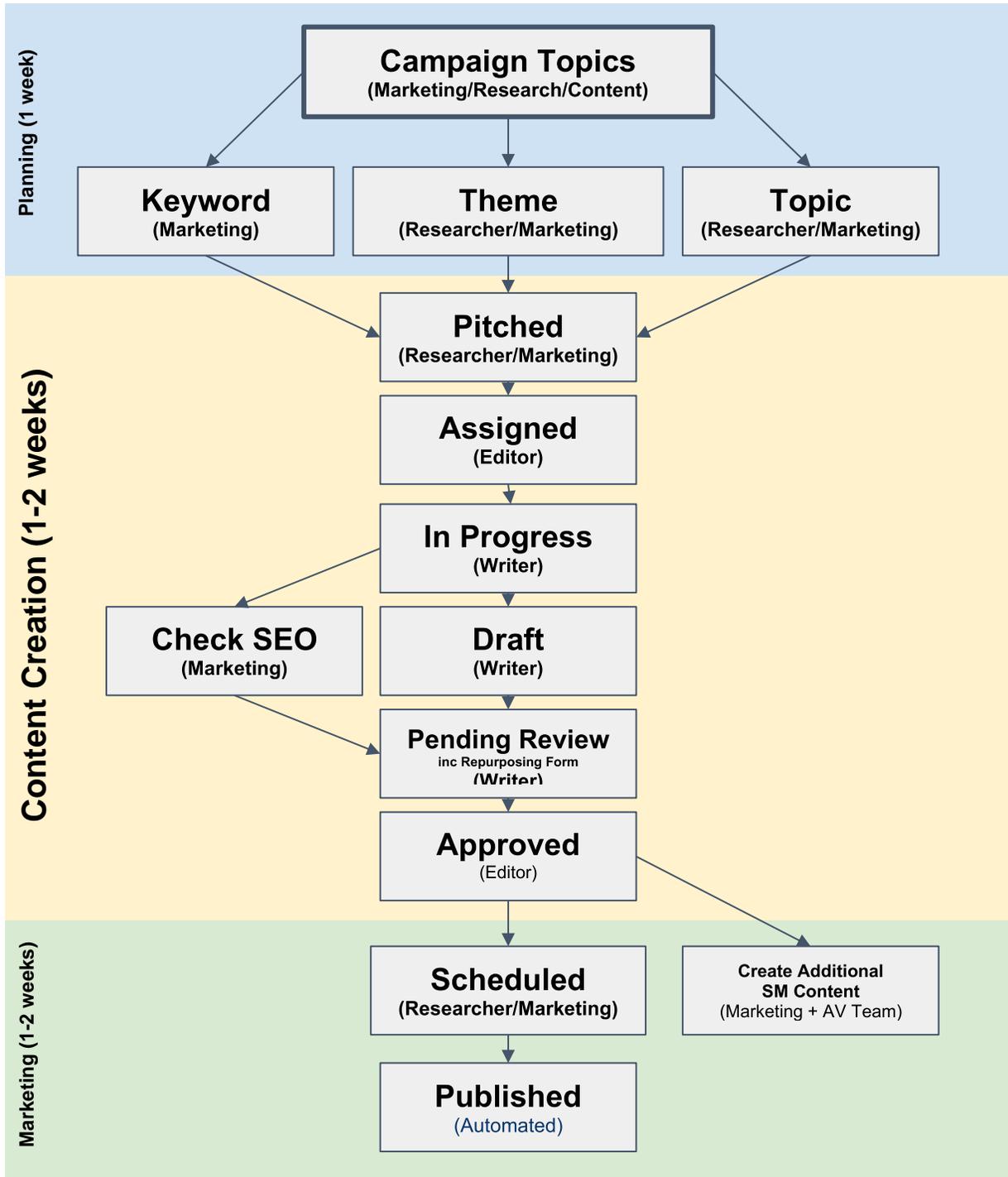
Marketing Team: #marketing

Editor: editor@strive2thrive.earth

Tech/WordPress: #it-support

Graphics: design@strive2thrive.earth

Content Creation and Publication Process





THRIVE's Voice

Our organisation's voice is:

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

Key Principles

- Aim for a length of 500-1200 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 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.

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: Capitalise and use quotation marks around Academic articles, Television shows, etc.
- **THRIVE**: To be written in all capital letters, bold 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 challenging to digest for readers, so consider making essential data more readable, like with an infographic.
- Keep your paragraphs short and break the article into easily digestible sections.
- Include links to **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.
- Do some keyword research to find out what are the common words people are using to search for content related to your topic (Google Trends, Keyword Planner, KWFinder)
- Use your chosen keywords in titles, subheadings and body throughout the article to improve Search Engine Optimisation (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 no 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**.
- Monitor your submissions daily for editorial comments and reach out via the contacts provided (slack/email) for assistance.

Published posts will appear on the [THRIVE Blog](#).

We promote all articles via The **THRIVE** Project LinkedIn, Facebook, and Twitter.

Writing an Effective Title

"5 times as many people read the headline as they do the body."

To improve our chances of gaining more traffic through Social Media, we need to have a great title that grabs our audience's attention. We need to engage our audience rather than be passive.

Some headline styles include:

1. Start headlines with Numbers

This makes people curious. It allows for easy content structure and makes it easy for people to read so they can scan through the X number of points. Examples include:

- Top 15 Businesses Who are Killing it in Sustainability
- 21 Things You Can Do to Become More Sustainable
- 7 Secrets, 7 Proven, 7 Reasons, 7 Tips...
- 7 Ways to Make a Positive Impact on Your Carbon Footprint

2. Use 'how to' headlines

This is a great way to show that your blog is answering an issue your audience may have. This is more for guides. Examples include:

- How to Make Your Business More Sustainable Without Losing Customers
- How to XXX even if XXXX
- How to XXX to {solve a problem}
- How to Create an At-Home Compost to Help Your Community



3. Flag Common Mistakes

This creates curiosity, so they read the blog to see if they made that mistake. It helps them to solve their problem. Ask questions, show you know your audience.

- 16 Assumptions on Hunger you're probably making (and how to fix them)
- Are you making these 10 common google Adwords mistakes?
- Do You Know The Real Cost of Our Gadgets?

4. Engage people, get them into the content

- What is the Circular Economy? We Dig in Deep
- Think You Know Your Carbon Footprint? Quiz Yourself and Find Out

5. Use Punctuation

This is particularly useful for SEO. Place your keyphrase before the colon and add your benefit after

- Marketing Plan Template: Create Your First Marketing Plan in 5 Steps
- Coronavirus on Marine Life: What are long term effects?

6. Be ultra-specific

Define what the article is about. Set the expectation for the rest of the article

An example of a bad headline = Fast Fashion

An example of a good headline = Fast Fashion: What is the real impact on our environment

7. Use the 5Ws

These are interrogative words used to gather info.

- Who - Who do we hold accountable when there's not enough climate action?
- What - What are climate change modelling impacts?
- When - How to motivate yourself when you don't feel like it
- Where - Where does the waste of all our gadgets end up?
- Why - Why moving towards a green hydrogen economy benefits us all

Some tips:

1. Model the best in the business. See how successful bloggers/NGOs are writing their titles and modify it so you can use it yourself in a different way.
2. Practice. You will get better as you go.
3. Use the tool <https://nealrs.github.io/25Headlines/> as a base for your titles.
4. Try and write at least 10 variations of the headline for each blog you write, so you have options. See which works best. Post in the #content thread in Slack and see what others think works best.



Keyword Research Tips

Do some keyword research about your topic to find relevant search terms people are making related to your topic. This will help your blog to get more organic exposure and rank higher on search engines.

- Identify the main keywords related to your topic (e.g. waste)
- Try to find longtail variations of your keyword. Longtail keywords are more descriptive, and they add more context to the short-tail keywords.
 - Contextual: Waste reduction strategies
 - Questions: How to reduce waste at home?
 - Micro-moment searches: Best ways to reduce waste at home/ Reduce waste tips
- Think about the objective of your article and the audience to find relevant keywords. Casual articles may use keywords like guide, tips, best, etc. Whereas educational articles may use keywords such as research, define, etc.
- Use keyword research tools such as Google Trends, Google Keyword Planner, Answer The Public, KWFinder to find the relevant and trending keywords for your topic
- Prioritise by low keyword difficulty and high search volume for best results.
- Search for pages that rank for your keywords to identify their intent and content.
- Once you have identified your relevant longtail keywords, try to organically insert them into your article from your title, headers, body, etc. (Be careful not to over optimise it)

Check out [SEMRush SEO Checklist](#) for more SEO advice. Refer to Keyword Research and On-Page SEO only.

For additional help on **SEO** reach out to #Marketing on Slack.

Featured Image Guidelines

A good image is critical to success. It should grab the viewer's attention and help them understand the essence of what your content has to offer. This featured 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



Topic Selection

Log in as a Contributor at blogpost.strive2thrive.earth with your WordPress credentials

Select **Posts** on the left-hand menu.

To browse [topics](#), select **Pitch**

All (51) | Mine (2) | Trash (4) | **Pitch (3)** | Assigned (2) | Progress (2) | Draft (24) | Pending Review (20) | Cornerstone content (3)

Bulk actions ▾ Apply All dates ▾ All Categories ▾ All SEO Scores ▾ All Readability Scores ▾ Filter

<input type="checkbox"/>	Title	Authors	Categories	Tags
<input type="checkbox"/>	Carbon Emissions Trading Edit Quick Edit Preview Follow	Morris Fedeli	Uncategorized	—
<input type="checkbox"/>	ESG Investing Edit Quick Edit Preview Follow	Researcher	Uncategorized	—
<input type="checkbox"/>	Cleaning The Oceans Removing plastics. The garbage vortices. Edit Quick Edit Preview Follow	Researcher	Uncategorized	—

To [claim a topic](#), select **Quick Edit** then under **Search for Author** add yourself and anyone else working with you on this topic. Change the status of the post to **Assigned** and click **Update** once finished.

Title ▲ Authors Categories Tags Date

QUICK EDIT

Title: Carbon Emissions Trading

Slug:

Date: 01-Jan 09 2021 at 12:11

Categories

- Business
- Coronavirus
- Energy
- Environment
- Government

Template: Default template

Tags:

Allow Comments Allow Pings

Status: **Assigned** ▾

Post Author

Morris Fedeli x

Writer x

Search for an author ▾

Cancel



You may be assigned a topic by an editor or researcher. To view these, select **Assigned**. You may begin writing on these topics by selecting **Edit** and adding in your content. Change the status of the post to **Progress** once you start writing.

All (52) | Mine (3) | Trash (4) | Pitch (4) | **Assigned (2)** | Progress (2) | Draft (24) | Pending Review (20) | Cornerstone content (3)

Bulk actions ▾ Apply All dates ▾ All Categories ▾ All SEO Scores ▾ All Readability Score

<input type="checkbox"/>	Title	Authors	Categories	Tags
<input type="checkbox"/>	Developing Clean Fuels Edit Quick Edit Preview Following	Writer	Uncategorized	—

Alternatively, you may pitch a topic of your own choice. To do this, select **Add New** next to posts at the top of the page.

Posts **Add New**

Internal Link Juicer:

Hey Writer, you have been using the Internal Link Juicer for a while now - that's great!

Could you do us a big favor and give us your review on WordPress.org? This will help us to increase our visibility and to develop even more features for you.

Thanks!

All (51) | Mine (2) | Trash (4) | **Pitch (3)** | Assigned (2) | Progress (2) | Draft (24) | Pending Review (20) | Cornerstone content (3)

Bulk actions ▾ Apply All dates ▾ All Categories ▾ All SEO Scores ▾ All Readability Scores ▾ Filter

<input type="checkbox"/>	Title	Authors	Categories	Tags
<input type="checkbox"/>	Carbon Emissions Trading Edit Quick Edit Preview Follow	Morris Fedeli	Uncategorized	—

Write your topic of choice in the title and provide your article's background or angle in the body. Make sure you have selected **Pitch** as the Post Status on the settings menu on the right-side panel. Select **Save Draft** once you are done. Approved topics will be marked as **Assigned** by an editor, and you may begin writing at this stage.

Save draft Preview **Publish**   

Document Block ×

Status & visibility ^

Visibility Public

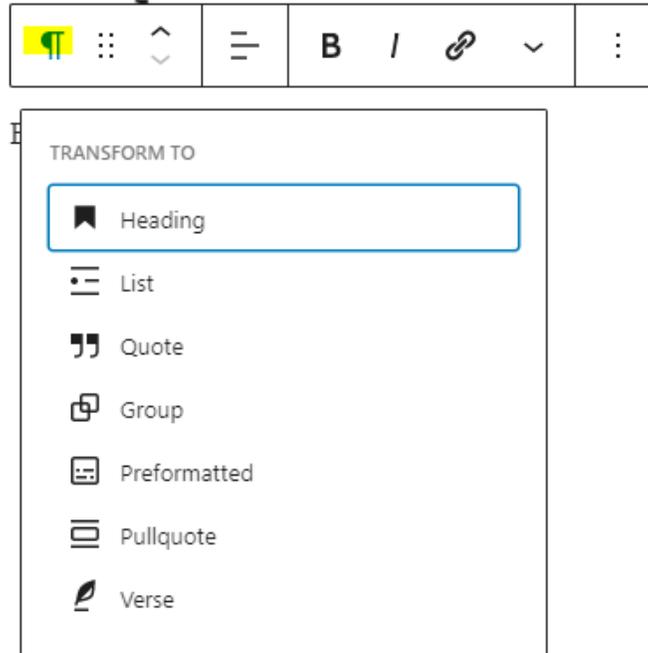
Post Format ▼

Extended Post Status ▼

Note: this will override all status settings above.

Writing or Uploading to WordPress

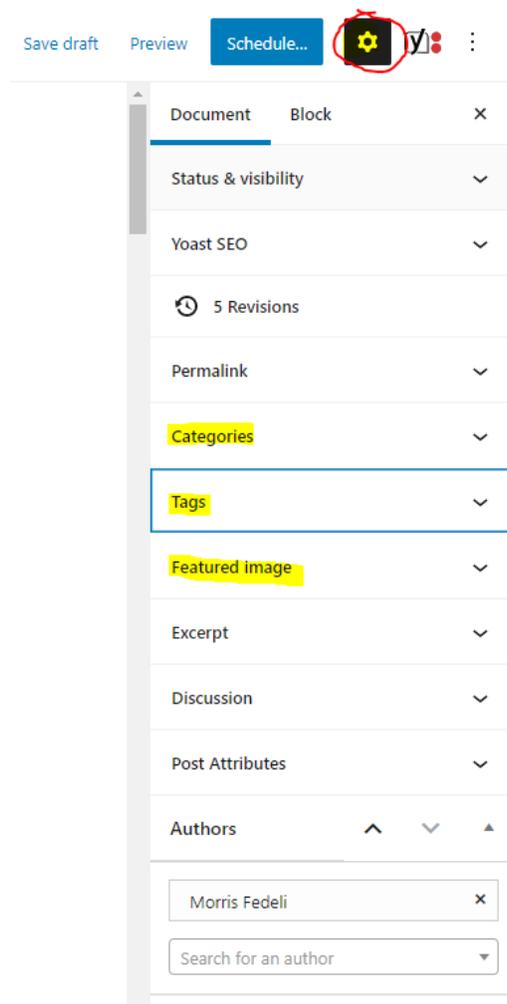
To write your posts, you can either work on a word processor of your choice and paste it into WordPress once completed or write within WordPress. Insert your title in the **Add Title** block. Insert pictures/photos using 'cut' / 'copy' and 'paste' or use the **upload** option. For **headers, lists, or quotes**, make sure you change the **block** type to the relevant style as seen in the image below. [Link back](#) to old THRIVE articles using the hyperlink tool.



Finalising Your Article

Once you have finished [writing your article](#), add the following requirements under the settings pane on the right side. Keep ALL settings as they are except for the following changes.

- Select relevant **categories** for the blog post (please don't create any new categories).
- Add any relevant **tags** separated by commas. Make sure your tags don't overlap with categories.
- Upload a **featured image** (size: 900 x 483 pixels) as found in the right-hand panel. [See Featured Image Guidelines](#) for more information on how to select and [resize images](#).



Additionally, under **Quick Edit** in the WordPress posts page, check the following settings:

- Ensure the correct Author is listed in the dropdown.
- Ensure the publication date is set **one year** after the actual upload date.
- Enter a **URL slug**. Keep it short and unique, so it doesn't override another blog post. If the title of the article is short, then the slug should ideally be the same. Remove any stop words from the slug as well (to, the, he/she, have, etc.)
- If you haven't done so already, select relevant **categories** for the blog post (please don't create any new categories).
- Add any relevant **tags** separated by commas. Make sure your tags don't overlap with categories.
- Change the status of your post from **Progress** to **Draft**.

QUICK EDIT

Title: Machine learning: it is all about speed, scale and scope

Slug: machine-learning-all-about-speed-scale-scope

Date: 09-Sep 18 2021 at 23:32

Post Author: Morris Fedeli

Categories:

- Space
- Strategy
- Sustainability
- Technology
- Uncategorized

Tags: machine learning

Allow Comments: Allow Pings: Status: Draft

Search Engines Optimisation

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

SEO Readability Schema Social

Focus keyphrase ?

child slavery cobalt mining

Get related keyphrases

Google preview

Preview as:

Mobile result Desktop result

blog.strive2thrive.earth > child-slavery-in-cobalt-mining...

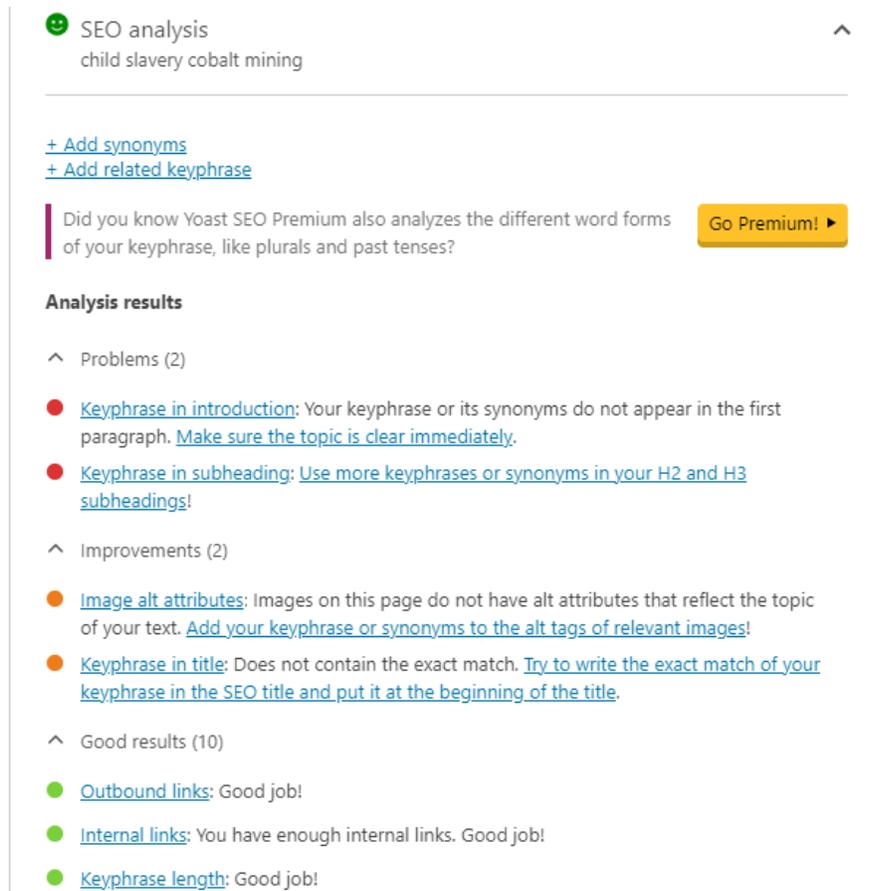
Child Slavery in Cobalt Mining in Congo - THRIVE blog

Dec 16, 2020 · The issue of **child slavery** in **cobalt mining** is one of the most abhorred practices by humans on children. In parts of the Democratic Republic of...



- Enter the **focus keyphrase** of your article into Yoast
- Under **Google Preview**, check your **SEO title width**. The default title for your article will be {Your post title} – {Site title}. Make sure you get a green bar under to ensure it's of the right length (Orange indicates too short and Red means too long).
- If your title is too long or short, you can either edit your main post title, write a new custom SEO title (this won't affect your main post title) or remove the {Site title} tag if it's too long.
- If you haven't done so already, enter your **slug** which will be the unique URL for your post. This will typically be the title of your article without any stop word. Make sure your keyphrase is in the slug.
- Enter a **meta description** that describes and summarises the contents of your post for users and search engines to know and understand what your post is about.
- Your meta description should be approximately 155 characters long. Use the green bar under to check if it's of the right length.
- Try to include commonly used **keywords** and phrases when possible in your meta description.

Use Yoast **SEO Analysis** to check your article for any SEO related errors



The screenshot shows the Yoast SEO analysis interface. At the top, there is a green smiley face icon and the text 'SEO analysis' with a small upward arrow. Below this, the article title 'child slavery cobalt mining' is displayed. There are two links: '+ Add synonyms' and '+ Add related keyphrase'. A yellow button labeled 'Go Premium!' is visible. A text box asks: 'Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses?'. Under the heading 'Analysis results', there are three sections: 'Problems (2)', 'Improvements (2)', and 'Good results (10)'. The 'Problems' section includes two red dots with text: 'Keyphrase in introduction: Your keyphrase or its synonyms do not appear in the first paragraph. Make sure the topic is clear immediately.' and 'Keyphrase in subheading: Use more keyphrases or synonyms in your H2 and H3 subheadings!'. The 'Improvements' section includes two orange dots with text: 'Image alt attributes: Images on this page do not have alt attributes that reflect the topic of your text. Add your keyphrase or synonyms to the alt tags of relevant images!' and 'Keyphrase in title: Does not contain the exact match. Try to write the exact match of your keyphrase in the SEO title and put it at the beginning of the title.'. The 'Good results' section includes three green dots with text: 'Outbound links: Good job!', 'Internal links: You have enough internal links. Good job!', and 'Keyphrase length: Good job!'.

- Address any Problems or Improvements by making any changes to your article based on Yoast's recommendations till you get an overall green dot (or close to).
- Remember that having a green dot doesn't generally affect your SEO performance as this tool is just a guide. However, try to ensure you address any issues related to keyphrase. (Yoast sometimes cannot differentiate between different forms of a word, e.g. sustainable and sustainability. If you are still getting problems from Yoast after you have already done what it has suggested, don't worry about it.)
- Make sure you get a green dot for "Previously used Keyphrase". This ensures you are not competing with another article on the blog for rankings.
- Avoid linking your keyphrase to an external website, instead link a surrounding word.
- To get an approved readability score, simply click on the highlight tool in Yoast SEO under the readability tab. An overall Green Dot for readability is not necessary but desirable.

SEO

Readability

Social

Analysis results ?

^ Problems (2)

● [Flesch Reading Ease](#): The copy scores 32.2 in the test, which is considered difficult to read. [Try to make shorter sentences, using less difficult words to improve readability.](#)

● [Passive voice](#): 20% of the sentences contain passive voice, with a recommended maximum of 10%. [Try to use their active counterparts.](#)

Highlight this result in the text

^ Good results (5)

● [Consecutive sentences](#): There is enough variety in your sentences. That's great!

● [Subheading distribution](#): Great job!

● [Paragraph length](#): None of the paragraphs are too long. Great job!

● [Sentence length](#): Great!

● [Transition words](#): Well done!





Submitting for Review Checklist

Before transferring your article from **DRAFT** to **PENDING**, please ensure of the following:

- ✓ Link to relevant previous **THRIVE** articles and pertinent external articles (should be > 8)
- ✓ Be sure to include at least one or two pictures or graphs with citation
- ✓ Provide complete (preferably hyperlinked) entry of **REFERENCES** at the article end
- ✓ Pick a catchy title and lead-in phrase and end with a call to action to **THRIVE** Project
- ✓ Use short sentences and straightforward English terminology, as well as frequent equally spaced sub-headings throughout the text to improve understanding
- ✓ Complete the SEO tags, slug and keyphrase as this will ensure good positioning in searches
- ✓ Add a [Featured Image](#) and make sure it is in the [correct dimensions](#)
- ✓ Set future date (+1 year) and tick the related categories and set to **DRAFT** whilst editing
- ✓ Double-check your work before submission: English, grammar and Punctuation

Once all of the above is done, you may submit by changing to **PENDING** status. To submit your blog for the review, click **Schedule** on the top right and **Submit for Review**. Alternatively, you can select **Quick Edit** from the Posts page and change your blog's status to **Pending Review**.

Editors will check your work after that. Monitor your submissions daily for editorial comments and reach out via the contacts provided (slack/email) for assistance.

Having a consistent series of complete submissions requiring little to no editing or updates will allow you to progress to self-publish status sooner whereby you may publish directly under your own name.

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 a **self-authored** published status whereby you conduct your own research, writing and editing. This means meeting submission deadlines, quality content, SEO requirements, innovative and appealing content, and writing standards.

Date	Shared on LinkedIn				
Last Modified 2021/10/01 at 6:06 am	Not shared Share now			1	
Last Modified 2021/09/27 at 9:32 pm	Not shared Share now			1	

Sample SEO expectations as seen in the post list. (The green and orange dots).

Editors can provide direct feedback to your articles through **Editorial Comments** seen all the way in the bottom of the WordPress text editor of your post. You will be notified by email if an editor has provided any feedback. You can communicate with your editor through here.

Editorial Comments



[Varun Shrilal](#) said on January 2, 2021 at 8:17 pm

Nice article



[Morris Fedeli](#) said on January 2, 2021 at 8:20 pm

OK, did some revisions.

[Respond to this post](#)



Accepted articles

THRIVE editors will tolerate and effect minor corrections before passing an article onto the pool of **SCHEDULED** articles for publication. Once in this 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

Articles requiring major corrections, 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.

Publishing Schedule

Once your article has been approved, it will be scheduled for publication based on the Content Calendar. Please note that once your post has been scheduled for publication, you will no longer have edit access. Additionally, it may be a few weeks or months before your blog gets published to ensure it fits with THRIVE's publishing schedule.

Please fill in the Content Creation form [here](#) for sharing on THRIVE's social media channels and repurposing your content into infographics or audio/video content.

Once your article is published, we encourage you to share it through your own social media channels. Together by spreading the word on sustainability, we can make the world a THRIVABLE place.