Guidelines for Submitting Content for USPC Publications

E-News – if you need help ask
- **Have a headline of a few words**
  a) Short and sweet and to the point. 3-5 words for the title
  b) Avoid exclamation points (creates spam) speaking emphatically does not correlate to increased reads
  c) Create something that would catch your eye- make you WANT to read
- **Photos**
  a) Photos are good, however, stolen photos are not
  b) Need a photo but don’t know where to get it? Just ask for help prior to the deadline
  c) 1- photo or logo only
- **Links**
  a) Should be tested before sent to make sure they work, keep in mind that archived articles are still read so be mindful of changing links or updated information
  b) If you do not include link info we will send readers to the USPC homepage, they need to go somewhere to get more information, even for an announcement
- **Have a post that needs to go in more than once?**
  a) Change the title (even just a little helps)
  b) Re-word it; if people read the same first line they tune out or don’t click to learn more
- **Proofread**
  a) Spell check your work.
  b) Copy/paste from the PC website is fine, but reword so it isn’t the same and check formatting!
  c) Need help? Ask for it to make sure your post looks the best it can
  d) Content should be 3-10 sentences long. If it is longer, provide a link for more information or create a PDF to attach for more information. Bulleted information is not sentences and does not meet formatting considerations for this publication. This is a news brief, not a news long!

Pony Club News/Blog
- **Have a headline (title, and byline)**
  a) Short and sweet and to the point
  b) Create something that would catch your eye- make you WANT to read
  c) Who wrote it? What is their title/Pony Club affiliation?
  d) If it is a reprint, get permission
- **Photos**
  a) Photos are good, however, stolen photos are not. Get permission if the photo is not taken by USPC
  b) Need a photo but don’t know where to get it? Just ask for help prior to submitting
  c) If you submit photos submit a high resolution version, please do not send a link for photos to be searched and downloaded.
- **Proofread**
  a) Read and re-read your submissions
  b) Remember to use correct USPC language and references. Words to avoid : clubber, Champs, rating, etc. If you represent Pony Club you must be mindful of correct terminology and trademarked and copyrighted materials and names. Consistent messaging is important
  c) Need help? Ask for it to make sure your content looks the best it can
- **Use positive language**
  a) Using can instead of can’t or Do, instead of Don’t are big pluses in an article
  b) Talking about a member, affiliate, or friend of Pony Club?- include their club/center/region/certification info too!
  c) Be relative to Pony Club and your audience
  d) Be complete- submit **ALL** relevant content to save your editors time and work.