

## 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.