

## UC ANR FEATURED CONTENT GUIDELINES

Thanks very much for your interest in having your work featured on the UC ANR home page. Please pay careful attention to the information provided below.

### Considerations:

News stories, blogs, etc., should be 500 to 1,200 words long. However, if you are planning on featuring a video, your text may be shorter.

To create the most effective post, please ask yourself the following questions:

- Is the story newsworthy, relevant and interesting to general audiences?
- How does it support the UC ANR [public value statements](#) and [brand promise](#)?
- Will it position UC ANR as a leader in this space?
- Will it feature/relate to a particular program at UC ANR? Are there ways to hyperlink to or reference other program areas/projects? How does it fit within the context of work we've already published, thus enabling us to repackage existing content and highlight other stories?
- Does the story address a larger trend?
- Why is the story/information important? Does the story educate and engage?

### Story Requirements:

- Word count: 500 to 1,200.
- Using active voice, short sentences and simple language (no jargon).
- Written using these guidelines:
  - ANR [https://ucanr.edu/sites/Toolkit/How-to-guides/ANR\\_Writing\\_Style\\_Guide/](https://ucanr.edu/sites/Toolkit/How-to-guides/ANR_Writing_Style_Guide/)
  - UC <http://brand.universityofcalifornia.edu/guidelines/editorial.html>
- All references mentioned in the article include links.

### Articles should include:

- Author's bio, approximately a paragraph long. Imagine this on the inside flap of a book.
- One-two images, preferably horizontally directed. All images must be copyright by UC Regents, owned by the author, or copyright free. If you're using an image from Wikimedia or another site, please include a source link.
- Sample language for one tweet and one Facebook post.

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Adapted from *UC Food Observer Editorial Guidelines for Guest Bloggers* by Rose Hayden-Smith