



Web Content Guidelines

Chapter Director and Committee articles should be:

- Anything they want to write about (such as a good idea, member spotlight, project or simply a big picture of what their committee is up to and where they see themselves going).
- The activities of the committee (events plus photos).
- Submit articles and web content to Chapter Assistant, Pat Schutrop, at admin@apwa-mn.org.

Chapter sponsors are able to submit the number of featured news articles according to sponsorship level (Platinum – three; Gold – two; Silver – one).

- The featured articles are for information sharing, highlighting great projects, good ideas, etc.
- They are **not** for actively selling a project or service.
- Article length is flexible, but for guidance could be between 500 words (2 photos) or 800 words (1 photo) and submitted in Word format. Please feel free to send multiple photos!
- Photos should be formatted as a high resolution (300 ppi) jpeg and in landscape orientation.
- While there is not a set schedule to submit articles, a sponsor who has something of interest to share with the public works community can submit to the Chapter Assistant to post at any time. If there is a backlog of articles, we will hold onto them for a future posting.
- Submit articles and web content to Chapter Assistant, Pat Schutrop, at admin@apwa-mn.org

Start with a strong lead:

- Begin your article with something dramatic, humorous, clever, or interesting.
- Use a conversational tone.
- Start with an anecdotal lead. Tell a real-life story about something related to the topic of the story.
- Make your lead punchy, fast, and tight.
- Think of your content as your part of a conversation – not a rambling dialogue, but a focused conversation started by a very busy person.

Explain the big picture and why your reader should care:

- Share this information early on in the story, usually in the second, third, or fourth paragraph, depending on the length of the article.
- Write in inverted pyramid style. Put your essential message first. Many web users read only a few words of a page, or of a paragraph, before deciding if it is going to be relevant and easy for them to get through.

Show, don't tell:

- Don't just tell what happened, describe it.
- Write short, simple, straightforward sentences.

Use active voice instead of passive whenever possible:

- Active voice is more powerful and to the point. Passive voice generally requires more words and is slower and less interesting to read.

Break up the content:

- Organize the content into small, more digestible pieces to make it more reader-friendly.
- If the information is sequential, put it in that order. For non-sequential information, put what users need most first.
- Think about what information can be broken out into a sidebar or bulleted list. Use subheads to help guide the reader through the article.

- Articles on the APWA-MN website are not displayed in separate pages, so please consider a 500-1,000 total word count.

Include graphical elements:

- Do you have a photo that helps tell your story? Be sure to include a description and credit for the photo.
- Photos and other graphics should be submitted as high-resolution jpg images, preferably in landscape orientation for feature (sponsor) articles.

Please note:

- All content for the APWA-MN website is subject to review and editing prior to posting.
- Due to issues related to unrelated business income taxes and potential chapter conflicts, feature news articles on the website must not actively sell a product or service. APWA-MN reserves the right to edit articles to address this issue.
- APWA-MN does not publish news release content, such as product announcements, staff changes or promotions.