



Writers Guide

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Introduction:

The purpose of this document is to ensure clear and successful understanding to support coordination of the role in hand. This document will explain the expectations, responsibilities and processes of the named role.

Summary:

- Part 1:** Aim and Philosophy
- Part 2:** Content and Communication
- Part 3:** Social Media and Marketing
- Part 4:** Certification and Opportunity
- Part 5:** Feedback and Suggestions

Part 1: Aim and Philosophy

Our aim is to produce high quality, inclusive content that provides broad insight into a wide range of topics that enable the reader to take responsibility and action in support of a more conscious and sustainable planet, lifestyle and future. | **Think ethical.**

Consolidate. Our concept is built to bring facts and information about a variety of subjects into one place and consolidate the sourcing of topics that matter.

Deliver. We believe our model delivers social-ethical insight and perspective to empower the reader towards a more mindful and conscious mindset and lifestyle.

Digest. Our consolidated model simplifies information on important topics in a digestible way that leaves the reader feeling more informed.

Part 2: Content Guide and Communication

Research	1. Extensive research must be carried out before any writing of content has begun.
Content:	<ol style="list-style-type: none"> 1. Do not plagiarise. Plagiarism is illegal. You are responsible for the content you produce and its legal obligations at all times. 2. Content must be of high quality and fact-filled. 3. Use of at least two subheadings where possible to simplify the content make it more interactive and appealing

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	<ol style="list-style-type: none"> 4. At least one quote from a qualified or authoritative person or body/a fact or statistic in relation to the topic is to be provided. 5. Produce engaging and highly creative work that sets the brand's tone, and offers insight in a convincing manner. 6. We encourage the use of keywords and SEO to ensure compatibility of content.
Words and Language	<ol style="list-style-type: none"> 1. English (UK) Language only 2. 500 - 750 words 3. Articles must use the correct tone and language please see guide for more information. 4. If sentences can be summarised with fewer but more concise words, please do so.
Sourcing and references	<ol style="list-style-type: none"> 1. Each article must have at least five references and sources – These must be Hyperlinked and listed below the article when submitted. 2. Sources must where possible be from original research or studies rather than news articles. 3. Sources if possible should be searched via Google scholar for original research when possible. 4. Where possible articles written by Tru, may be used as a source or reference.
Paragraphs	<ol style="list-style-type: none"> 1. Keep paragraphs concise and not over extended in point or purpose. 2. Paragraphs must interlink smoothly, with clear transitions into each other. 3. Paragraphs must not appear bulky. 4. Titles must be displayed in the following way: The UN is Starting to Investigate the Impact of Austerity in Britain - capitals at the beginning of keywords.
Pictures	<ol style="list-style-type: none"> 1. Attached pictures are optional and are not guaranteed to be used. 2. All pictures utilised or attached to our content must be of a high quality. We must avoid replicating pictures that are already commonly used. 3. Pictures must be sourced from free providers with unlimited licensed. We use sites such as, creative commons, www.pexels.com and www.upsplash.com 4. Finding or suggesting a picture is optional.
Submission	<ol style="list-style-type: none"> 1. All articles must be submitted in the article template provided. 2. All articles are to submitted in the writers folder on OneDrive or online at www.tru.org.uk/writers
Format	<ol style="list-style-type: none"> 1. All files must be saved in the following format: Full Name – The Tittle eg. Sarah Smith – Here is an Example 2. Hyperlinks must be used on all key words and sources.

Communication	<ol style="list-style-type: none"> 1. We would like our remote writers to keep in regular contact with their line editor and respond to enquiries within 72 hours. 2. Notice should be given to Editor if there is any delay in content being submitted.
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Part 3: Social Media and Marketing

Social Media	<p>We are still growing and are doing whatever we can to raise our profile to help get your work seen by as wide an audience as possible. You can help support this by doing the following;</p> <ol style="list-style-type: none"> 1. Invite your friends and family to like and follow us across social media i.e. Facebook and Instagram. 2. Share our content into relevant groups 3. Update job description to Writer at Tru on Facebook, Instagram and LinkedIn.
Marketing	<p>Each writer is encouraged to promote Tru and their own work both on social media and through word of mouth. We have the following tools and tips to help you do just that.</p> <ol style="list-style-type: none"> 1. Advocates of Tru is a common forum where our readers can talk about the topics we are writing about. Share your content when it's published on Facebook and you'll be sure to get some engagement. 2. Get your content seen! Add yourself to relevant groups on Facebook to share your articles, and/or tag any friends/pages who you feel would like it. 3. LinkedIn is another great tool to showcase your work and raise your profile. 4. Get pages or groups to publish or share your article. Messaging pages to say "I thought your audience might like this article I've written, please feel free to share it." You'd be surprised at the response you can get. Try it!

Part 4: Certification and Opportunity

We try to encourage and help bring out the best in our writers; we do this by a system that helps guide them through the different levels and expectations. In return, our writers will receive a certification acknowledging their achievements and competencies.

A request for a review of performance is permissible after 6 months of joining. - Please ask the editor.

Writer Grade	Requirements
Level 1 – Entry	<ol style="list-style-type: none"> 1. Articles of Tru must be studied and structure understood. All guides, policies and publishing agreements must be read, understood and agreed to.

	<ol style="list-style-type: none"> 2. Attempts to demonstrate an understanding of our brands tone of voice and the correct use of grammar must be displayed. 3. The use of sources and references must be applied.
Level 2 – Junior	<ol style="list-style-type: none"> 1. The writer will, with the help of prompts, craft a publishable article that adheres to the guidelines above. 2. Some research and a demonstrated understanding of Tru’s tone of voice will be required.
Level 3 – Established	<ol style="list-style-type: none"> 1. Prompts will be built upon in a way that adheres to our philosophy: Consolidate, deliver, and digest. 2. Articles will have been researched extensively, their narrative expanded, fortified and backed up with strong sources and references. 3. A demonstration of the ability to use and apply self-editing techniques
Level 4 – Independent	<ol style="list-style-type: none"> 1. Display a good understanding of Tru’s aims and philosophy by the ability to pitch topics and news-worthy stories. 2. These articles will be comprehensive with a deep understanding of the focus in hand. 3. Some creative freedom is permissible with exclusive articles types or ongoing series’ to be considered.
Level 5 - Advanced	<ol style="list-style-type: none"> 1. Writers will be encouraged to work with senior editors on exclusive content about broad topics. 2. The writer will have a proven understanding of our style, tone of voice and philosophy. 3. Advanced Writers may at times be expected to further fortify their articles with interviews.

We understand that some writers may want to progress into editorial or PR roles. If this sounds like you and you have been with Tru for 6 months or more, please contact us.

Part 5: Feedback and Suggestions

Your opinion is really important for us. Please take a moment to complete our survey, we’ll use it to evaluate changes and make improvements with our products and services www.tru.org.uk/writers-feedback

Suggestions	Applied
Introduce guide on sources and referencing.	Complete - 2018
Marketing and communication	Complete - 2018
Updating format	Complete - 2019
Disclaimer	Complete - 2019
Deadline	Complete - 2019
Certification	Complete - 2020
Feedback link	Complete - 2020

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