IP Inclusive
Website Content Guidelines

These guidelines are for people who contribute content, for example blog posts, to an IP Inclusive website. They apply to both www.ipinclusive.org.uk and www.careersinideas.org.uk.

Our general Communications Policy

Please always adhere to our Communications Policy[1]. This sets out the principles that govern IP Inclusive's communications with the outside world, including via social media. Please take a moment to read it and make sure you are comfortable with it.

If you have any queries about the policy, please speak to a member of the IP Inclusive management team: see the contact details at the end of this document.

We also recommend that you read our Social Media Guidelines.

Our communication style

Our usual communication style is informal and upbeat, but still professional. Our site visitors are mostly intelligent, well-educated professionals, but they are not there for formal or legal advice.

- Within reason, *be yourself*.
- Avoid jargon such as "legalese".
- Avoid long sentences and paragraphs.
- Contractions (eg didn't, won't) are OK.
- Chatty is OK.
- OK is OK.
- But definitely no expletives please.

Privacy, data protection and intellectual property

Please take care not to:

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[1] See https://ipinclusive.org.uk/wp-content/uploads/2021/08/210803-ip-inclusive-communications-policy.pdf

- infringe somebody else's copyright in the content (including images) that you include or reference. Please acknowledge the owner of any copyright work you include or refer to, and if appropriate the author as well.
- make use of other people's personal data (including photographs of them) unless you have their permission.
- breach anybody's confidentiality.

You retain the copyright in the content that you create for us to publish. It is however a condition of publication that you grant us a free, non-exclusive licence to publish the content on our website and via our other communications channels, including via Twitter®, LinkedIn® and emails to our supporters.

Word count

For our "News and Features" page, posts typically range in length from about 250 to 2,000 words, ideally between about 300 and 1,000 words. For longer articles, we may suggest publishing as a series of shorter pieces.

Images

You are more than welcome to include images in a blog post – or in any other material you contribute to our website – so as to make it more engaging. As mentioned above, please make sure you have the copyright owner's permission and also, for photographs, the consent of the people pictured in them.

Generally we prefer photographs to ClipArt-type images; the more colourful the better. In line with the overall website theme, feel free to use metaphors (for example a see-saw for an article about balance, an escalator for a piece about social mobility, and so on). Again, please make sure the images are royalty-free – we use free-to-download sites such as Pixabay (https://pixabay.com/) and Pexels (https://www.pexels.com/).

If appropriate, please include brief captions with photographs, explaining what they show and acknowledging the copyright owner.

If you want to include the IP Inclusive logo, there's a web-friendly version at https://ipinclusive.org.uk/resources/download-ip-inclusive-logos/.

Categories and tags

We label our News and Features articles in three ways:

- By "category": either "features", "IP Inclusive news", "opinion" or "comment".

- By "related community" if they are relevant to a particular one of our networking and support communities (IP Futures, IP & ME, IP Out and Women in IP).
- With searchable "tags" to indicate their subject matter.

These labels help us to position the articles appropriately on the site, and also allow visitors to find content on specific topics of interest. Feel free to suggest suitable labels for your articles, but please bear in mind that the site editor will have the final say on this.

Promoting content

All News and features articles appear on our page[2], in date order (newest first), where they are searchable by both categories and tags (see above). Articles that are labelled as relevant to a specific community also appear on that community's page, although only the more recent ones. More recent articles (usually about two months' worth) also appear on our home page under the banner "Popular on IP Inclusive".

We tweet links to new articles, from our @IPInclusive and where appropriate @CareersInIdeas accounts. Our communities also try to pick up and share these tweets. We also try to share relevant follow-up from other social media users.

We always acknowledge the authors of guest posts (unless of course they prefer to remain anonymous), with a link to their website or LinkedIn profile: please provide your preferred link and a photograph and/or brief biography if you think it appropriate.

Please help us to promote the content you've contributed, by sharing the link through your own website and social media channels. The more visitors we can bring to our websites and social media platforms, the better. Ideally, when you tweet about the post or refer to it on LinkedIn, include the same lead image as for the published post: we can supply it for you if necessary.

Opinion and comment

We have no problem, in principle, with publishing individual authors' opinions and comment. This helps to stimulate debate, raise awareness and in due course, we hope, to improve equality, diversity and inclusion within our community.

However, please make clear when the views you express are yours as an individual (as opposed to, say, those of your employer). Please also take care to separate facts from opinions.

Please be particularly aware of the need to be considerate, respectful and inclusive. There are certain types of content for which we will not knowingly provide a platform, as set out in our Communications Policy.

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[2] See https://ipinclusive.org.uk/newsandfeatures/

Advice

We can't accept responsibility for the consequences of our readers relying on opinions you express, or information or advice you provide, in your contributed content. If there's a risk that readers might interpret what you've written in the wrong way, please consider including an appropriate disclaimer.

For example, for content that could be interpreted as legal advice, we use the following disclaimer on the Resources page of our website[3]:

> *Please note that information, guidance and ideas provided by IP Inclusive are not intended as legal or HR advice. You should always seek independent professional advice on legal and HR aspects of your equality, diversity and inclusion policies.*

Marketing and advertorial

We try to avoid publishing anything that our visitors might perceive as marketing, eg for specific IP Inclusive supporters or third party suppliers.

Our website is for sharing information, news, ideas and best practices; its content needs to be relevant and useful to our supporters. We appreciate that there may be a fine line sometimes between this type of content and so-called "advertorial", and we have no doubt that sharing good practices can be valuable PR for the contributor too. The underlying aim, however, of any content posted on our site, must be in line with our objectives: to promote and improve equality, diversity and inclusion throughout the UK's IP professions.

Other text and formatting details
- Please don't use bold – it doesn't work well with our website font.
- In acronyms and abbreviations, no full stops please (eg, ie, D&I, CPD, IPRs…).
- Just one space between sentences please.
- Ideally, no additional carriage returns between paragraphs.
- Please use UK English, not US.
- Please refer to actual dates and times, not relative ones such as "yesterday" or "next week"; these quickly become inaccurate and misleading. (We have taken to including a posting date on all our "News and Features" posts to help with this.)

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[3] See https://ipinclusive.org.uk/resources/

If you want to be really helpful…

…here are some things you can do to help us publish a guest blog post for you (otherwise we'll do the necessary here):

- Embed links to the names of people and organisations, and to online documents and other content you refer to – anything, in fact, that readers might like to know more about. (Use links in preference to footnotes if you can, and try to link to external content rather than quote it, so that the updating falls to somebody else.)

- Let us know where you think the "Read More" break ought to appear. We generally include one in all but the shortest of our News and Features articles. Try to position the break relatively early on, with some kind of "teaser" as to what lies ahead in the full piece.

- Provide a "lead image" to accompany the article: see the guidelines above about images more generally.

Editor's discretion

Please note that the site editor has the ultimate say over issues such as formatting, style, punctuation, spelling and grammar in the content published on IP Inclusive websites. This extends to the "categories" and "tags" (see above) with which the content is labelled.

We will of course revert to the author for permission to make substantive changes, including to remove parts of the content. In some cases the editor may feel unable to publish without the relevant changes.

We do not normally send a proof before publishing, except for sensitive or complicated content.

Further information and guidance

If you've any queries, or need more information, please contact either Emily Teesdale (ipinclusiveblogarticles@gmail.com) or Andrea Brewster (abrewsteripinclusive@gmail.com).

IP Inclusive contact details

The management team

IP Inclusive Management (IPIM) is the body that oversees activities carried out under the IP Inclusive banner. It can be contacted via:

- Its Chair, Michael Silverleaf QC: msilverleaf@11southsquare.com
- Its Secretary, Julia Florence: ipimsecretary@gmail.com
- (For written correspondence) c/o CIPA at Halton House, 20-23 Holborn, London EC1N 2JD

IP Inclusive's Lead Executive Officer, Andrea Brewster, is responsible for the day-to-day running of the initiative and should be your first port of call for information and guidance. She can be contacted at abrewsteripinclusive@gmail.com.

There is more information about IPIM at https://ipinclusive.org.uk/ip-inclusive-management/.

Website addresses

- IP Inclusive: https://ipinclusive.org.uk/
- Careers in Ideas: https://careersinideas.org.uk/
- IP & ME: https://ipinclusive.org.uk/community/ip-me/
- IP Ability: https://ipinclusive.org.uk/community/ip-ability/
- IP Futures: https://ipinclusive.org.uk/community/ip-futures/
- IP Non-traditional Family Network: https://ipinclusive.org.uk/community/ip-non-traditional-family-network/
- IP Out: https://ipinclusive.org.uk/community/ip-out/
- Women in IP: https://ipinclusive.org.uk/community/women-in-ip/

Website administrators and editors

- Andrea Brewster (abrewsteripinclusive@gmail.com)
- Jonny Lerwill (jonathan.lerwill@me.com)
- Emily Teesdale (ipinclusiveblogarticles@gmail.com)

LinkedIn groups

- "IP Inclusive": https://www.linkedin.com/groups/8473869/
- "Careers in Ideas": https://www.linkedin.com/groups/12376993/
- "IP Inclusive: IP & ME": https://www.linkedin.com/groups/12049564/

- o   IP & ME LinkedIn profile: https://www.linkedin.com/in/ipandme/
- "IP Inclusive: IP Ability": https://www.linkedin.com/groups/13756630/
- "IP Inclusive: IP Futures": https://www.linkedin.com/groups/8792265/
  - o   IP Futures LinkedIn profile: https://www.linkedin.com/in/ip-futures-12422b187/
- "IP Inclusive: IP Non-traditional Family Network": https://www.linkedin.com/groups/12523213/
- "IP Out": https://www.linkedin.com/groups/8488373/
- "IP Inclusive : Women in IP": https://www.linkedin.com/groups/8557958/

Twitter accounts
- IP Inclusive: @IPInclusive
- Careers in Ideas: @CareersInIdeas
- IP & ME: @bameipinclusive
- IP Ability: @IP_Ability
- IP Out: @ip_out
- Women in IP Inclusive: @WomeninIPI

Facebook accounts
- "IP Ability community": https://www.facebook.com/groups/3125107824186976/

Contact details
All contact details for Careers in Ideas and the six communities (including LinkedIn, Twitter and email addresses) can be found on their individual website pages, as listed above.

IP Inclusive contact details can be found at https://ipinclusive.org.uk/contact/ and its mailing lists via https://ipinclusive.org.uk/stay-in-touch/. Email addresses for specific types of query include:

- General IP Inclusive: contactipinclusive@gmail.com
- Events: ipinclusiveevents@gmail.com
- The EDI Charter: ipinclusivecharter@gmail.com
- Data protection issues: the Data Protection Officer at ipinclusivedata@gmail.com
- Careers in Ideas: askcareersinideas@gmail.com

Charter signatories, supporters and partners
- Our Charter signatories are listed on our website at https://ipinclusive.org.uk/about/charter-signatories/

- Our other supporters and partners are listed at https://ipinclusive.org.uk/our-supporters-and-partners/