IP Inclusive
Website Content Guidelines

IPINCLUSIVE
Working for diversity and inclusion in IP

Introduction

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

Our general Communications Policy

Please always adhere to our Communications Policy. This sets out the principles that govern IP Inclusive's communications with the outside world, including via our websites and social media.

Please take a moment to read it and make sure you are comfortable with it. You can access it from our Policy Documents Hub.

If you have any queries about the policy, please speak to a member of the IP Inclusive executive or management teams: see the IP Inclusive Contact Details document available on the "Contact us" page of our website.

We also recommend that you read our Social Media Guidelines, which again can be found on our Policy Documents Hub.

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".
- Explain your acronyms.
- Avoid long sentences and paragraphs.
- Contractions (for example, 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:

- 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.
- disclose information about someone that is not yet in the public domain, without their express permission.

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 Instagram, 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 and Pexels.

If appropriate, please include brief captions with photographs, explaining what they show and acknowledging the copyright owner. We also like to include image descriptions and alt-text tags with the images we publish: see the section on accessibility below.

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/.

Accessibility

As an organisation promoting inclusivity we strive to provide accessible material wherever possible. Some browsers and programs (such as Microsoft Edge, PowerPoint and Adobe) can help you to check your work for accessibility. Please use them for the content you provide for our websites.

Screen readers

Be aware of how your content might sound to someone using a screen reader. Acronyms may not come across correctly and certain punctuation marks aren't recognised by some screen readers. Avoid using abbreviations like "eg", "ie" and "etc"; favour "for example/such as", "therefore", and "and so on" instead. Use a clear structure, with headings to help with navigation.

Alt text (alternative text)

For visually impaired users relying on assistive technology, the purpose of alt text is to describe the essential content or function of an image for screen readers or for when the image doesn't load. It should be short and concise. Include alt text for all your images, especially those where information is conveyed in an image that would otherwise be missed, such as dates and times of events.

For example,

A woman holding a protest sign that says 'Climate Action Now.'

For logos you can use, for example, "the IP Inclusive logo." You can integrate it into the HTML code with (alt="…").

Image descriptions

Image descriptions can be included in the caption under an image and should provide a detailed, vivid or emotional description of the image for visually impaired users or anyone who needs a fuller understanding.

For example,

A young woman stands in the middle of a crowded street, raising a hand-painted cardboard sign above her head. The sign reads 'Climate Action Now' in bold red letters, and determination is written across her faces as she chants with the crowd around her.

Hyperlinks

If you are using text for hyperlinks, please avoid generic link text such as "here" or "website", but rather use specific terms such as "You can download the Allyship Guidelines here."

Documents

Where possible provide both .pptx and .pdf versions of documents for downloads. On PowerPoint presentations include features such as alt text and reading order to make them accessible to people using screen readers. Also provide a small file size, black and white version, with plain text, which will be easier to access on old devices or in areas with poor connectivity: see below.

Digital poverty

Always use the smallest possible image size and quality that will look good on a screen. This will help the webpage to load quickly on older devices and in lower connectivity areas.

Categories and tags

On the IP Inclusive website 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 & ME, IP Ability, IPause, IP Futures, 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.

For news posts on the Careers in Ideas website, we also include searchable tags. Resources posted on both sites are categorised according to their subject matter, again to help with searching and filtering.

Promoting content

For the IP Inclusive website, all news and features articles appear on our News and Features page, 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. More recent articles also appear on our home page under the banner "Popular on IP Inclusive".

Our RSS feed automatically shares new articles on the IP Inclusive LinkedIn page. Our communities try to pick up and share these posts. We also try to share relevant follow-up from other social media users.

Articles for the Careers in Ideas website appear on the site's News page, again in date order and searchable by tags and by key words. We share them via the Careers in Ideas LinkedIn page.

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 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 (see above).

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:

> *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, such as 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 in 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 (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 posts to help with this.)

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.
- Please make sure the linked text explains where the link leads (for example, "the Bloggs Limited website" rather than just "click here"), to help screen reader users.
- Try to link to external content rather than quote it, so that the updating falls to somebody else.

- Include subheadings to structure a longer article.
- 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 Andrea Brewster (andrea.brewster@ipinclusive.org.uk) or Anne Burgato (anne.burgato@ipinclusive.org.uk).

You can find other useful contact details on the "Contact us" page of the IP Inclusive website.