

# GuidePost tips and tricks

**Want more Guiders to read your message? Not sure how to format your GuidePost story? Check out these quick tips and tricks!**

Did you know? The average number of submitted GuidePost stories from across the country is over 60. That's 60+ headlines that need editing, 60+ blurbs that need editing and formatting, 20+ images that need formatting, re-sizing and uploading, 50+ links that need checking, dozens of web pages and forms that need building, and 60+ stories that need setting up in Informz and individually targeted. Phew– that's a lot of work! Here's some stuff you can do to help make it easier for us (and more successful for you).

**Standard formatting:**

*Headlines:*

- **Sentence case** (first letter of the first word capitalized, all other words lower case).
- **No punctuation** at the end of the headline.
- **One short sentence**, unless absolutely necessary to have more than one.
- **No text formatting** (italics, underlines, bolding, highlighting).

*Blurb:*

- **Sentence case.** Please do not randomly add upper case letters throughout sentences. This creates an editing nightmare for the GuidePost team.
- **No underlines.** Underlines imply hyperlinks in emails and on web pages and are not used in GuidePost.
- **Do not include any unnecessary, extraneous details** – short and sweet is the key. Guiders don't have much time to read everything so just get straight to the point.
- **Two paragraphs or less.** Longer articles will require a web page build, so please make sure to submit your stories on or before the deadline to give us enough time to make your story into a webpage.
- **Bolding is acceptable** (use sparingly).
- **Do not use capital letters for emphasis.**
- **Only one exclamation point** per paragraph (use sparingly).

*Images:*

- **Does your story really need an image?** Request sparingly – images slow the load time for the email when there are too many. Best used for crests, badges, icons, and specific, related graphics, not to make the story more eye-catching.
- **Consider the shape.** Will your image still look nice when cropped into a very small square?
- **Do not source images by using Google image search.** These images are generally copyright protected. Use our brand images, or images with explicit permission from the photographer, or from a GGC licensed image provider.
- **Just submit one picture.**
- **Consider diversity** when selecting images.
- **Make sure all members in submitted images (not GGC brand images) have IR.1 consent recorded in iMIS.**

### General tips for good content:

- **Not a confident writer? That's ok, we can help.** Just list the main points and we will craft a story for you.
- **Read your content out loud.** If it doesn't make sense, or feels awkward, or if you run out of breath before you get to the end of a sentence, consider re-writing it (see point above).
- **Everyone's submissions are important.** Extra bolding or font formatting, image requests and requests for higher billing do not increase readership – the content increases readership. If it's something Guiders are interested in, they will read it, even if it's plain text right at the bottom of the list of stories.
- **Tempted to sprinkle in some ALL CAPS, underlined text or random exclamation points?!!** Please don't – they will be edited out, one extra capital letter at a time (a very time-consuming process).
- **The word Guider** is always capitalized.
- **The word unit is never capitalized** (unless at the beginning of a sentence).
- **The Guiding year is formatted like this: 2021-2022 Guiding year.** (Note the word year is not capitalized.)
- **The seasons are never capitalized** (unless at the beginning of a sentence), i.e., *spring, fall, winter, summer.*
- **The title of your event is capitalized**, but the words virtual and event are not, i.e., *Save the date for our upcoming virtual event, The Happy GuidePost Story.*
- **Time:** use 1 a.m. (not 1:00 a.m.), 10:15 p.m., use noon (not 12 noon) and midnight (not 12 midnight). Use abbreviations for time zones: 11 a.m. MST. **Note where the periods are in a.m. and p.m.** Do not use AM and PM.
- **Dates:** Do not add the "st", "nd" or "th" at the end of the date. If you're referring to something happening in the current year, you don't need to include the year unless it's necessary for legal or contractual reasons, i.e. The event will happen on July 25.
- **Sentences:** Be concise.
- **Numbers:** In general, spell out numbers from zero to nine – use numerals for numbers 10 and above, unless the first word in a sentence is a number higher than nine (Thirteen girls attended the event), or numbers indicate a range (girls ages 5-12) or appear in an address etc.
- **Ellipses:** Three...
- **Do not use &.** Many symbols, including &, are used in HTML code and can cause problems with the email template. Use the word and instead of an ampersand (&).

### New!

Have questions? Need to send an edit or update for a previously submitted story?

Email us at [on-dpc2@girlguides.ca](mailto:on-dpc2@girlguides.ca)

[GuidePost Submission Form](#)