C4C Editorial Guidelines

These guidelines outline the principles, practices, and policies that form the basis of C4C's blog and its content. Editorial staff and contributors will adhere to and be guided by these guidelines whenever and however they interact with the blog and its readers. The Editorial Guidelines are put in place and publicized to show that C4C and its staff adhere to the highest standards of editorial integrity when publishing content online.

Editorial Staff

Editor In Chief: Dr. Kechi F Ogbuagu
Content Managers: Ukah Anya Urum, Amanda Chukwudozie
Content Editors   Dr. Kechi F Ogbuagu, Ukah Anya Urum, Amanda Chukwudozie

Principles of Publishing

C4C's blog and its editorial staff and contributors adhere to a common set of blogging ethics as put forward by Morten Rand-Hendriksen (http://designisphilosophy.com/code-of-ethics-for-bloggers-social-media-and-content-creators/) and Tim O'Reilly (http://en.wikipedia.org/wiki/Blogger's_Code_of_Conduct).

Goal:
The goal of this blog is to become the leading resource on information and constructive discussions, which would inform, inspire and empower young people to become more productive and ultimately make a success of their lives.
More specifically our goals are to:
• Become a go-to source for information and discussion about young people's issues.
• Shape public (political, government and private) opinion on young people's issues.

Content Guidelines:
• Always keep your audience in mind.
• Be concise.
• Write meaningful headers.
• Make content easy to scan through.
• Be factual.
• Ask questions, and then answer them.
• Propose solutions/solve problems.
• Be professional and human.
• Use common language.
• Use bulleted lists whenever possible (use numbered lists for longer lists).
• Use the active voice.
• Include valuable links.

Tone:
• Could be academic, personal, light hearted, serious, challenging or supportive, depending on the topic of discussion.

- Good grammar should always be used. Highfalutin words or sentences should be avoided.
- Jargon, industry terms should be explained in brackets and acronyms should be written long form first.
- Articles could be written in 1st person/3rd person/impersonal viewpoint depending on the topic of discussion.
- Personal opinions can be expressed but not without indicating that they're personal opinions.

Links and Embeds:
Internal Links:
- Links should always open in same window except when pointing to referential material.
- Links should always have title tags describing the destination.
- In-house embeds should always be accompanied by direct link to asset.
- In-house embeds are always described as company asset.

External Links:
- Links should always open in new window.
- Links should always have title tags describing the destination.
- When linking to 3rd party indicate this in plain text, e.g. "External link".
- Embeds are always accompanied by direct link to asset.
- Embeds are always preceded or followed by link to originator online profile or site.

Images:
- Images and graphics must be approved by Editor in Chief
- Licensing must be acquired for all images and graphics.
- Creative Commons images and graphics can only be used with Editor in Chief approval.
- Images and graphics should be produced in-house whenever possible
- When external images are used, proper attribution is provided in caption, including originator name with link to online profile or site and description of image.
- Images and graphics should always have alt tags in accordance with W3C standards (http://www.w3schools.com/tags/att_img_alt.asp)

Content from External Sources:
Contributed content (N.B: guidelines may vary for the 3 different categories of contributors – Internal, External and Contracted External contributors)

When content is submitted by external contributors:
- Editor in Chief must confirm licensing and copyright.
- Statement to the effect that the opinions expressed in the content are. Those of the contributor and not C4C must be clearly stated
- Contributor name must be clearly displayed
- Link to contributor online profile or site should be displayed when appropriate.
- Contributor must adhere to Editorial Guidelines.

Quoted and referenced content:

When quoting or referencing published content:
- All quotes and references must be approved by Editor in Chief.
- Quote no more than two paragraphs for a maximum of 200 words.
- All quotes are displayed in block quote format, separate from other content.

- All quotes are followed by the originator name in plain text and a link to originating source.
- All references are displayed in italicized format.
- All references are followed by the originator name in plain text and a link to originating source.

Commenting:
- All comments must be vetted by Editorial staff.
- When a comment is flagged as spam it is quarantined in the Spam folder.
- When a comment is held for moderation Editorial staff must approve, disapprove, or spam comment within 24 hours.
- When a comment is disapproved Editorial staff can contact commenter at their discretion.
- When a comment is edited such edits should be clearly marked in comment and commenter should be notified by Editorial staff.
- Staff commenters must adhere to Editorial Guidelines when commenting.