Be Active, Be Your Change! My Impact Editorial Guidelines

1. A journalist should be free from external and internal pressures while reporting on a story.

2. A journalist must seek the truth and differentiate between factual information and their personal opinions. They should consider the perspectives of all involved parties.

3. A journalist should not distort, lie or manipulate facts and statements to support their own viewpoint.

4. A journalist must be aware of the laws, especially those related to the press, and adhere to them during their work. They should receive regular training on these laws from their employer.

5. A journalist must protect the confidentiality of their sources of information at all times.

6. A journalist should not use any information collected during their official duties for their personal gain or the benefit of others.

7. While reporting on sensitive stories, a journalist must maintain sensitivity and empathy and describe the situation as if it were happening to them or their loved ones.

8. A journalist should avoid using anonymous sources unless it's necessary for the informant's safety or the public's interest. They must have full confidence in the source's reliability and credibility.

9. When reporting on articles from other media outlets, a journalist should exercise due diligence and take full responsibility for all content published on their website.

10. A journalist must behave ethically on social media, including their private profiles.

PROJECT STYLEBOOK
TEXT LENGTH

- The recommended maximum text length is 6,000 words. Does not apply to selected premium texts.

LEAD AND PARAGRAPH LENGTH

- Leads in texts should not be longer than 4-5 lines on desktop. Paragraphs in texts should not be longer than 7-8 lines on desktop

- Long blocks of text make reading difficult - especially on mobile. We don't want a wall of text. Let's break the articles into shorter paragraphs.

LANGUAGE - WHAT DO WE AVOID?
- over-formal language, a lot of specialist vocabulary, PR language, official announcements, phrases like "in the opinion of the court/deputy"
- complex sentences
- repeating the same in the lead and title

LANGUAGE - WHAT DO WE WANT?
- simple language, short sentences
- what's new/essence at the beginning of the text, background at the end
- writing in the first person: "our interlocutor speaks", "how we established"
- short, attractive and engaging leads
- two-part titles

WHAT SHOULD BE IN EACH TEXT?
• at least one subheading
• at least two links (at least three/four in a longer text)
• caption under the photo - a full sentence referring to the text
• visual elements - if possible, inserts from FB, TT
• we always provide the source of the text

POINTS IN TEXTS
We use bullets to organize knowledge - listing important changes, reform assumptions, key facts, etc

BOLD TEXTS
• we bold the most important/most interesting information in the text • make sure that there is not too much bold and not to bold too large fragments - so that the text looks aesthetic