

BE ACTIVE, BE YOUR CHANGE! PROJECT STYLEBOOK

TEXT LENGTH

The recommended maximum text length is 6,000 characters. 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