

Cheshire East UNISON

Website Submission Guidance

The purpose of this document is to offer advice and guidance on how to submit an article for the website. We'll use the term article to cover all types of submission (press release, report, FAQ's etc).

There are no set rules as to what an article can be about but obviously it must be in some way linked to UNISON and/or UNISON's aims and objectives and it must not contravene any UNISON rules or any of the website protocols. All articles are submitted to the communications team which will exercise editorial control along with the Branch Secretary.

If you would like to discuss any ideas for an article or make a suggestion then please contact the branch office who will be happy to help.

How to write an article

We will not concern ourselves here with things like grammar and style as this guide is more focussed on the technical details of submitting an article and the procedure surrounding it.

For advice and guidance on writing an article please take a look at the communications section of the UNISON national website. It contains lots of useful info on writing style and specific conventions used.

<http://www.unison.org.uk/communicating/index.asp>

The majority of articles will take the same format with the exception of any FAQ's (Please view an FAQ on the website to see how they should be set out). An article will have;

- a title (required)
- a main body of text (required)
- up to three pictures/photos/images
- up to three additional files
- up to three links to other websites
- a telephone number
- an email address

It is not possible to place photos/pictures/images within the text so you do not need to worry about the layout. Due to the way the website is built, up to three (low resolution) photos can be uploaded with a caption and they appear to the right of the text as you look at the screen.

Any telephone number or email address will appear after the main body of text in a box. These contact details should only be included if the article invites a response of some kind.

Up to three links to other websites can be included if required. These appear after the main body of text in a box. There is no requirement to include these and they should only be included if there is more information on other websites.

Up to three files can be uploaded with the article (such as a form for download, newsletter for download etc...) These will appear in a box after the main body of text. Again this is only needed if required.

It is possible to make particular words within the main body of text a link. So you may have "to read more [click here](#)" with "[click here](#)" being a link to the UNISON national website for example.

There may be some articles which are to be made member only. For example if there is an article or an FAQ which gives direct and substantial advice then it should probably be made member only. The communications team will make the final decision along with the branch secretary as to whether an article should be made member only.

Submitting an article

An article can be submitted in two ways; the first is electronically via email and the second is by sending a hard copy to the branch. In both cases an article should be accompanied by a submission pro-forma.

The general process will be to send the article along with the submission pro-forma and any additional images or files to the branch office. It will then be considered by the communications team. The communications team is not obliged in anyway to publish every article it receives and also any article must conform to UNISON rule and the branch website protocols. The article will be looked at and a decision will be made. As per the Code of Good Branch Practice, the Branch Secretary has the final say on such matters.

If the article is to be published then the branch employed staff will upload the article along with any associated attachments or pictures etc.

The submission pro-forma

Every article submission must be accompanied by a completed submission pro-forma which is available for download from the branch website. Hard copies are available from the branch office.

The form is reasonably straightforward to follow.

There is a copy of the submission proforma which has guidance notes written on it which you can download from the website under resources.

Electronic submission

The easiest and most convenient way to submit an article is via email as it saves paper and postage, any attachments or file uploads can be easily attached with the email and it is easier for the branch employed staff to copy and paste the article into the website.

Please make the subject of the email “website submission”. Attach the main body of text, the submission proforma, up to three pictures/photos, up to three additional files.

If the article is to be submitted electronically then it is best to send the main body of text of the article as a word document. The font must be “**Verdana**” and the size should be “**9.5**” You should simply click in the size box and key in “9.5” then press return as “9.5” cannot be selected from the drop down list. This will make it easier for the branch staff as this is how the article will appear on the website. In terms of formatting the article you can use bold, italics and bullet points (numbered or normal). No need to insert pictures into the text as mentioned earlier.

Alternatively you can submit the article as a plain text document.

If you wish for a word or a phrase within the main body of text to be a link to another website then please follow this convention. After the word or phrase you wish to be the link please type “(Link 1)”. Then at the end of the article please write Link 1 along with the web address. For example if I want “read more here” to be a link to www.unison.org.uk then I would write “read more here (Link 1)”. At the end of the article I would write “Link 1 – read more here – www.unison.org.uk”. Obviously if there is more than one please use Link 2 and Link 3 etc as required and display them in a list. Branch staff can then alter this when they upload the article. Please note that these links are different to the three links that you can include separate from the text.

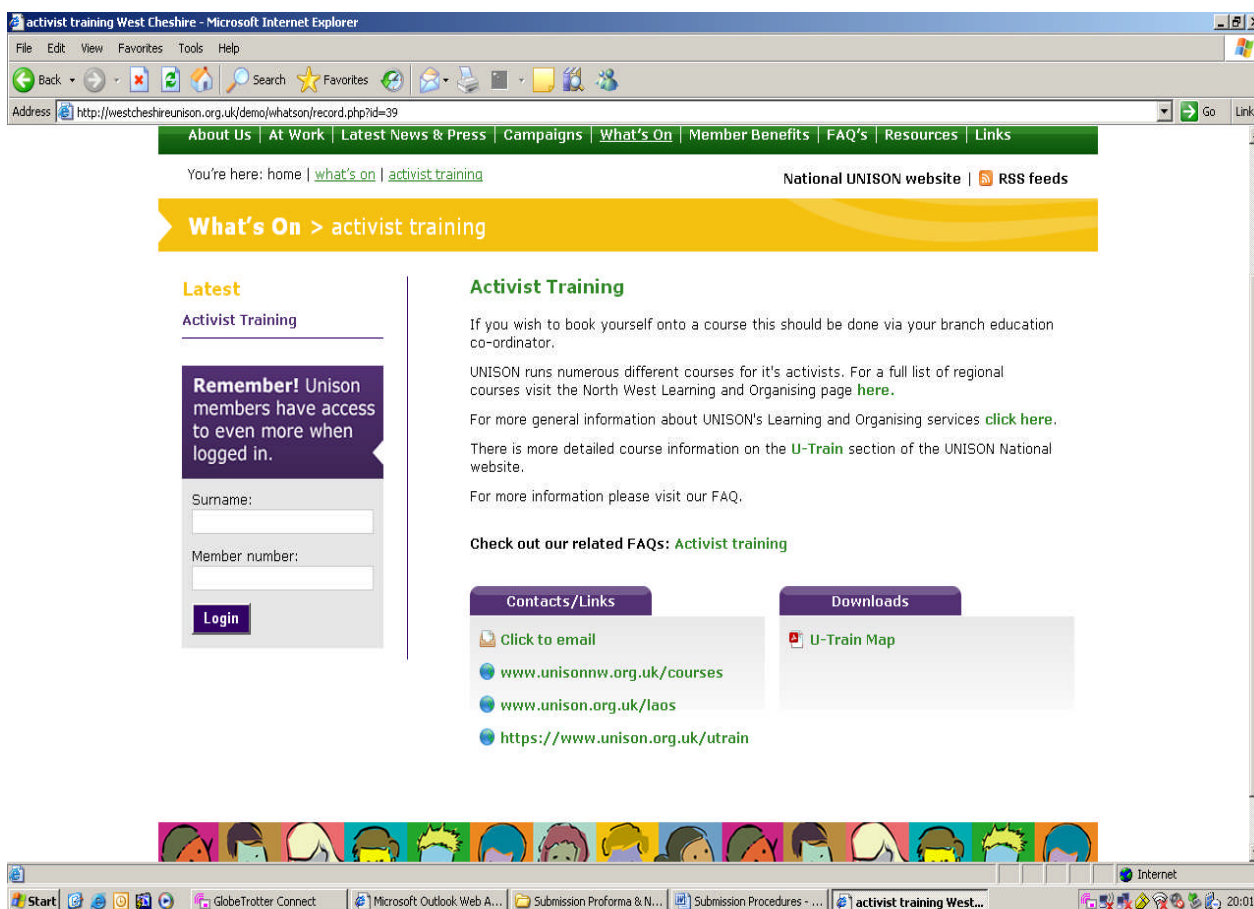
Photos/pictures should be attached to the email. Please do not use high resolution photographs. If you are taking photos at an event please use a low resolution setting on your camera. Also do not send a photo or image that is protected by copyright. UNISON does have some stock photos that can be used so if you need any assistance please contact the branch. If you have taken photographs yourself you should have obtained the permission of anybody who is visible in the photograph.

Any additional files to be uploaded with the article should be attached to the email. There can be a maximum of three. The sort of thing that would be uploaded would be a flyer, a form, a poster or a fact sheet for example.

If you wish to include a telephone number, email address or links to other websites then these can simply be entered on the submission pro-forma and will then appear in a box after the main body of text on the website

Emails should be sent to mail@cheshireeastunison.org.uk. If you have any difficulties with any of the above then please do contact the branch office for help and advice.

Below is an example of how an article looks on the website. Please have a browse of the website to see how other articles look to give you a better understanding.



Hard copy submission

A postal submission is a bit more difficult. You will have to post the article and submission pro-forma to the branch office. The main body of text can be either typed and printed out or hand written. The submission pro-forma will need to be completed by hand. A copy of the submission pro-forma can be downloaded from the website or a hard copy obtained from the branch office. The same procedure then applies with the communications team considering the article.

The same conventions as above apply if you wish to make a word or phrase within the main body of text a link. The same text formatting options apply eg – bold, italics and bullet points.

The difficulty with a hard copy is how any images or additional files will be sent over as these cannot be sent as a hard copy as we will need them electronically in order to upload them.

It is advisable to contact the branch office if you wish to submit an article as a hard copy.

Which section of the website should my article go in?

Most of the time this will be obvious but below is a table outlining roughly what is included in each section.

Website Section	Description
Home Page	This page is static and no content can be added to it by the branch. The photo and the brief description can only be amended by baabaa design (the web hosting company). The most recently added Latest News, Campaigns, What's On and Member Benefits will appear at the bottom of the screen.
About Us	This section of the website will contain information about the branch, its history and formation. This is the section that will include a who's who of branch officers and a welcome statement by the branch secretary.
At Work	This area of the website will allow people to explore information relating to their particular employer or workplace. It will be split into different employers and sections such as council, schools, further education and private sector. This section can also contain information relating to the wider aims and objectives of the union such as health & safety and equalities. Regular articles from core branch officers and activists are expected.
Latest News	This will be the main section of the website. It will be a major means of communicating with members on current topics within the branch. There should be regular articles from core branch officers and activists and also articles from members are welcome. It should contain stories relating directly to negotiating and bargaining in the employers covered by the branch as well as stories relating to UNISON's wider aims and objectives. Links can be used to draw attention to stories on the national UNISON website and any other stories that may be of interest to UNISON members. News stories can be made member only. Latest news articles should be used to draw attention to more detailed information in other sections of the website such as "At Work".
Campaigns	This section will support all relevant campaigns being run by UNISON at a branch, regional and national level. For example UNISON's million voices campaign.
What's On	This section should contain information relating to relevant UNISON events that are coming up. This should cover details of activist training, branch committee dates, AGM dates and any other events/dates that would be relevant to UNISON and the branch, for example workplace meetings, drop in sessions etc... Details can be made member only.
Member Benefits	This section should inform members what benefits are available to them and how they can use/obtain them. It should also show to non members what benefits they could gain if they were a member. A lot of this can be achieved with direct links to our partners and the national website. It should also include any local benefits as and when we negotiate them.
FAQ's	This section will contain a series of questions and answers which can be grouped under appropriate headings. FAQ's can be made member only to avoid giving direct and substantial advice to non members. This section should cover all general queries that stewards and branch staff face from day to day and also specific FAQ's relating to any current issues.
Resources	This area will contain any useful relevant materials for download. Such as electronic membership form, the submission pro-forma, minutes from meetings etc. Resources can be made member only.
Links	This section contains links to other websites which are of use to UNISON members or which UNISON support. For example the ACAS website, HSE website and the council website.

It is likely that any article submitted will fall into either;

- At Work
- Latest News
- Campaigns
- What's On
- Member Benefits
- FAQ's
- Resources
- Links

Note – At Work/Latest News Crossover

It is quite likely that many of the articles could go in either of these sections. There maybe a story relating to a particular employer or section within the council. It would be a news story but it also is relevant to that particular work area. In these cases it is suggested that you submit the article to go in “At Work”. However in the “Notes” section on the submission pro-forma you should state that you would also like for it to be put in “Latest News”. Branch staff will then upload the main article to “At Work” and will then upload a brief summary of the article into “Latest News” along with a link to the main article. This should avoid duplication as the “Latest News” brief summary can be removed after a period of time.

Summary

This guide is by no means exhaustive it is designed to give rough guidelines on how to submit an article.

It is recommended that anyone wishing to submit an article contacts the branch office and/or speaks to a member of the communications team for advice and guidance.

If you are interested in getting more involved in the branch then please get in touch.