**LASSONDE CONTENT GUIDELINES**

*Update: 08-21-15, 11:30 a.m.*

**Summary**

All Lassonde students are encouraged to contribute content for publishing on our websites and social media. This document outlines basic guidelines for those contributions. All content should be submitted at least a week before it should be used. Content about past events should be submitted promptly after the event.

**Preferred topics**

1. Upcoming events: It’s often better to have a story before an event than after. The content is a way to promote the event and get people there.
2. Past events: Not all events make for good articles. When appropriate, a summary of what happened with some quotes is good.
3. Student entrepreneurs: We are always trying to tell stories about new and exciting startups and student projects.
4. Startup news: We want a steady stream of news about student startups.
5. Lassonde alumni: We want to feature graduates who are now doing great things.
6. Lassonde organizational updates: We need content about any new programs and initiatives.

**Photos, photos, photos**

We are always looking for good photos. They help attract and maintain attention for everything we do. Here are some tips for taking good photos:

* Good light
* Pick one subject
* Eye contact
* The highest resolution available (300ppi for print, 72ppi for digital)
* People
* Get a creative perspective
* Don’t be shy. Get in there

**Web article format options**

* 200-400 word article: Keep it short. Include quotes from people. Third person.
* Q&A: Sometimes a Q&A with someone is the quickest and most efficient way to feature the person or what they are doing.
* List: Everyone loves lists. They are easy to read and skim. Do 5 tips for this or 10 tips for that.

**Social media content notes**

Lassonde uses Facebook, Twitter, Google +, LinkedIn. Provide content in the appropriate format for each platform. So, for example, if you want to us to Tweet something, write a 140-character message with handles and hashtags. Remember we need to link to something, so also contribute an article if we don’t already have somewhere to send people. Remember we prefer to link to our websites.