

ELIMU ARTICLE MANAGEMENT AND GUIDELINES

Remember the following points every time you create a piece of content for the website.

1. Most important facts should be at the top i.e.
 - Message: This is the main point/main topic of discussion
 - State your position clearly on the issue: make sure through your story that you address the 5 Ws and H (Who is involved, What does it involve, When does it take place, Where does it take place, Why is it important and How did it come to be)
 - Make one single point well and rope readers in on how it applies to them
2. Use short sentences, paragraphs and limit your article to a specific number of words. Also, don't be afraid to use conversational language. 'We will ...' rings clearer than 'The Department of Mathematics aims to ...'
3. Ensure your story is educative, informative and entertaining. Add color and illuminate your message
4. Who do you want to read this page? Write to them directly just as you would talk to them. In cases where you conduct an interview make sure when quoting the person you credit them appropriately with titles.
5. Add and improve web content: Your website may contain a wide variety of content. Regardless of this, it's important to keep content up-to-date, otherwise users will find your website dull and useless. Therefore, you will need to regularly update as much content as you can. Add new articles or opinion posts at least weekly, so that users do not become bored with the site.
6. If you were searching for this content on the Internet, what keywords would you use to find it? Put those words and/or phrases in your page title.
7. In the rush of creating and posting information to the website, it is possible that some live content contains errors. Fix any errors that you spot, including relatively minor issues: missing or incorrect punctuation, typos within copy or spelling errors. Larger errors include: improper formatting, unreadable content or poor sentence construction.

8. Do you have any images that add visual context? If not, try to use some. As the saying goes, a good picture is worth the proverbial thousand words.
9. What do you want the user to do when they have finished with the page? Give them somewhere to go by adding links to other school based content on the other pages of your website, other relevant websites or the different social sites that you may have.