

Editorial Guidelines

Instructions and Tools

Below are Mightybytes' editorial guidelines. Use this document as a template to create your own. Select File > Make a Copy, then name your document.

Mission Statement:

What is your content trying to achieve?

Example: "We're interested in making the web more inclusive, accessible, sustainable, and a better place for everyone."

General Guidelines

- Our target audience is business and marketing decision-makers at large nonprofits, other B Corps, social enterprises, conscious companies, etc.
 - As part of our [Education Impact Business Model](#), content on our website is useful and educational to our target audience, not self-promotional.
 - As a [Certified B Corp](#), all content is grounded in ethical, responsible, and more sustainable business practices. See our [Code of Ethics](#) for reference.
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Solicitations

We *occasionally* accept guest posts from vetted sources that are aligned with our B Corp values and Code of Ethics. However, most of our content is written internally by digital professionals with specific expertise in, or knowledge of, digital sustainability, responsibility, ethics, and equity/inclusion.

Content Requirements

Use these guidelines to create effective and impactful content. If you need to jumpstart a post, use our [page brief template](#). Read more [about this template](#) on our blog.

Voice, Tone, Grammar:

- Our voice and tone are casual yet conversational and lively. Humor is great as long as it's respectful and inclusive, not disparaging or unnecessarily snarky.
- Write to a 5th or 6th grade reading level. Keep sentences short and use simple, easy-to-understand language. If necessary, use [Hemingway](#).
- Avoid jargon or corporate lingo. If you must use industry-specific or technical terms, define them in your content.
- Use inclusive language whenever possible: avoid pronouns, gender-specific language, ageism, or anything that perpetuates stereotypes, bias, or discrimination. Test content with Whole Whale's [Inclusive Language Checker](#).
- Next, use transition words when possible to improve readability. (see what we did there?)
- We're fans of the Oxford comma and use it regularly.
- Numbers: one to ten, 11, 12, ... 100, 101, etc.
- When in doubt, consult the [Chicago Manual of Style](#)

Word Count:

- Make your content as long as it needs to be to most effectively tell your story. Remember, your goal should always be to create the best content possible.
- Many blog posts range from 800 – 2800 words. However, Google also tends to reward longer, tutorial-based content that includes lots of details. Keep this in mind when creating posts.

Format for Sharing:

- Google Docs are always preferable for joint collaboration, especially during editing.
- If not possible, use Word's doc format.

Links:

- Link to external content whenever relevant. Every link included must add value for readers.
- Link to relevant internal content when possible to improve SEO and help readers find related content.

Paragraph Length and Spacing:

- Keep paragraphs short, 2-3 sentences max. This helps readers skim content.
- One space after a period, not two.

- Use images, bulleted lists, icons, and other visual elements to break up large blocks of text (see next section).

Formatting:

- Use headers and subheaders to break up your content.
- Avoid big blocks of text.
- When writing headlines, be specific and indicate a benefit to the reader. If SEO is important to your post, include keywords in headings and subheadings.
- Use bullet or numbered lists often.
- End the post with a question or a call to action for comments. The more specific, the better.

Images:

Images are used to break up text, make posts scannable, and to support data. Ideally, we include one image at every scroll depth, so an image is always visible.

- Stylistically, our blog uses mostly illustrations (versus photos).
- Include one header image for each post.
- Post images should be 1000px wide.
- NO STOCK PHOTOS (unless absolutely necessary, which is hardly ever).
- Include images that illustrate “how to” do something or images that support data.
- Text in images should be decorative. If an image includes direction or editorial content, be sure to include alt text and image descriptions for accessibility.

Editing

We may edit posts or return them to you for revisions. We may edit anchor text and links that are not relevant to your post. Sometimes scheduling may change but we will let you know ahead of time.

Exclusivity

We ask that your article not be published elsewhere previously, or simultaneously. If you’d like to republish a guest post that ran on our blog, please wait at least two weeks to do so. Update it to make it current and link to the original post.

Deadline

We ask that your articles be submitted seven days prior to your scheduled run date. Don’t worry, we’ll coordinate a date together.

Commenting

We don't use comments on our blog (way too much spam), but we do encourage people to engage with us on social media.

Corrections

We do our best to maintain a high-level of publishing quality and accuracy through diligent research, verification, proofreading, and editing. If you notice an inaccurate statement on this website, please reach out [via our contact form](#). We will get back to you as soon as possible to discuss the matter and, if warranted, make any necessary corrections..

Promoting

Please plan to promote your post throughout your social networks. We ask that you share it more than once on multiple networks over multiple days. The time frame and scheduling is up to you.

Brand-specific Considerations

Other things to keep in mind that are specific to our brand.

- The 'C' in Certified B Corp is capitalized.
- Ecograder has a small 'g' just as Mightybytes has a small 'b'.
- For other questions on logo or image use, please see [Mightybytes Brand Guidelines](#).