



Philadelphia Neighborhoods: Technical Requirements

Regardless of the medium, all stories require certain components to be considered for publication. Those requirements are:

- Geolocator
 - Section of city or neighborhood
 - If not tied to a specific neighborhood, use a theme
- Headline
 - Use an active verb
 - Capitalize all words except minor two and three letter words
 - In WordPress, the Headline Analyzer score should be above 40
 - *Example:* Northwest: Chestnut Hill West Line Service Returns After Pandemic Disruption
- Dek
 - One or two sentences explaining story
- Categories
 - No more than three
 - Should be: section of city, neighborhood, theme
 - Chosen from [this list](#)
- Tags
 - No more than five
 - The people, places, orgs, specifics from the story
- Featured image
 - Taken by student
 - Horizontal/landscape
 - Captures action
- Social Copy
 - Copy to be used on at least one of the following: Facebook, Instagram, Twitter
 - [PN Social Media Copy Style Guide](#)
- Etc.
 - If a story relates to something timely, even if the story isn't time sensitive, it must contain a date for context.
 - Everything needs to be in the past tense unless otherwise approved.
 - Quotes should stand alone as their own paragraphs.
 - Attribution should go after the first sentence in multi-sentence quotes.

- There needs to be an italicized line at the end of the posts and it should look like this:
 - *Please email any questions or concerns about this story to:*
 editor@philadelphianeighborhoods.com
- Does the copy follow AP Style?
 - Specifically: addresses, job titles, numbers
 - Tools to help: [Styleguard and Lingofy](#)
- Did the reporter(s) embed links to people, businesses, orgs, reports, etc?
 - Sources need to be primary sources, whether people, data or reporting.
- Images have people/action and are not static shots or buildings/signs.
- Make sure visuals (videos, images, graphics, etc.) don't bump and quotes don't bump.

All stories filed need a minimum of 50 words of copy and a horizontal photo with action, shot by a student. Even if the story is not primarily words or photos, we need these as a multimedia outlet and for WordPress purposes.

Resources:

- PN Style Guide
- WP Primer
- Social Media Copy Style Guide
- [Styleguard and Lingofy](#)