

SIGBI Editorial Policy

1.0 Introduction

Soroptimist International Great Britain and Ireland (SIGBI) Ltd has several communication channels, each of which is intended to convey a different type of message. The communication channels are:

- Soroptimist News (online magazine)
- SIGBI News Briefing – for all Members
- Club Executive Mailings
- SIGBI Website/Club Websites
- Public Twitter and Facebook Page, Instagram and Linked In (hereafter called Social Media)
- Closed Facebook Groups (Soroptimist-GBI, Communication and Membership, Associate Members)

This Editorial Policy explains the purpose of each communication channel and the type of information which will be included in each, to dispense with any confusion that Members may have. It explains what should be sent to SIGBI HQ and when it should be sent for each communication channel.

2.0 Soroptimist News

2.1 Information for Clubs

Soroptimist News is our opportunity to showcase the work of Soroptimist International Great Britain and Ireland (SIGBI) to the world. Whilst it is read by Members, we also want it to be read by the wider community, and the online magazine will help us to reach more people, as we can publicise either the link to the Page Turner or the App to other Organisations and Individuals who are interested in the work that we do.

Therefore, only items related to our Programme Work are included in the online magazine.

Anything related to Membership or Club Administration is in the SIGBI News Briefing or Club Mailing for Club Executive. Obituaries are now placed on the SIGBI Website for a period of three months - <https://sigbi.org/members/membership/obituaries/>.

There is a schedule of articles for each issue of Soroptimist News (Appendix 1). With the exception of the December issue (which focuses on Conference), there are main articles in each issue by two Assistant Programme Directors (APDs). The exact subject matter is not known until they submit their article, but a small number of Club News items will accompany each main article to show what Clubs are doing to directly support the subject matter.

Clubs should not submit their projects directly for inclusion in Soroptimist News. Projects will be chosen from those entered on the Programme Database within the 12 months prior to the issue by the Assistant Programme Director responsible for writing the article.

In order to be considered, projects on the database must include an interesting, high-resolution photograph (taken straight from the camera/phone camera and not cropped or resized) . The minimum requirement is 300 DPI (Dots per inch). If a photograph is over 1Mb in filesize it should be usable.

Note: Programme Reports must be entered on the database as they are completed, with long-running projects (eg regular beach-cleans) having one report submitted annually at the end of the Club year. The “Summary” field should contain enough information to allow it to be used in its entirety in Soroptimist News, with one photograph.

2.2 Information for Article Authors

A reminder will be sent to the main contributors for articles expected for a specific issue, approximately one month to six weeks before the copy deadline.

2.2.1 Deadlines

Issue Publication Date	Copy Deadline
16 May	8 April
16 August	8 July
16 December	8 November
16 February	8 January

2.2.2 Article Text

Text should be submitted in Word format (without any embedded photographs).

Total Length of article:

450 words maximum. This is the optimum length for an online article. If bullets are used, then the word count may be reduced. The Editor reserves the right to edit the article to fit the page.

Tone of article:

The article must be written for the benefit of someone who has no knowledge of Soroptimists, in plain English. As this is a magazine, the tone does not need to be too formal, but rather conversational and friendly.

Avoid Soroptimist Jargon such as “Programme Action”, APDs, UKPAC. You can talk about Clubs and Members, but avoid Regions/NAs/Networks as these are terms specific to SIGBI – use the word “countries” if describing work being done throughout the Federation, and use specific country (or specific region within the UK) names where applicable.

For each article, the first time that Soroptimist International Great Britain and Ireland (SIGBI) is used it should be in full. SIGBI should be avoided where possible, and Soroptimists is the preferred term if it fits the context.

Stick to the facts, enhanced by quotations or examples of Clubs’ work where applicable. Always think about what would be of interest to the general public, rather than to Members.

Heading:

Use a simple heading that states what the article is about and use 70 characters or less for the heading. The Editor may amend the heading if necessary.

Opening Paragraph:

Introduce your article in a way that will make people want to continue reading. A quotation, anecdote, question or shocking statement are all good devices.

House Style

- The article should be written in 3rd person
- Use upper case initial letters for Club, Federation, Soroptimist and Members. Do not use upper case initials for “projects” or “programme work”.
- Dates should be written as 3 October 2019, not 3rd October 2019
- Numbers: one to ten in words, 11 upwards in numbers
- No full stops after abbreviations like MBE, PAC, ie, eg, etc

Conclusion:

Do draw a conclusion with your article if possible, and always refer the reader to the SIGBI Website for further information, if possible (or to another website if not).

2.2.3 Photographs

Other than the photographs that illustrate the Club projects, one or two photographs should be submitted that will illustrate the main article. Carefully consider the best photographs that you have, bearing in mind whether the photographs are:

- High resolution
- Sharp focus
- Interesting content
- Dynamic/shows activity/projects a “mood”

Photographs must be submitted as separate JPEGs (not embedded in the Word document) and high resolution (if the file size is over 1Mb they should be adequate).

If photographs are not your own, then it should be checked if permission is required to use them, and such permission obtained. Use the form below to obtain permission, if the owner of the photograph does not have their own agreement form:

www.sigbi.org/members/files/PR-MD-Photograph-Release-Pro-forma-20081.doc

2.2.4 Club Projects

Please check the database for reports submitted in the last 12 months that shows what Soroptimists are doing to directly support the theme of your article and submit 5-6 Project IDs with your article. Please only submit projects that have at least one photograph uploaded and that contain a good summary of the project.

The Editor reserves the right not to use a Project if the information and/or photograph available on the database are not suitable.

3.0 SIGBI News Briefing (for all Members)

The SIGBI News Briefing is a two-page PDF that is sent to Club Secretaries by email for onward transmission to all Members (or printing for those Members not on email). It is also copied to Regions/NAs/Networks and FMB/FCC/FPAC for their information.

The SIGBI News Briefing is sent on the 1st and 3rd Friday of each month.

The information in this communication is internal (i.e. for Members/Clubs/Regions/NAs/Networks only and contains items that are of interest to all Members).

Page 1 contains a “top story” and news from SIGBI HQ, which may include Federation Vacancies, information pertaining to the General Meeting, the SIGBI 3-year Project or anything else that SIGBI HQ wants to pass on to Members.

Page 2 contains information about events (SIGBI Conference and Grants of Friendship), Membership Matters/Friendship Link articles (in alternate Briefings) and SIGBI Trading Ltd (Shop and Members’ Portal), plus links to website news items that have been added since the last SIGBI News Briefing.

Items from individual Clubs are NOT included in the SIGBI News Briefing.

4.0 Club Executive Mailing

The Club Executive Mailing is sent to Club Secretaries on the 1st and 3rd Friday of each month (at the same time as the SIGBI News Briefing) but contains information that is specifically for the Club Executive, e.g. Documents re the running of a Club, Voting Accreditation information, Club Ballot reminders. Some of these items may need to be discussed with Club Members, but the Club Executive will decide how that is done.

Items from individual Clubs are NOT included in the Club Executive Mailing.

5.0 SIGBI Website/Club Websites

The SIGBI Website is static, with information about the Organisation and how to join on the public-facing website, and information for Members to use on the Member's area.

There is a news section, on which news concerning SIGBI activities and global concern are posted.

Club News is not published on the SIGBI Website, apart from when a new Club is chartered. Clubs should post their Club News on their Club Website and share on social media (see sections below).

6.0 Social Media

SIGBI has a Twitter account (@SIGBI1) and a Facebook Page (@SoroptimistSIGBI), which are used to make important announcements to the general public, such as congratulations to prominent women on achievements, or to Clubs on their significant anniversaries, publication of Soroptimist News and any other public announcements. SIGBI also has Instagram and Linked In accounts but these are used less frequently at the moment.

If Clubs have special news that they want to share on social media, they should post it to their own Twitter/Facebook accounts and include the relevant SIGBI tag (@sigbi1 for Twitter and SoroptimistSIGBI for Facebook) so that SIGBI can retweet/share it.

7.0 Closed Facebook Groups

SIGBI has three closed Facebook Groups (explained in detail below), each of which has a different Membership. Anyone who is a Member of a group can post items into that group. If these are not deemed suitable by the Group Administrators they can be removed. Items posted within the closed groups cannot be shared on public accounts. These groups are for the members to share ideas, ask questions or comment on items of interest.

SIGBI will post items in these groups to share as widely as possible items of news, SIGBI activities or important information.

7.1 Soroptimist-GBI

This Facebook Group is for any SIGBI Member to join to share ideas, post items they want other Members to see, or to ask SIGBI HQ questions.

7.2 Soroptimist Associates

This Facebook Group is for Associate Members, so that they can communicate with each other and post items of interest to them that other Associates may find useful.

7.3 Communications and Membership

This is for Communications and Membership Officers to join to share ideas related to Communications and/or Membership only.

8.0 Conclusion

The purpose of this document is to ensure that Clubs know which information will be published using which communications channel and use the appropriate channel themselves.

We encourage Clubs to share their news via Social Media in the first instance and include on their Club Website. Clubs should also ensure that they complete a Programme Report on the database within a month of a project being completed, so that SIGBI has the most up to date Project Information to work with. Please do attached photographs to your reports, and make sure that they are high resolution with interesting content.