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Editorial Guidelines

A guide for maintaining consistency of written content and staying on-brand

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Editorial Mandate

An initiative to improve the lives of Canadian Men, Men & is committed to publishing content provided by experts, authors and notable people who can speak first hand about Men's health, wellness, relationships, masculinity and community.

Launching after 7 years of research, the Men & initiative is supported by organizations aligned with the mission of improving lives and helping others. Through our feature articles and content pillars, including Relationships, Mental Health, Wellness and Parenting, we look to connect with Canadian Men who are looking for help to improve their current situation.

Backed by a helpline for those facing a current crisis, the foundation of Men & is helping those most at risk and need immediate help. Looking forward can be difficult in some situations, however, our content and resources are designed to improve lives by our interactions.

Men & is based in Calgary, Alberta, and as a digital platform sees reach across Canada and beyond. Our current resources are based on Alberta's health guidelines and available resources. As the platform grows, we are closely watching to see what other areas are using Men & frequently and many need similar local resources.

For a copy of Men &'s contributor guidelines, click here

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Contributor Guidelines

The conversation today about Men's health and wellness is more open and welcome than before. Having a unified place where the discussion can continue with clear direction for help and improvement exists on Men &. Are do your message fit to be a part of Men &?

The Men & Mission

To connect with men in Canada, more specifically, in Alberta, to openly talk about how to improve their lives and offer support to those who need it most. Supported by experts and organizations with an aligned vision, we strive for Men & to become the Canadian resource for Men's overall health, wellbeing and relationships. Learning from experts, researching the latest insights and meeting with influential people so we can create more readable and actionable content about what matters to you.

Our Focus: The Pillars of Men &

- Men's Relationships
- Fatherhood
- Community
- Masculinity
- Men's Mental Health
- Men's Health & Wellness
- Men's Personal Development
- Personal Finance

Not Our Focus:

- Men's Fashion
- Men's Lifestyle
- Technology
- Sports
- Events

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Author Guidelines

Men & is seeking guest contributions to enhance our relevant content with current, authentic, and valuable information on topics that relate to our content pillars including relationships, health, wellness, fatherhood, careers, mental health, personal development and more. All content shared is intended to assist our readers to navigate life and benefit from our content. As our mandate is to be factual, please remember that all content goes through our editorial process to be factually correct and within our community guidelines for language.

Write and Submit your Author Bio

When you establish an author profile with us, please include the following information:

• Biographical information, which will be attached to every post that is published of your work on Men &. This should be a short and sweet introduction of who you are and why you're important.

• Twitter profile. This allows us to tag you online so that you can share your post.

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Author Guidelines

• LinkedIn profile. This helps readers see your expertise, background, and credentials as well as connect with you.

• Your other social media accounts, such as Facebook, Instagram, Medium, YouTube, etc.

• Your personal website or company name along with role and URL.

• A recent profile photograph

Article Length
While we do not have a specific format or type of article, we do believe that the topic you are writing about is complete, concise, consistent and clear. It is important to us and for you to have authority on what is published.

• We aim to have articles that are a minimum of 500 words.

• Preferably, we have articles that are either 1000 - 1500 words or 2500 or more.

• Longer article lengths all for practical and actionable writing that lets readers dig into the topic.

• Long-form articles are also more likely to be shared more broady when written well.

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Author Guidelines

Citations, Links and Categories

• Please have the first link in every article point to an article or definition on Men & that relates to your topic.

• Use external links for any third-party perspectives, evidence, and statistics.

• Only use credible sources, including research studies and major publications. Do not use Wikipedia.

• Disclose the nature of any relationship with a company or person that is mentioned in your content.

• If you use a quote within an article, you may link to their Twitter handle

• Please do not overly self-promote your own business if you include it in any of your content. We will remove anything that we deem too promotional.

• Our editorial staff reserves to right to add rel="nofollow" to any link or remove a link attached to words or images before or after publication

• Do not link to any questionable sources or industries, such as pharmaceuticals, casinos, payday loans, or pornography.

• Buying, selling, or trading links that appear in posts is strictly prohibited.

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Best Practices For SEO

So more people can find and read your content

• HTML formatting related to bulleted lists, headers, bolding, etc. is encouraged to improve readability
• Choose 1 category that is related to your article
• Shortened titles in the meta title section
• Use Alt tags for any images used in your content
• No keyword linking
• All quotes must be cited properly
• If there is a link in the post that isn't valuable to the reader, it'll be removed.
• Use headers as a way to separate sections of your article
• Provide a summary or introduction of your article that is limited to 200 characters or less

Formatting

• Write out numbers from 1, 2, 3, etc.
• Write percentages as digits.
• Use one space after all punctuation.
• Use the Oxford comma format.
• Capitalize first and last words in headings. All other words are capitalized in a heading except articles (an, a, the, etc.), coordinating conjunctions (for, and, or, but, etc.), and prepositions that contain three or fewer letters (in, one, at, etc.).
• Headers in H2 tags and sub-headers in H3 and H4 tags.
• No spam or div tags

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Best Practices For SEO

Images

• A featured image should be least 650 pixels wide and 400 pixels tall. Make sure that the featured image appears correctly before submitting your post.
• Use center alignment for photos within the article unless they are aligned with text.
• Set the display size for all images to “large.”
• Include at least one image per article and place it within the first approximately 150 words.

If you want to include images, please also share them with our editor. You can use your own images, but please note that it is your own. Note the source if you are using an image from a photo licensing service like AP, Getty, Unsplash, Pexels or Shutterstock. Also, include the name and email address of your representative so we can verify that you have rights to the image. You are solely responsible for obtaining these rights. By submitting an article, you represent and warrant to Men & that you have done so.

• All images must have alt tags and title attributes. Use the title of the article or a brief photo description.
• If you would like to use charts, graphs, or illustrations from other websites please ask our editorial staff for approval before submitting.
• We do not accept any images that have a brand, logo, or external links displayed on them. There should not be any branded images that may appear to make the post into sponsored content.
• Memes are not acceptable images for our site.

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Our Publishing Process

You can apply to become a contributor here

When submitting, make sure that the document is accessible to anyone with the link. Do not share it via a specific email address.

After you click **Submit for Review**

Here's how our process works for reviewing the content:

• Our Editorial Team checks that it follows our editorial guidelines.
• The post undergoes copyeditor review. Grammar, spelling mistakes, and content flow are checked. Links and references are reviewed for accuracy, relevance, and adherence to our linking guidelines.
• If the editorial staff has requested that you make changes, it will go on Editorial Hold. Your post will be published faster if you quickly respond and make the required changes. If you see "Editor Hold" on your post's status but have not received an email with requested changes, please contact us.
• Once all editorial changes are completed, your post will be changed to "Ready for Publishing" status. Typically, each post involves a two to four week turnaround from post submission to publication.

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Our Publishing Process

Tell us About Yourself
If you are an agent (PR, media relations, good friend, family member) submitting on behalf of your client and it will be a one-off submission for publication, you should submit through the same process.

If you're a freelance writer interested in ongoing work, or a guest poster looking to talk to our audience on an on-going basis, you'll need to set up a Men & profile. It's free and streamlines the process to work together.

• Once you submit, a Men & editor will look at the post for content, grammar, etc, and they will make the determination to publish it. The Men & team alone maintains final editorial control.

• As with our comments on inappropriate pitches to Men & – whether in terms of subject matter, writing style or bias – any posts submitted not matching our content guidelines will be deleted.

Examples of Ideal Guest Content
If you're interested in some examples, here are a few articles that really made the most of our editorial guidelines and are factual, thought-provoking or actionable.

Empathy: the secret ingredient in relationships
How to apologize to someone you hurt
How to be a better husband

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Our Publishing Process

To participate in our guest contributor publishing program, we have established a set of guidelines listed below.

Content Republishing

• To maximize the search ranking potential, there should be no duplicate content issues. Content can only be republished on Medium. You may not republish content from our site on your company or personal site until two weeks after being live on our site.

• If we see a post published anywhere besides our site or your company or personal site, then we may remove your post from our site.

Other Notes on Our Guest Post Opportunity

• We don't guarantee to publish your submission, but we will review it and make a yes/no decision on publication. Because of the high volume of submissions, we're not able to give timetables on review or feedback beyond an acceptance or rejection.

• We reserve the right to edit the post as needed for style, content, length, etc. Our policy is to give guest authors a chance to review our edits before posting when possible, but Men & retains final editorial control.

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Our Publishing Process

• By submitting an article to us, you are affirming that the content is original to you, the author, and has not appeared elsewhere online or in print. We may accept previously published material. If this is the case, please state where and when it ran when you submit your post.

Benefits of Contributing to Men &
Here are some of the benefits of providing us with high-quality, relevant content:

• Author Bio on the Men & website
• Exposure to readers that could be your target audience.
• Syndication relationships with a wide range of media companies
• Followed by Men & Twitter and Instagram account

If this all sounds good, then we look forward to receiving your submissions. We look forward to working with you. Apply to become a contributor