



Styleguide

Updated 18/6/2010 (v6)

What is this?

A style-guide is generally used to maintain consistency across publications. Building consistency is integral to creating a reliable space for people to always come back to and to engage with.

This is a style-guide for Vijana FM authors. While this guide itself is evolving, please try to stay as close to it as possible, unless a newer version is sent to you.

In the event that you are stuck on something to do with editing, a few of us are helping to edit your posts. If we haven't seemed to catch something, let us know.

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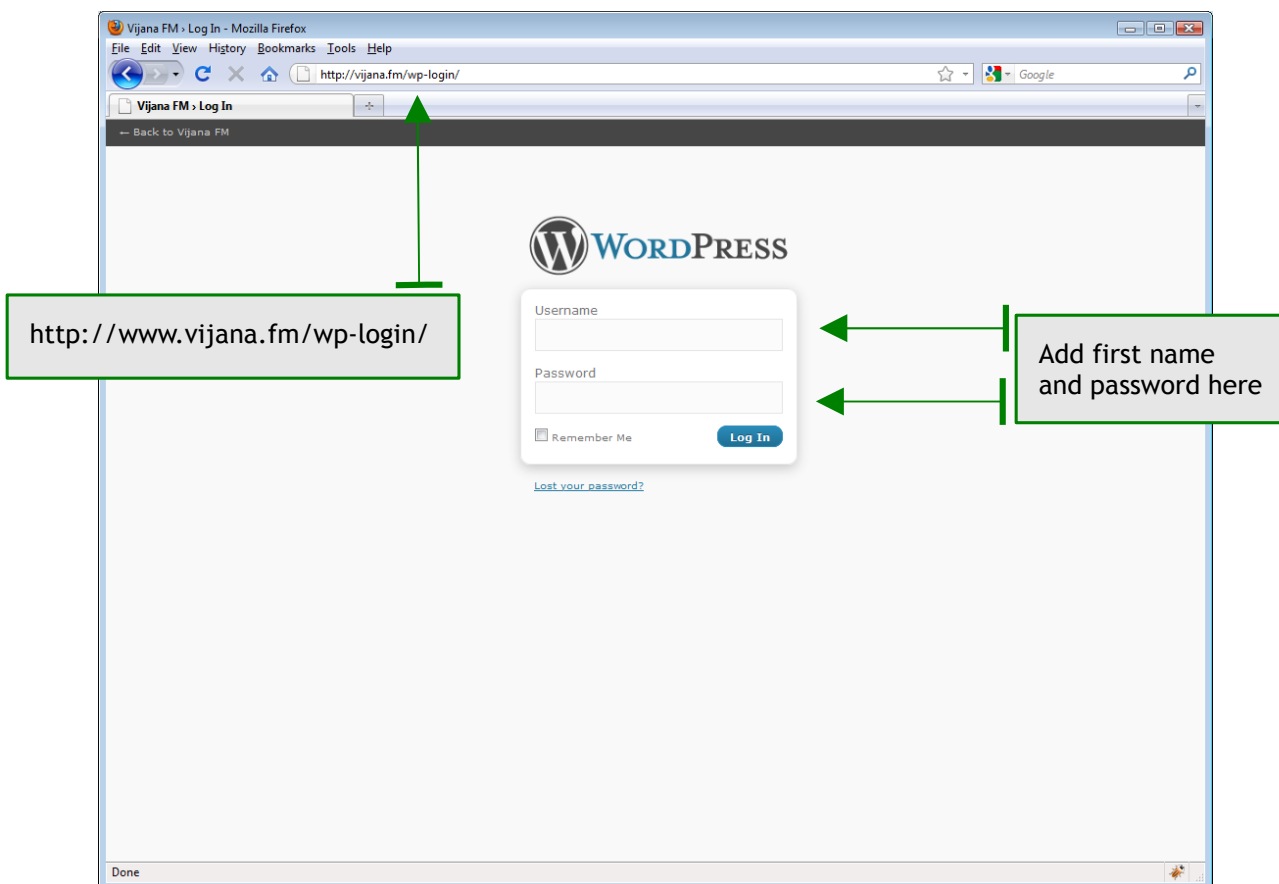
Al-Amin Kheraj, Operations: alamin@vijana.fm

Contents:

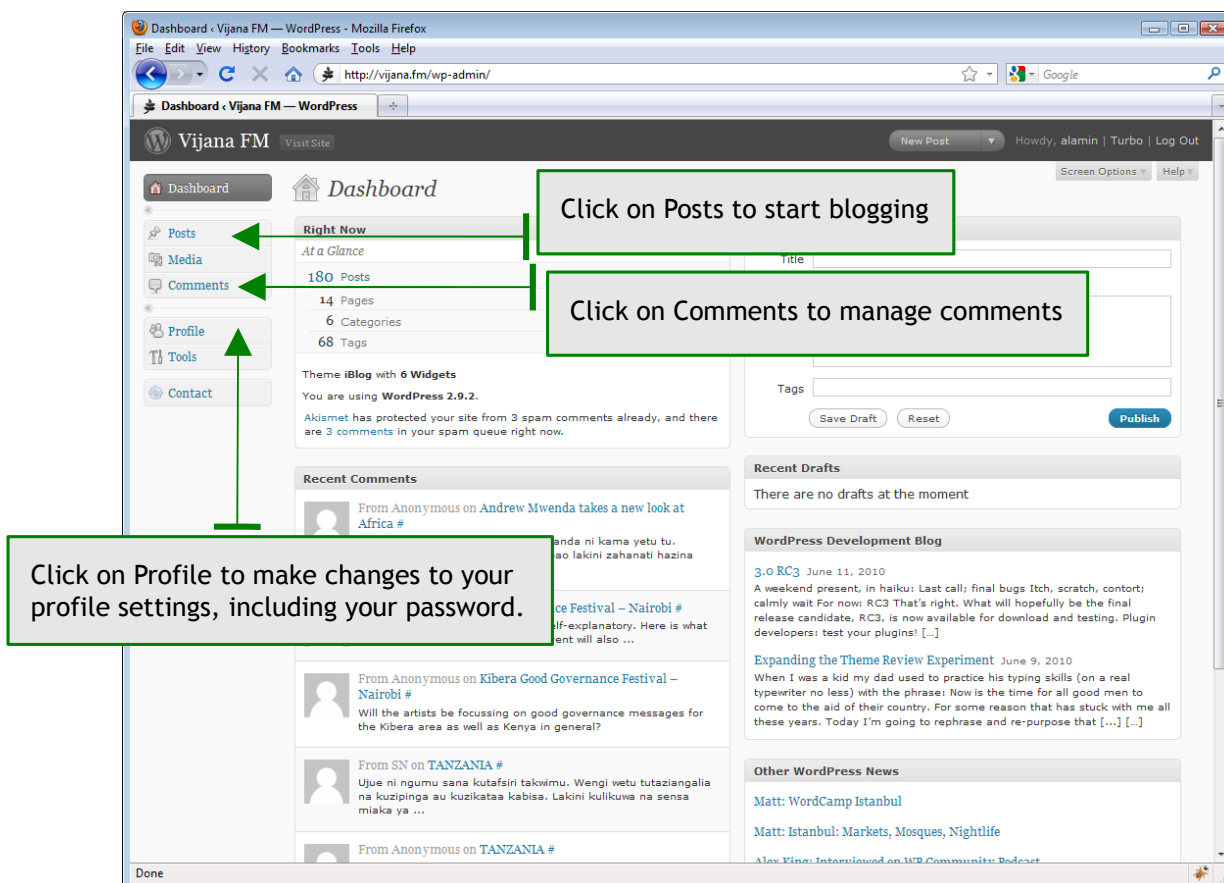
Brief introduction: How to blog with Wordpress	Page 2
Titles	4
Writing your post	4
Posting videos and audio files	4
Links	5
Tags and Categories	5

Brief introduction: How to blog with Wordpress

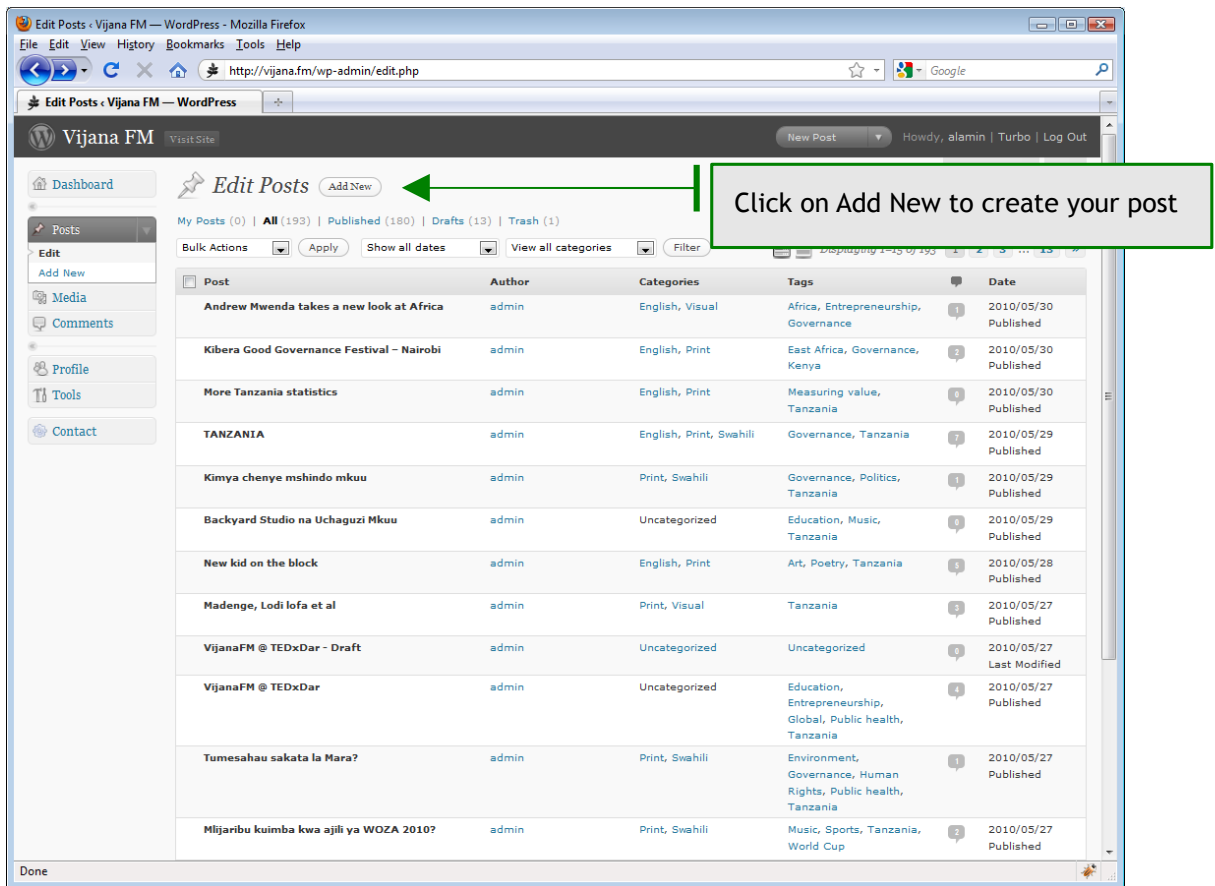
1. Start blogging on Vijana FM by logging into wordpress at www.vijana.fm/wp-login/:



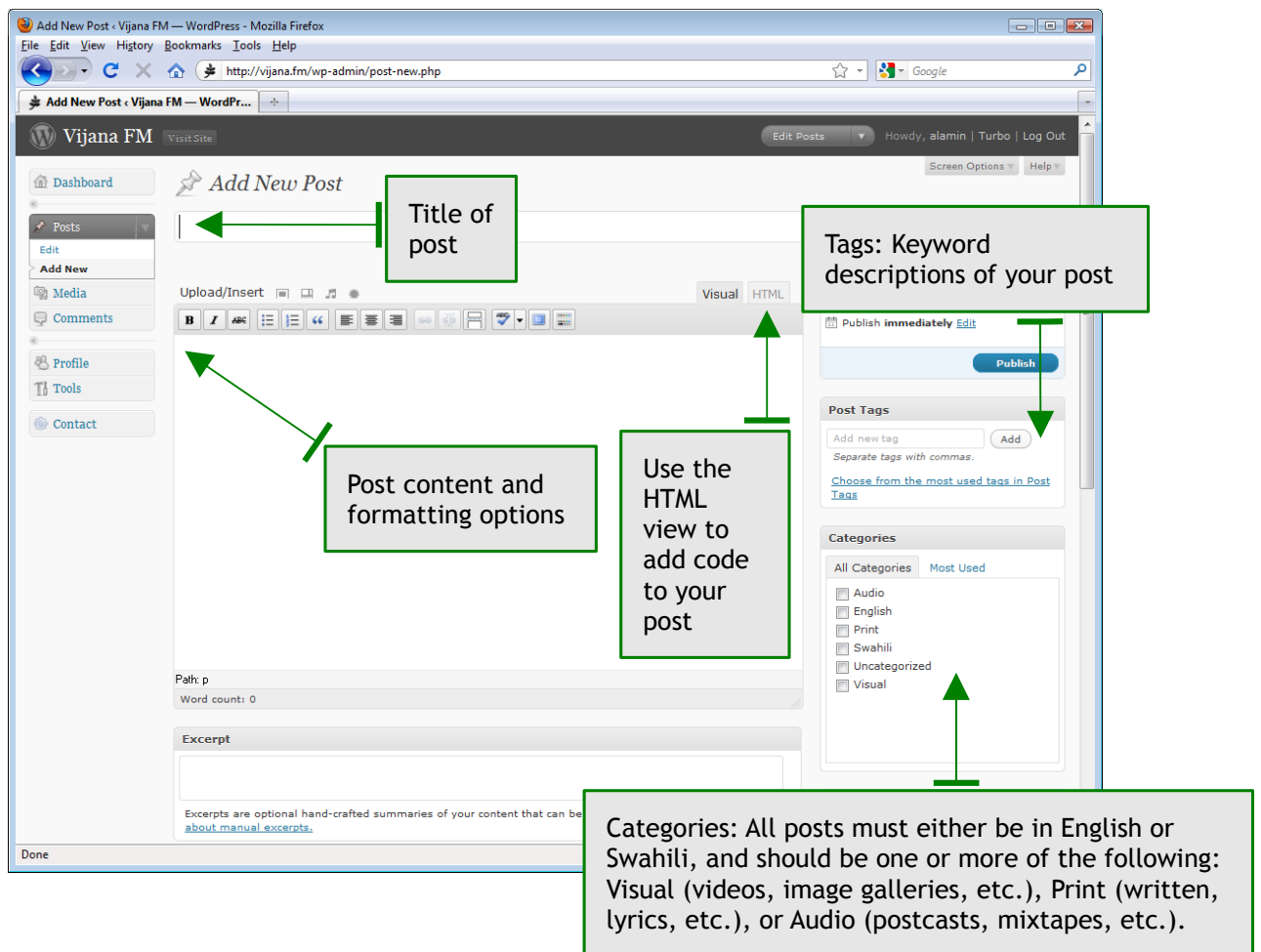
2. When you log into the back-end of our blog and website, you are met with your dashboard:



3. Under Posts, you will see a list of posts with options, as well as a button to Add New posts:



4. When adding a new posts, you have various options. When done, click publish, we're done!



Titles

- Only the first letter of your title should be capital, unless it is someone's name or a title is given in the middle of the sentence;
- Do not include any punctuation marks at the end of the title.

Recommended:

Eric Cantona makes a comeback

Not recommended:

Eric Cantona Makes A Comeback!

Writing your post

Bold, italics, underlining, and capitalization

- **Bold:** Only use for subtitles
- **Italics:** Only use for quotes, or titles of movies, books, websites, etc.
- **Capitalization:** Discouraged completely, unless for abbreviations or titles' first letters.

Recommended:

Pele is back

Our main man Edson Arantes Do Nascimento, also known as *Pele*, made a comeback in yesterday's Brazil - Portugal game.

Not recommended:

PELE IS BACK!

Our main man edson arantes do nascimento, also known as **Pele**, made a comeback in yesterday's Brazil - Portugal game.

Posting images

- Embed images into the post if possible (instead of link to them)
- Adjust size and placement to cover as least white space on the page as possible
- Adjust text around the image to cover as least white space on the page as possible

Posting videos and audio files

- Embed videos or audio files into the post if possible (instead of link to them)
- Adjust size and placement to cover as least white space on the page as possible
- Adjust text around the video or audio file to cover as least white space on the page as possible
- If not embedding, link should read [original source] - [title of the video or audio file]
- Create a link by using the formatting toolbar above the box where you post

Links

- Create a link by using the formatting toolbar above the box where you post
- Should not include punctuation
- Should not include more than 3 words, unless it is a title of a movie, book, websites, etc.
- Should never be bold
- Can be italic
- Should never be capitalized

Recommended:

Links

[African Leadership Institute](#) (OR) [www \(dot\) afleadin \(dot\) org](http://www.afleadin.org)

E-mail: [afleadin \(at\) tanzania \(dot\) org](mailto:afleadin@tanzania.org)

Not recommended:

Links

www.AFLEADIN.org

E-mail: afleadin@tanzania.org

Tags and Categories

- Every post has keyword tags, which can be clicked on to view similar articles that have also tagged the same keywords. Tagging is encouraged.
- Tags should be one, two or maximum three words.
- All other tags must try to be used as per previous tags
- New tags should only be used if introducing an unaccounted for topic that occurs frequently and will be used in future.
- New tags can be created by blog authors.
- Every post must be tagged with at least two categories:
 1. All posts must contain at least one of these: Audio, Print, Visual
 2. All posts must contain at least one of these: English, Swahili
- New categories cannot be created by blog authors. They are managed by blog editors.

Recommended:

Tags: Technology, Tanzania, Development

Categories: Swahili, Audio

Not recommended:

Tags: SEACOM Wireless Broadband, Dar, Happy living

Categories: Print