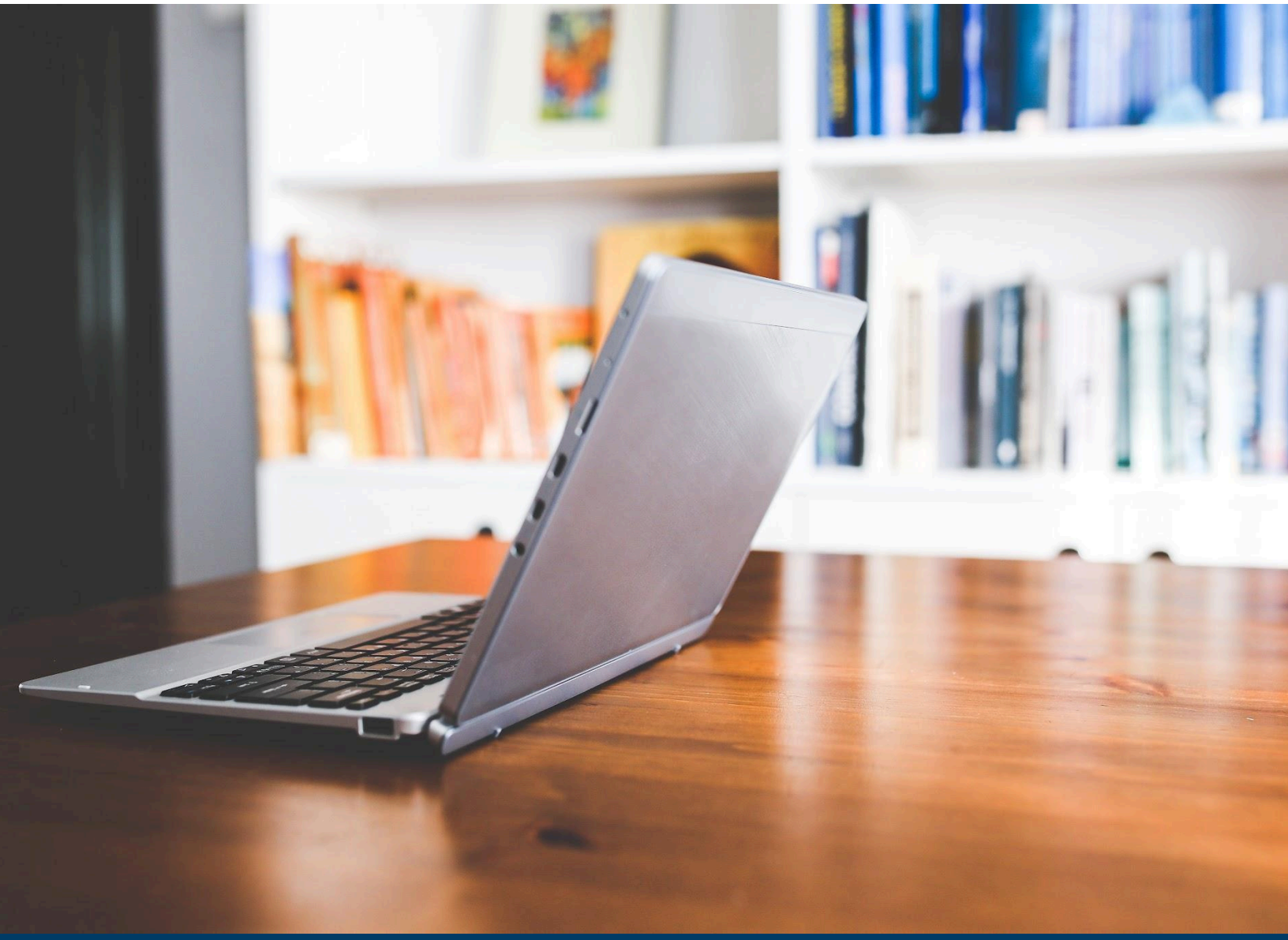

November 2025, v2.1

THRIVE PUBLISHING GUIDELINE FOR EDITORS (PLUS STYLE GUIDE)

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Resources
Find links to all of THRIVE's key resources. Explore here first! : THRIVE Wiki
WP Login: https://thrivabilitymatters.org/2025/wp-login.php
Guides in the Wiki: https://wiki3.strive2thrive.earth/guides/
Here you'll find our published articles: Blog You can also search for previous articles to know if a topic has already been covered or to build on previous topics: Blog Post Search Tool

Before the monthly Brainstorm, RAs must pitch articles using this form: (scroll down to see the most recent entries) Pitch Form
THRIVE Publishing Guidelines for Authors: Guide
Article submission checklist: Checklist (keep updated)
Google sheet containing the monthly themes and internal codes: TP themes
Content form (prev. known as Repurposing form) - When your article is approved, complete this form: Form
Roster for meets, training and presentations: Roster
Powerpoint template: Template
Event Guidelines best practice: Guide
Complete this form when you join as a Researcher (you must add in new RA names): Background/SME Form
Author Progress Sheet: Author Progress

Introduction

THRIVE Editing Guidelines are created to support the editorial team. We want to unify and streamline the content production on our THRIVE blog. These guidelines support editors by providing information related to our specific style guide and ensuring consistent quality standards. They also explain our processes for content review and scheduling according to the publishing cycle.

THRIVE's content is created by writers and contributors from diverse cultural and professional backgrounds. Editors should ensure all content is neutral, inclusive, scientifically backed, and aligned with THRIVE's tone of voice and the most recent Publishing Guidelines.

Training: How To Get Published at THRIVE		
#1 Training - Purpose of Training - Expectations - Monthly Cycle 1/2/3 - Article Publishing Cycle – WHO? - Tags 2025 - Integrating the FFFs - Submission Checklist	**Training #1 Slides**	**Training #1 Video**
#2 Training - Spelling and Grammar Guidelines - Internal Sources - External Sources - Linking Sources - Integrating the SDGs - how they fall short - Integrating FFFs - formula	**Training #2 Slides**	**Training #2 Video**
#3 Training - Example Article Plan - Accept/Reject - Featured Images - Peer Review Process - Lifestyle Article vs. Academic Article - CTA	**Training #3 Slides**	**Training #3 Video**
#4 Training - WP tips - Researchers Info - So you've been assigned an article… - THRIVE's writing voice	**Training #4 Slides**	**Training #4 Video**

Training: How To Get Published at THRIVE		
- Be a Science Communicator! - Good Writing Practices & - Engaging Writing - FFF recap - Marketing your article		
#5 SEO Training - Intro to SEO - Definitions - How Search Engines Work - Let's talk about intent - KW idea finder - lots on this in the Guide - SEO Keyphrase and KWA balance - SEO Keyphrase 'rules' - Key takeaways - So, now what?	**Training SEO Slides**	**Training SEO Video**
#6 WP Training - Intro to WordPress - First Steps - Tips for writing in/out of WP - WP specifics - WP referencing - Bits and Bobs - What now? - Learn more…	**Training WP Slides**	**Training WP Video**

Editors can request access to this Training Google Slides via it-support using the correct format and make any edits. They can be adapted and used for future live training. The videos above can also be shown in meetings, sent to new volunteers, and watched by new Editors to learn how to host the training.

Before You Start Editing

- Familiarise yourself with the latest version of the THRIVE Publishing Guidelines (see Wiki).
- Understand the publishing cycle and how posts are shared (e.g. Social Media, Reddit, LinkedIn).
- Ensure you have access to the WordPress platform as an editor.
- Review the campaign theme and SDG focus for the current month.

Editing an Article in WordPress

- Log in at https://thrivabilitymatters.org/2025/wp-login.php
- Navigate to “Posts” via the left sidebar and click “All Posts”
- Use filters to locate posts by status (e.g. Assigned, Draft, Pending Review, SEO, Approved)

Post Status Definitions

- **Pitch** – Unassigned/orphaned topics available for selection
- **Assigned** – Topics allocated to a writer
- **Draft** – In progress or awaiting further input
- **Pending Review** – Completed by writer, awaiting peer review
- **Pending Editing** – Peer-reviewed and ready for copyediting
- **SEO** – Edited and ready for final SEO check (often done within PE stage)
- **Approved** – Ready to be scheduled for publishing
- **Scheduled** – Set for publication
- **Published** – Live on the blog
- **Sticky** – Prioritised posts pinned to the top of the blog (top article per month)
- **Trash** – Posts not approved for publication

What to Look For in the Article

- Grammar, spelling, punctuation (use a tool such as Grammarly for help)
- Consistency with THRIVE’s style guide
- Clear structure: H1 for title, H2 for major sections, H3 for sub-sections
- Short, punchy sentences are preferred over long, complex ones
- Accurate referencing: inline citations only, no reference lists unless whitepaper
- Internal and external links are present and correctly formatted
- Readability score checked via Yoast
- Use editorial comments/Slack DMs to provide feedback
- If the article doesn’t meet requirements, return it to Draft with clear notes

What to Check Regarding Images in the Article

- Featured image must be 900 x 483 pixels
- Images must be high-quality, relevant, and non-offensive
- Alt-text must be present and include the article's keyphrase
- Caption should briefly describe the image and include the keyphrase
- Source must be cited below the caption using a hyperlink
- Use "Align Centre" for image placement

Article Attributes

- Adjust/edit the slug to include the keyphrase (no stop words)
- Save changes using "Save as Draft"
- Ensure the correct author is listed or THRIVE Publishing if authorship is not yet earned
- Do not press "Publish"—change status to "Pending Review" or "SEO" as appropriate
- Write/check punchy Meta Description (must include keyphrase and fit Yoast's green bar)

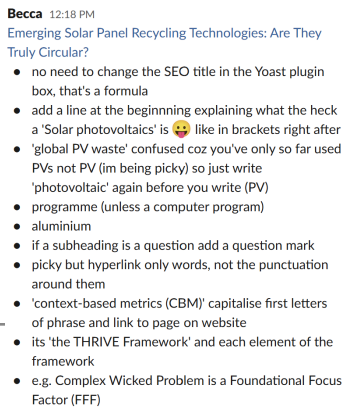
Interacting with Writers/Contributors

Editors are encouraged to liaise with writers during the editing process:

- Clarify phrasing, structure, or missing elements
- Request additional context or sources
- Provide guidance on formatting, tags, and image use
- Assign topics and share research materials
- Use editorial comments or Slack for communication
- Always thank contributors and offer constructive feedback
- NOTE: check in on what errors are frequently made and adjust training/guides to reflect this

Communicating edits:

You can choose to message them via Slack using bullet points and copy and paste the section you're referring to e.g. (image right).



Becca 12:18 PM

Emerging Solar Panel Recycling Technologies: Are They Truly Circular?

- no need to change the SEO title in the Yoast plugin box, that's a formula
- add a line at the beginnning explaining what the heck a 'Solar photovoltaics' is 😛 like in brackets right after
- 'global PV waste' confused coz you've only so far used PVs not PV (im being picky) so just write 'photovoltaic' again before you write (PV)
- programme (unless a computer program)
- aluminium
- if a subheading is a question add a question mark
- picky but hyperlink only words, not the punctuation around them
- 'context-based metrics (CBM)' capitalise first letters of phrase and link to page on website
- its 'the THRIVE Framework' and each element of the framework
- e.g. Complex Wicked Problem is a Foundational Focus Factor (FFF)

OR you can choose to use a method similar to PR and leave notes in the editorial box at the bottom of the article (suggest you copy and paste them also into Slack in case they don't save properly).

Next Steps

- If further input is needed: leave comments, mark missing sources with (*), and return to Draft
- If minor changes were made: leave a note, request author review, and set status to SEO

Keyword Analysis Template (KWA)

To write KWAs after the monthly Brainstorm, use this template (KWA template Becca 2025 – leave alone) and duplicate it in WordPress. Anyone with Editor-level access can do this. Refer to the SEO Guide for further detail on SEO best practice.

Template:

—----------

Keyphrase –
Slug –
Keywords –

Introduction (to be replaced by SEO heading)
    Note lock in your 2-4 relevant FFFs here and weave throughout
Definition (to be replaced by SEO heading)
Methods (to be replaced by SEO heading)
How (to be replaced by SEO heading)
Why (to be replaced by SEO heading)
What can be done (to be replaced by SEO heading)
Conclusion and Call to Action
Achieving THRIVE goals: Looking forward to 2030 (reference SDG shortcomings)
A Thrivable Framework (conclude your FFFs)
    Final paragraph linking to other TP content

—----------

Notes:

- Start by selecting 2–4 FFFs (Foundational Focus Factors) and weave them throughout the article.
- SDGs should be referenced but are no longer the central framing.

- Add tags for internal themes and FFFs using this reference list.

Article-Level Style Sheet

While THRIVE's central style sheet ensures consistency across the blog, each article may raise unique editorial decisions that aren't covered by general rules. Editors are encouraged to keep a brief style note for each article they edit—whether on scrap paper, a notes app, or directly in the editorial comment box.

This helps maintain consistency across revisions and future updates, especially for:

- Name spellings (e.g. contributors, researchers, public figures)
- Place names (e.g. regional spellings, transliterations)
- Terminology choices (e.g. climate terms, acronyms, localised phrasing)
- Formatting quirks (e.g. stylised headings, recurring phrases)

These notes don't need to be formal—just enough to ensure continuity and avoid rechecking decisions later. If an article is part of a series or references previous THRIVE content, editors should also check for consistency with earlier posts and flag any discrepancies.

When an Article Is Approved

Assuming you've checked spelling, grammar, SEO, tags/categories, references, captions etc. =

- Set WP status to Approved
- Remove PR name and editor name if there
- Save (or Schedule if you know when it's going to be published)

NEXT:

- Inform #team-editors in Slack with:
    - Hyperlinked title
    - Author name
    - Number of pushbacks
    - Month it can be published (or whether it can just sit in the bank of approved)
- Add pushback count to Research/Brainstorm sheet and change article status on left
- Add data and link to Author Progress sheet (input into week of the year article is approved)

Scheduling Articles

Schedule articles for 9:00 UTC+10.
Typically, ‘on-theme academic articles’ are published on Fridays and ‘lifestyle/storyteller articles’ are published on Wednesdays. The aim it to also move to publishing articles on Mondays too.

Monthly Timeline

- Towards the end of the month: Remind researchers to send articles to PE in time for editing if they want it to be published in good time
- 4th Wednesday of the month: Brainstorm
- Within 48 hours: Complete KWAs & assign articles and PRs to authors who didn’t attend
- Last day of the month: Schedule articles (on-theme Fridays, flexible lifestyle/Storyteller Wednesdays) and assign sticky article
- Check for late pitches and complete KWAs
- 1 week into the month: Remind researchers their first draft should be with PRer
- 1 week before next brainstorm: Remind researchers to pitch
- Repeat cycle

Reaching Out to New Researchers

- Send Publishing Guidelines and encourage them to watch training videos
- Add their name to this form (you will need to request access in it-support) and ask them to fill it out - SME Form
- Encourage joining #team-researchers and #research-content on Slack (via #it-support)
- Invite to live “How to Get Published at THRIVE” training and monthly Brainstorm
- Assign a PR article for them or ask them to request one in #team-researchers
- Encourage pitching for the following month (or the one after if onboarding is late) -> remember we pitch 2 months ahead, in October we pitch for December articles

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Style Sheet (Aligned with THRIVE PUBLISHING GUIDELINES for Authors v5.6)

THRIVE PUBLISHING GUIDELINES for Authors has more details, so please refer to that.

Punctuation

- Single space after full stops
- Double quotation marks
- Closed en dashes (e.g. text–text) - use sparingly
- Serial comma before “and” in lists

Capitalisation

- Capitalise titles, headings, subheadings, and words after colons
- Use consistent spelling (Australian/UK)

Numbers, Measurements, Dates, and Times

- Spell out numbers one through nine; use numerals for 10+ (apart from in titles where you can use numerals always)
- Use commas in numbers over 999 (e.g. 1,000)
- Dates: 9 January 2024 (no comma)
- Times: 7 am (space, no full stops)

Titles

- Max 70 characters
- Must include the keyphrase
- Be descriptive and engaging

Referencing

- Use inline citations for internal links and APA end-of-line citations for external links (Hughes, 2025).
- Use quote blocks for long quotes
- Credit image sources with hyperlinks
- External links and internal links must open in a new tab

Version Control

Updated by: (@name)	Version Number	Update Description	Reason	Date (as dd/mm/yyyy)
@???	**v2.0**	Unknown	Unknown	**27/07/2021**
@Becca	**v2.1**	Updated new processes.	Outdated.	**30/10/2025**