

APRIL 2026, v5.8

THRIVE PUBLISHING GUIDELINES FOR AUTHORS

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FAQ

- **I've finished the first draft of my article, now what?**
  - Good job. First use the Article Submission Checklist to ensure you've done your best work. Then send it for Peer Review.
- **Do I press the 'Save' button or the 'Submit for Review' button?**
  - Good question, the 'save' button appearance varies depending on the article status in WordPress. If you're working in a Draft status the button should say 'Save', hit that to save your work. If you're working in 'Pending Review' status, the button may say 'Save' or 'Submit for Review', you can press either and they will send the article for Peer Review. DON'T PRESS PUBLISH. However, you're working on your draft article and need to take a break, always press 'Save' and not 'Submit for Review' or else you won't be able to start writing in your article again later, as it may have been prematurely sent for Peer Review. More info.
- **I'm a new RA, what should I do?**
  - Attend induction sessions plus any other meetings you can. Reach out to your Team Lead and any Team Assistant for guidance. Complete your onboarding checklist. Review this guide. Attend the next Brainstorm meet: get ready to pitch an article (for the next next month e.g. in October brainstorm pitch for December theme), and Peer Review. More info.

Resources

Here is a list of resources referred to in this guide. If something is missing or needs to be updated, you are welcome to change it in the living document.
Otherwise, let the #wiki Slack channel know.

Resources
Find links to all of THRIVE's key resources. Explore here first! : THRIVE Wiki
WP Login: https://thrivabilitymatters.org/2025/wp-login.php

Guidelines 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, you must pitch articles using this form: (scroll down to see the most recent entries) Pitch Form
A quick video guide on how to make your article more engaging to readers: How to Write an Engaging Blog Article
Article submission checklist: Checklist
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 (request that your name be added): Background/SME Form
TP_GUI_039: THRIVE Content Strategy Guideline

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 - Be a Science Communicator!	**Training #4 Slides**	**Training #4 Video**

Training: How To Get Published at THRIVE		
- 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 my new Editors to learn how to host the training.

Introduction

This is a guide for writers, researchers and contributors who publish content on the THRIVE blog. It explains our style and referencing guide, how to use WordPress, how the publishing process works, and what to expect.

PLEASE NOTE: By default, new authors are published under a generic THRIVE Publishing name. To progress to publishing under your own name, please ensure you follow each step of the publishing process and meet all of the appropriate guidelines. Once your work meets standards, your third article with THRIVE will feature your name. This means meeting submission deadlines, producing quality content, following our SEO requirements, and writing according to our style/referencing guide and standards.

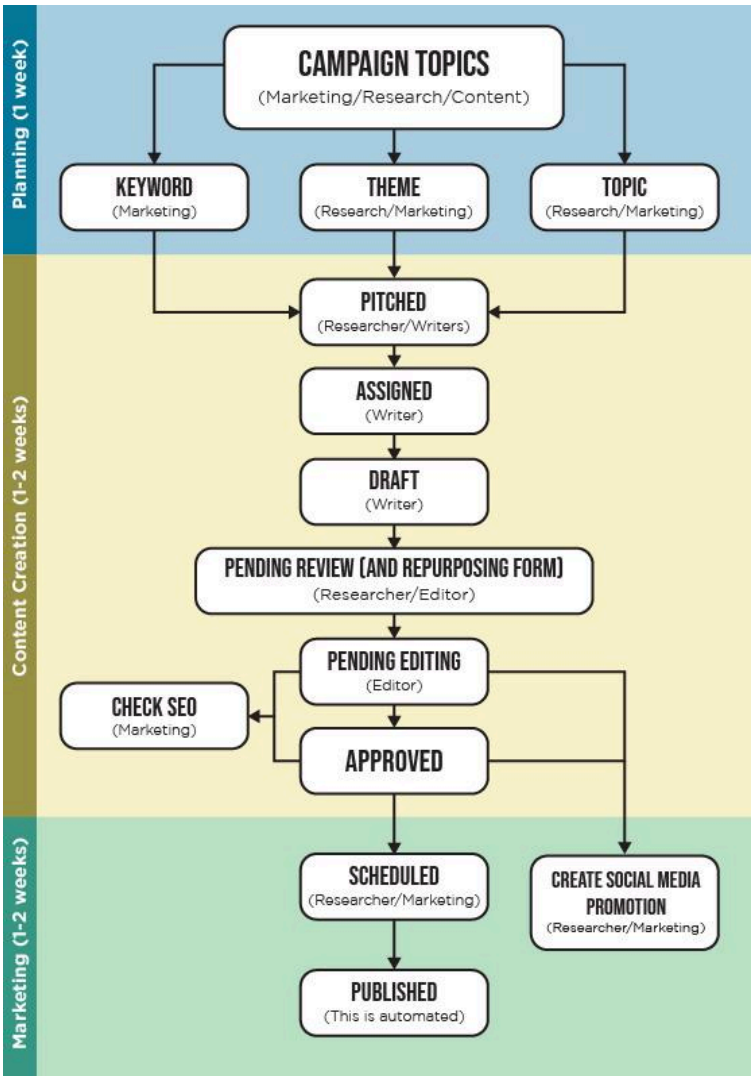
Expectations

(Minimum Commitments)

- 📝 **Write** 2 articles/month aligned with monthly themes
- 🔍 **Peer Review** 2 articles/month (assigned via WordPress)
- 📅 **Join** weekly research meetings
- 🎤 **Present** in meetings every 3 months
- 🌐 **Attend** monthly THRIVE webinars
- ✅ **Submit** weekly activity report

You're encouraged to expand your role across projects!

Process Overview



Publishing Cycle



Part 1:
Getting Started

Brainstorming Topics / Pitching Article Ideas

Each month, THRIVE focuses its content on a specific campaign. These campaign themes are based on the UN's Sustainable Development Goals (SDGs). You can view each month's campaign themes here.

Writers should pitch ideas for articles they are interested in writing, based on upcoming themes. Try to identify educational and 'hot' topics in order to ensure broad coverage of the theme across different global audiences. The research team also holds Brainstorming meetings at the last meeting of each month to discuss and assign topics to all contributors/ authors/ researchers. Anyone is free to join this meeting.

If a writer/ contributor has not pitched their own ideas, topics will be assigned to them by Editorial, based on their expertise and qualifications. To pitch a topic click here and fill in the form. To avoid pitching a topic that has already been covered (or is currently being written)

make sure to use the blog's search tool.
You can also see what other people are writing about here.

It is important that you do not wait for feedback on a current article before beginning the next. Aim to write **two articles per month at a minimum**, and note that you can pitch many months in advance if you would like to.

Marketing Research & Keyword Analysis

The editorial team will perform a keyword analysis (KWA) of a pitched topic and create an outline for it on WordPress. **Writers and researchers do not need to perform this step, it will be done for them.**

These keywords need to be organically integrated into a blog post for search engines to serve the page to users in search results. As such, editors can provide a list of the most relevant keywords for the writer, so they know to include those terms in their article.

Each article will need an efficient and logical structure to enable search engines to crawl it efficiently. Editors will create headings and subheadings (and sometimes suggest a list) based on the keyword analysis - this will serve as a guide for writers to complete their articles. **This step is essential to THRIVE's process**.

Part 2:
Writing Blog Articles

Logging Into WordPress

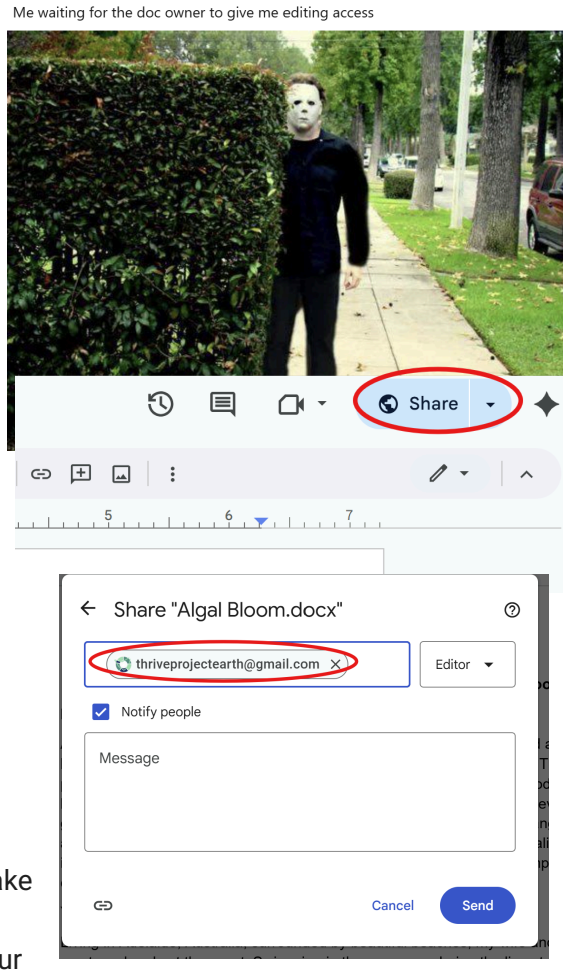
- You can log into WordPress at: https://thrivabilitymatters.org/2025/wp-login.php using your WordPress credentials.
- Your username will be your THRIVE email (firstname@strive2thrive.earth) and your password will have been assigned to you through an email to the above address.
- If you've forgotten your password, use the #it-support channel in Slack to request that it be reset.
- **Make sure to edit your profile photo and bio immediately in WordPress** (you can log into your 'Author Profile' so there's no delay with publishing!

Physically Writing Your Article

WordPress can sometimes be tricky to use and we know it's best not to wholly rely on technology so we do recommend writing your article within a Google Doc and periodically copying and pasting the work into the WordPress article.

You CAN work straight into WordPress but that doesn't account for any room for error or tech issues and you are accountable for these if you choose not to use the Google Doc method.

NOTE: if you're working on a whitepaper or a collaborative piece of work, this is a necessity! Also, whitepapers are written in landscape.



1. Create a new Google Doc and title it.
2. Ensure the doc is owned by `thriveprojectearth@gmail.com` this is a vital step.
    a. Click Share, add email, click Send.
    b. Click Share again, select drop down box by `thriveprojectearth@gmail.com` and select Make Owner.
3. Copy and paste the KWA (including headings) from your article into your Google Doc so you can refer to it easily.
4. Paste the url of your Google Doc into your WordPress article so the Editorial team can keep track of your progress.
5. Work on your draft article in your Google Doc. Periodically, roughly once a week, copy and paste your content back into your WordPress article so the Editorial team can keep track of your progress. → video link to demonstrate this whole process in detail.
6. Once your first draft is complete, copy and paste the updated version into your WP article. Adjust your headings so they are H2 or H3 for subheadings etc.
7. Then you're ready to send it for Peer Review etc.

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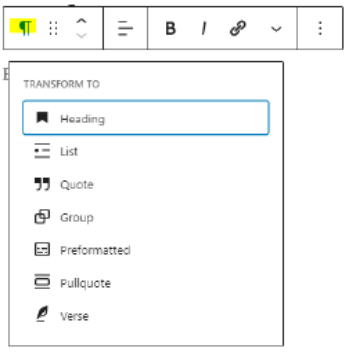
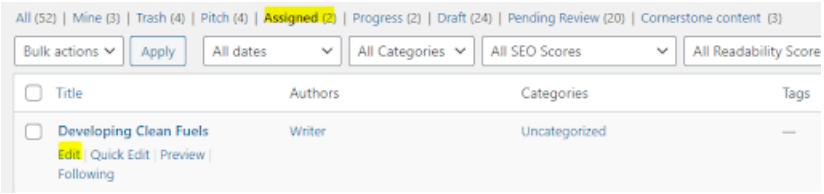


- **Use the keywords/keyphrase** (visible in Yoast SEO) provided, wherever appropriate, especially within the first 100 words of your post.
- For headers, lists, or quotes, make sure you change the block type to the relevant style, as seen here.

Checking for Assigned Articles

When a pitch / topic has been accepted, an article will be created in WordPress and assigned to a writer. To view your assigned topics, log in at ThrivabilityMatters.Org/wp-admin with your WordPress credentials. Select Posts on the left-hand menu and go to '*Assigned*'.You may begin writing on these topics by selecting '*Edit*' and adding your content. Change the status of the post to '*Draft'* once you start writing.



Note: If you wish to work with another writer, you may add them as a co-author through WordPress's settings menu, within your post.

Researching and Drafting Your Article

When you begin writing your article, make sure you follow our **style and referencing guide** (toward the end of this document). This will ensure that your writing is in line with our style and referencing standards. Our articles are aimed at a general/knowledgeable audience aged 15 and above.

- ☐ Aim for a length of 1500 words. Some topics may call for longer articles or dividing the article into parts
- ☐ Write clearly and concisely. Don't waffle or add unnecessary information.
- ☐ Please use reputable/ academic sources from journals, peer-reviewed articles and the like. Use Google Scholar as a starting point if you're not sure where to start. (Not Wikipedia)
- ☐ Give credit. Check your facts and quotations. Cite the original sources.
- ☐ Our Editorial Team reserves the right to edit your article, including grammar, spelling, and formatting.

THRIVE's Voice

Our voice is:

- Conversational
- Trustworthy and authoritative
- Approachable
- Knowledgeable
- Informative
- Community-oriented

Example Article Plan

Before you begin to write, you should put an article plan together. This will help you arrange the information and points you wish to raise.

By using **H1 headings** (for your title), **H2 subheadings** (for prominent subheadings), and **H3 sub-headings** (which are smaller than H2s), you can arrange your points clearly and logically. Please capitalise all headings and subheadings, making sure you **only use Australian English**. Please stick to the keyword analysis structure with subheadings that you are given by the Editorial Team.

We wrote this example article plan based on the topic, 'Solutions to Drought':

H1: Solutions to Drought: 7 Ways To Deal With Water Scarcity

Introduction (*Introduce the topic, give a brief overview of the scope, etc.)*

Consider the following points and note each:

- **Materiality** – What the topic is, who it impacts (stakeholders), and why it's a problem. Consider the economic, environmental, social, and governance issues, and how they affect different stakeholders.
- **Multi-capital** – What kinds of capital are involved in the issue, and how are they affected? Consider financial, plant and equipment, intellectual property, human capital, social relationships with community and primary stakeholders, and renewable and non-renewable natural environmental resources.
- **Integrated reporting** – Set up discussion of potential solutions, to discuss later. Discuss and evaluate how potential solutions create value by bringing together the strategy, governance, performance, and prospects to reflect the profit-making, social, and environmental context within which an entity operates.

As an example, discuss the current extent of water scarcity globally. How is it being monitored? Is it getting worse? What is the UN's commitment to reducing water scarcity?

Below is a sample content plan for an introduction:

H2: What is Drought? *Provide a definition for what we mean by Solutions to Drought and some background context so readers know why it matters.*

The US Drought Monitor defines drought as "a period of drier-than-normal conditions that results in water-related problems. Drought is characterised by a lack of precipitation, such as rain, snow, or sleet, for a protracted period, resulting in a water shortage."

*If you provide a quote or use anyone else's information, be sure to provide the reader with a **link to, and acknowledgement of your source**. There is no need to bold or italicise or bold sources.*

H2: How Does Drought Occur?

- Poor water quality
- Seasonal variation (natural causes)
- Excess water demand
- Lower rainfall due to climate change
- Poor water management/water quality
- Lack of technology eg desalination, purification

Body

Once you've established the significance in the introduction sections, it's time to dig into the meat of the article. Firstly, we discuss the SCALE and SCOPE of the problem, then we SHIFT into the solution.

SCALE: What data is relevant? How do we measure it? What research methodologies and information do we include so that our audience has the data they need to understand the problem and the impacts of potential solutions?

For instance, focus on:

- **Finite Resources**– Our resources are finite/limited, thus it's important to measure how much is being used in relation to how much exists. Gauge the impact of how limited resources impact the proposed changes.
- For instance, water is a finite resource, particularly freshwater.
  How much is being used vs how much exists - worldwide, and within the more local contexts of drought-afflicted areas. Do the solutions work within those contexts? What other resources do the solutions use? Are they available in those regions?
- **Science-Based**– All of our work must be evidence-based, following the best available scientific knowledge and methodologies. We use peer-reviewed research and other theoretical data.
- Always be mindful of copying points from less fact-based sources. Check multiple sources when you can.
- **Context-Based**– Consider factual, practical data gathered from local, regional, cultural, and other non-theoretical standpoints.
- So, when evaluating a drought solution, we must try to find data relevant to the localities where it will be implemented. If this data isn't readily available, this should be acknowledged.

SCOPE: How big is the issue? Where does it fit into the bigger picture? Focus on:

- **Boundary/Entity**– Where should change be directed, based on the data? These should fit between the social floor (minimum needed for survival/happiness), and the environmental ceiling (maximum amount we can use before the environment struggles to sustain humanity).
  Give your audience a clear, concise understanding of the relevant limits and exclusions.

  We've established how much water exists, both globally and locally. But how much can we use before it becomes unsustainable? This ties back to the stakeholders (who use the water). How much water needs to remain within local ecosystems for them to continue existing? How much water needs to be used for food production? How much is

available to use for that purpose, and is current water use crossing that boundary? What about industry? Here, we seek to establish the minimum water use we need for human happiness and the maximum we can use before we compromise the existence of the natural environment.

- **Strong Sustainability**– Emphasise transformations that protect, maintain, or enhance natural resources.

  Of the proposed solutions, which ones are best for protecting the environment?

- **Complex, Wicked Problems**– Focus fearlessly on problems or symptoms with multiple clear or hidden causes that are also difficult or impossible to solve; expect to fine-tune solutions as some problems may become worse as solutions are implemented.

  This means recognising that there are many factors at play, and the needs of different stakeholders will likely conflict in many different ways.

  No solution is perfect*, and it might not even be possible to resolve every issue.*

  For example, the data might show that using water to grow cotton, particularly in drought-afflicted regions, crosses the boundary limits we earlier established. If the solution becomes to cease growing cotton in those regions, this is going to negatively impact the farmers, and industries that use that cotton, it may impact cotton supply globally, affecting clothing prices, and maybe impoverished people will have less access to affordable clothing as a result.

Below is a sample content plan for exploring the scale and scope:

H2: What are the Most Drought Prone Countries?

H3: Ethiopia. Poor harvests and recurrent insecurity in some regions of Ethiopia have led to food instability and falling food reserves across the nation.

H3: Sudan. About 2.8 million people in Sudan are affected by drought every year.

H3: Eritrea…

H3: Afghanistan…

H3: China…

H3: Pakistan…

H3: Iran…

H3: Somalia …

H2: Are There Solutions to Drought?

SHIFT: These are the changes that need to be made to bring us into the thrivable zone (between the social floor and environmental ceiling, as described earlier).

Focus on solutions that are:

- **Values-based**– Thrivability is based on our core values. Shift from an economical approach to creating products or services, and consider a moral and ethical responsibility to maximise economic, ecological, and social impacts.

  This may mean changing the way we view and use water. It's vital for all life, and cannot be considered as a purely economical resource.

- **Linear to Circular**– Change behavioural patterns to reuse materials and reduce waste. Shift from traditionally linear (take, make, waste) to circular (reduce, reuse, recycle) economic concepts.

  For example, reducing our water consumption at all levels, reusing and recycling water AND the things we make that consume water in their production cycle.

- **Trans-Disciplinary**– Consider the different disciplines that relate to the issue. Collaborate with people from all relevant specialties to achieve universal goals in ways that help everyone, not just a few individuals.

Some examples include:

- Global response (responsibility - reference SDG6)
- Better access to technology
- Better farming methods (e.g., Crop selection, water use)
- Water farm management training programmes (provide examples)
- Action on Emissions (Net Zero, shift to renewables)
- Water sanitation and hygiene programmes
- Reducing water use. Greater efficiencies in manufacturing and household use

H2: Moving Forward

This is your cue to insert a conclusion

H2: Why is it essential that we focus on Solutions to Drought?

Call to action

H2: Achieving the United Nations Sustainable Development Goals (SDGs) and How They Are Linked to Solutions to Drought

How do the UN SDGs link to your topic?

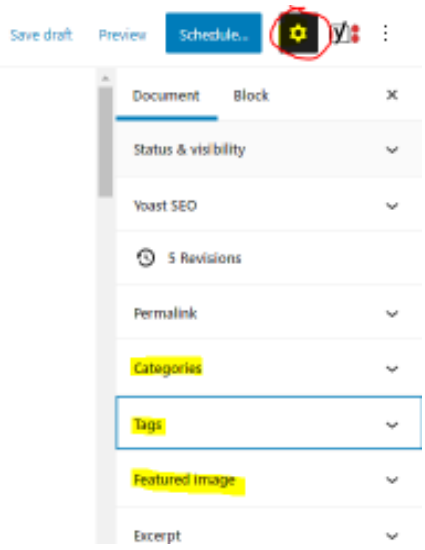
H2: A Thrivable Framework

All articles should summarise our intention to SHIFT toward a thrivable future. Explain how the THRIVE Platform / Project / Blogs can help to solve the problem, or how THRIVE's goals align with solving the problem. How can we act to put said solutions into practice? After this, invite the reader to follow us to find out more information on sustainability and the ways to achieve a 'Thrivable future'. Use these links for more information:

1. THRIVE Framework & The Systemic Holistic Model
2. THRIVE Framework Playlist on YouTube
3. THRIVE Platform
4. THRIVE Framework Documents
5. Thrivability Dictionary
6. THRIVE Framework Brochure

In Summary

This is just an example, but our articles should acknowledge the complexity of resolving the issues we raise. This helps demonstrate the importance of systemic, holistic solutions (and evaluations), reinforcing the core concept of both the THRIVE framework and more globally adopted schemes like the United Nations SDGs. Lastly, all issues are all related and must be tackled together.



Finalising Your Article

Tags

Once you have finished writing your article, add the following requirements under the 'settings' panel on the right side. **Keep ALL settings as they are except for the following changes.**

Select a maximum of four relevant categories for the blog post (please don't create any new categories).

Add any relevant tags:
1. SDG tags e.g. SDG1, SDG12
2. TP Internal tags (2 letters) e.g. GL, LE, IP (these relate to SDGs e.g. SDG12 = SP etc.)
3. FFF tags (3 letters) e.g. CWP, VBI, CBM
4. Other content tags e.g. 'energy', 'sustainability, etc. You can do this in the quick edit section in the WordPress dashboard. Document to see all tags here.

Additionally, under Quick Edit on the WordPress 'Posts' page, check the following settings:

- Ensure the correct Author/s are listed in the dropdown.
- **Please DO NOT PRESS 'PUBLISH' AT ANY TIME**
- Write a Meta Description. This should include the key phrase. Make sure the bar under the text remains GREEN otherwise add/remove words to make it fit.
- Change the status of your post to 'Pending Review.'

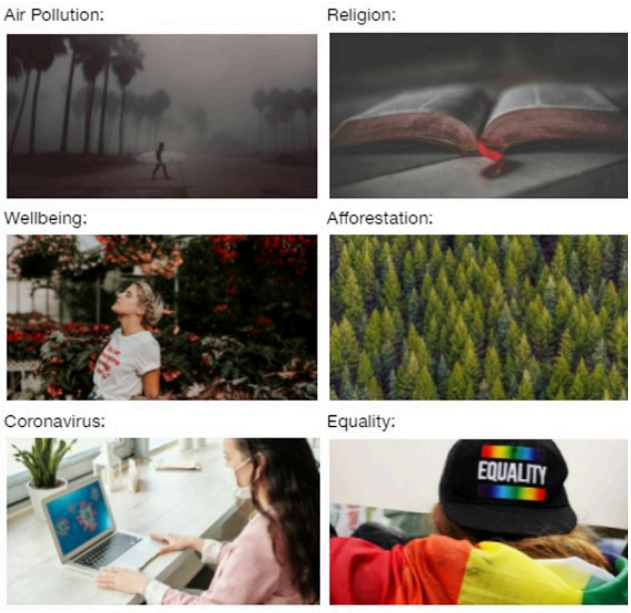
Featured Images

Upload a featured image (**size: 900 x 483 pixels**) as found in the right-hand panel. It is extremely important that you add a featured image, as this will be the image seen both at the top of your article and in the preview thumbnail on the main blog page.

A good image is critical to success. Featured images should grab the attention of viewers and help them understand the essence of your content. This featured image is visible as a thumbnail on the main THRIVE Blog page and is repeated as the main image on the individual blog post. This image should always be:

- **Unique** – Ensure your chosen image hasn't been used on the THRIVE blog before. You can get a feel for what has been used by searching with the THRIVE blog.
- **High quality** – Ensure you download the actual image rather than dragging it from the website to your desktop resulting in a low-resolution image - **remember** it needs to be **900px by 483px**- follow the directions below.
- **Relevant to the blog post subject** – search for keywords mentioned in the blog on stock image sites.
- **Non-offensive** – if the blog is about a controversial subject, keep the image vague.

Examples of past blog images:



Where to find high-quality FREE images:

- https://www.pexels.com/
- https://unsplash.com/
- https://pixabay.com/
- stocksnap.io
- Freepik
- https://search.creativecommons.org/

(ensure that your image doesn't require you to credit the owner) - on the sidebar, select the first 2 options under "licenses"

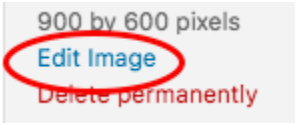
How to Resize Featured Images

'Featured images' are the images seen at the top of each blog post.

To ensure all featured images are equal in size when you visit the blog, please resize them to **900 x 483 pixels**. You may do this in an external program, or this can be done within WordPress.

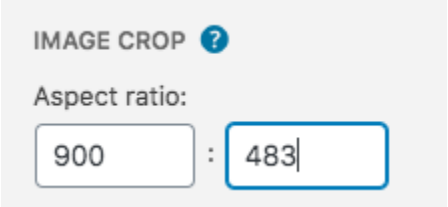
When you're editing your blog post,

- Go to the right sidebar under 'featured image'
- Select "Set featured image"
- Upload your image
- Still in the popup, under the uploaded image select "Edit image"



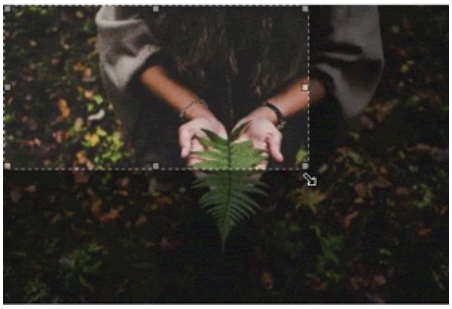
- Under ‘Scale Image’, add new dimensions so that the width is 900 (ignore the height for now)
- Select the ‘Scale’

You will need to press the ‘back’ button and reselect your new rescaled image at this point.



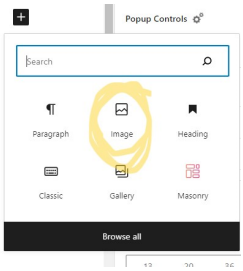
- Select the “Crop” button in the top left of the popup
- Under IMAGE CROP within Aspect Ratio: enter **900 x 483**

Click on the image and you will now see a dotted rectangle within your image. Drag the bottom right corner to the maximum width. You may need to adjust the selection so the image looks right.

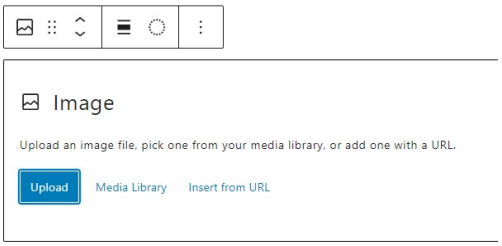


- Select ‘Crop’ again to take action.
- Press ‘Save’
- Please change the alt text to include your keyphrase
- Please also change the title of your image to reflect the topic of your text (so it isn’t left as the file name).

Adding Images to The Body of Your Article



- It’s important to keep track of your image sources. Source (and give credit to) any images taken from external sources using inline citations
- Please select images from scholarly articles, journals and a diverse range of relevant, knowledgeable sources that further the points made in your text. (If you need to, the above-mentioned sites are perfect if you need inspiration.)
- **Scatter striking, relevant, engaging images**, totalling about 4-6 per each 1500-word article, breaking up the article with visual cues to increase readability. THRIVE’s aim is to capture the attention of the reader.
- **Insert images/ photos** by using ‘copy’ (press CTRL and C) and ‘paste’ (press CTRL and V) or use the **upload** option.
- It’s essential that you **indicate a hyperlink to the source** of each image, resembling the following:

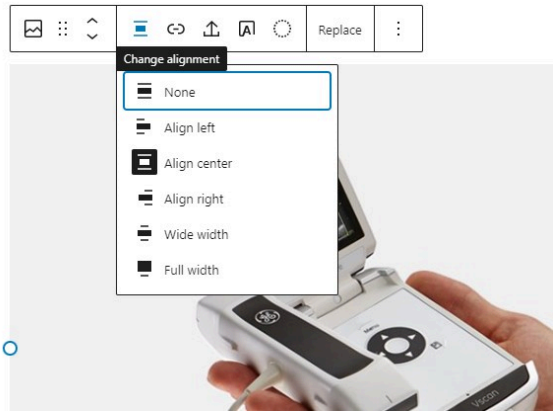


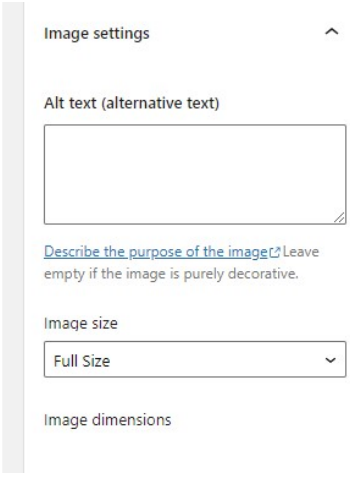


Portable ultrasound is an example of a portable diagnostic device.

Source: Serious MD

- Please note: the caption for each image should include the **assigned keyphrase** (visible in Yoast), and briefly describe the image.
- Please make sure you write the word ‘Source’ below your description and hyperlink the source you’ve retrieved it from.
- From here, select the image, go to ‘Image Settings’ in the right-hand block and select ‘Full Size’ as follows:
- Finally, change the alignment of the image to ‘Align Centre’



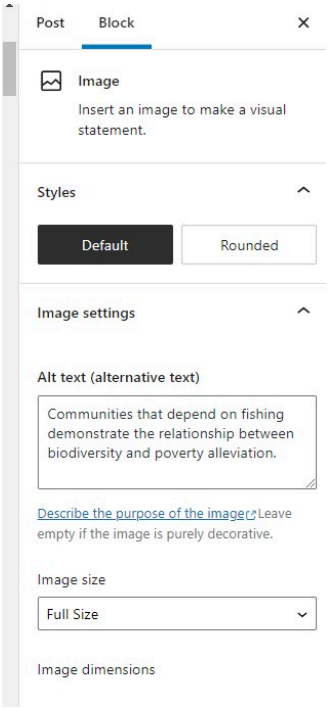


Search Engine Optimisation

SEO (Search Engine Optimisation) is the stage when editors change elements of your article to make them more likely to appear in web search results. A major part of this is arranging the information in your article efficiently and logically, so search engines can understand what your article is about more easily. One way of doing this is to define topics through headings.

Editors will complete this for you to give your blog a higher chance of ranking on search engines. You can also review this SEO Guide. You must ensure the Yoast Plugin is green for SEO and Readability.

Quick Guide Submission Checklist



Please check the following items BEFORE submitting your article for review. Submitting for peer review is an indication that your article is polished and ready for publication. Full list of checks can be found here.

Before you do this, **make sure you have filled out your author profile and bio** (and added a picture of yourself) before you publish your first article - this only needs to be done once.

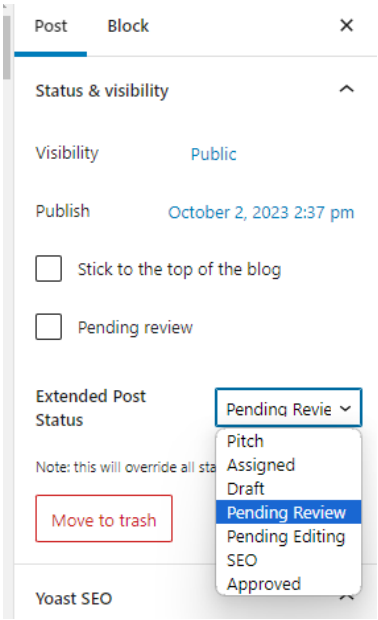
- ☐ Write to an audience of a general/knowledgeable audience aged 15 and above.
- ☐ Aim for a length of 1500 words minimum. Some topics may call for longer articles.
- ☐ Write clearly and concisely. Don't waffle or add unnecessary information.
- ☐ Do NOT write in the first person using words like "I," "me," or "my." Instead, write in third person. The article/blog post should be from the standpoint of an educational and authoritative resource on the topic.
- ☐ Articles must be your original work and not published elsewhere.
- ☐ Give credit. Check your facts and quotations. **Refer to the Referencing Guide at the end of this document for further instructions.** Cite the original sources (not the source that quoted the original source).
- ☐ Personal information, such as email addresses, and personal websites are not permitted.
- ☐ When presenting data and figures, consider using charts. Sometimes figures can be difficult to digest for readers, so think about ways to make important data more readable, like with an infographic. **Ask the Analyst team to create these for you.**
- ☐ Keep your paragraphs short and break the article into easily digestible sections.
- ☐ If you feel your article relates to other articles, audio files, YouTube links, or images/charts on the THRIVE Platform, we encourage you to include them in your post.
- ☐ Include hyperlinks to direct readers to other THRIVE articles.
- ☐ Use as many internal links as possible! (Aim for 15, some may have more or less.)
- ☐ Stay insightful! Readers should feel educated and motivated so they will engage more with the THRIVE platform.
- ☐ Present a 'Call to Action': Be sure to link back to the key messages, values, and purpose of THRIVE at the end of your article. This needs to be specific to the content of your

article, not a generic call to look at other content on the THRIVE blog. Try to connect something you uncovered or discussed within your own work, that connects to something else within our organisation. This can be to other blog articles, or relate directly to actions THRIVE is taking, or to the platform tool itself. **Training #3 has details on CTAs.**

- ☐ Double-check your work. As a content writer, we're relying on you to be the expert in your field. Make sure there are no errors in your statements, spelling, or grammar.
- ☐ ALWAYS USE AUSTRALIAN ENGLISH. Fact check things like hyphenation and the use of 's' instead of 'z'.
- ☐ **DO NOT publish your article.**
- ☐ Monitor your submissions daily for editorial comments and reach out via the contacts provided (slack/email) for assistance.
- ☐ Include images/pictures and indicate/hyperlink the source for all of these.

Before You Submit Your Article

Before transferring your article to **PENDING REVIEW**, please ensure you complete this checklist to the best of your ability, then submit your article for peer review. **Do not hit publish!**



- **The button on WordPress may appear as 'Send/Submit for Review' when status is set to Pending Review - press this to save article. DO NOT hit publish.**
- Peer Reviewers will check your work thereafter. Also, view feedback from Peer Reviewers at the very bottom of the article.
- Having a consistent series of complete submissions requiring little to no editing or updates will allow you to progress to self-publish status sooner, whereby you may publish directly under your own name.

Article Feedback

We have a regular daily schedule of submissions, so please ensure all article submissions meet this guide in all respects. Consistently meeting these expectations will ensure your quick escalation from ghostwriter to a self-authored published status, whereby you will be published under your own name.

- This means meeting submission deadlines, quality content, SEO requirements, innovative and appealing content, and writing standards.
- By default, new authors are published under a generic THRIVE Publishing name. After 2 of your satisfactory/ adequate articles are published under THRIVE Publishing, you should find your name on your articles.
- Editors can provide direct feedback to your articles through Editorial Comments seen at the bottom of the WordPress text editor of your post, or via Slack. You will be notified by

email if an editor/ peer reviewer has provided any feedback. You can communicate with your editor through here, or in Slack.



Accepted articles

Before you submit, please go through the Article Submission Checklist section to make sure there are no issues.

THRIVE editors will tolerate and implement minor corrections before passing an article onto the pool of APPROVED/SCHEDULED articles for publication. Once in this pool, the Editor-in-chief will schedule the article according to a number of factors. You will no longer be able to edit the article past this point.

Rejected Articles

Articles requiring major corrections, missing key citations, or those containing erroneous or unsupported facts, missing links, inappropriate length, styling or grammar, or in some other way, not of sufficient quality, will be rejected. You will be advised of this by the editor and your article will contain comments indicating where the issues lie. Please fix it promptly and resubmit within two days to avoid the article release date being pushed back.

Part 3:
Copyediting and Peer Reviews

Performing a Peer Review

All researchers are expected to perform a minimum of two peer reviews per month. **For many of you, this may even be the first task you are assigned by THRIVE**.

How do I find a Peer Reviewer for my article? If one was not assigned for you at the monthly Brainstorm you can:

1. Simply reach out to other RAs (researchers/authors) on Slack and ask them to PR your article. Check their SME/Background on the THRIVE Authors tab.
2. Send a message generally in the #team-researchers channel asking for the same.
3. If all else fails, ask the editor for assistance, but take initiative first.

A peer review is essentially **fact-checking**. You will be assigned an article in WordPress, to which you will have edit access. As a peer reviewer, you will also need to check that the sources **provided verify the author's claim** and that it has not been misinterpreted. Any factual claims missing a source should also be pointed out. Each external link needs to be opened in a new tab, and each internal link should open in the same tab. Please double-check this to ensure the URL matches the claim against it.

Researchers are to read the article and make a note with:

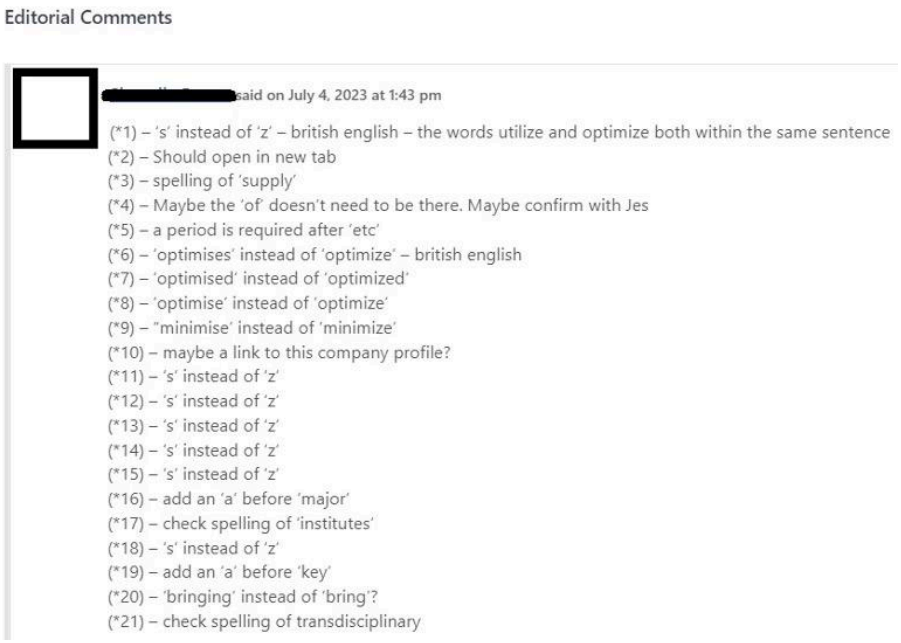
1. **An asterisk in brackets**
2. **A number**

It should look like this: **(*1)** In any place where there is an error or area of improvement to make.

At the bottom of the page, you will find a section for editorial comments. In this section, reference the (*1) comment you are referring to (and use it as a key). You should add additional details for the author to address each thing that should be corrected regarding that specific comment (see image below).

This way, when addressing PR comments, the author can just **Ctrl+F** (the FIND tool) and look for the relevant comment. For example, if the writer wants to address a comment (*10), they can Ctrl+F '(*10)' and it'll take them there. Also, if the comment by the Peer Reviewer is not clear, the writer can easily reference the number of the comments and discuss it with the Peer Reviewer for clarity.

Any further comments for the author can be left in the editorial comments box to let them know of any changes they need to make, or if there are none, simply say that a peer review has been completed.


Editorial Comments

[redacted] said on July 4, 2023 at 1:43 pm

(*1) – 's' instead of 'z' – british english – the words utilize and optimize both within the same sentence
(*2) – Should open in new tab
(*3) – spelling of 'supply'
(*4) – Maybe the 'of' doesn't need to be there. Maybe confirm with Jes
(*5) – a period is required after 'etc'
(*6) – 'optimises' instead of 'optimize' – british english
(*7) – 'optimised' instead of 'optimized'
(*8) – 'optimise' instead of 'optimize'
(*9) – "minimise' instead of 'minimize'
(*10) – maybe a link to this company profile?
(*11) – 's' instead of 'z'
(*12) – 's' instead of 'z'
(*13) – 's' instead of 'z'
(*14) – 's' instead of 'z'
(*15) – 's' instead of 'z'
(*16) – add an 'a' before 'major'
(*17) – check spelling of 'institutes'
(*18) – 's' instead of 'z'
(*19) – add an 'a' before 'key'
(*20) – 'bringing' instead of 'bring'?
(*21) – check spelling of transdisciplinary

Style and Referencing Guide

We aim for a colloquial yet formal style, making our writing accessible to all. The guide below should be followed to ensure consistency. To this end, please make sure you follow the **style and referencing** guides below.

Style Guide

Spelling and Grammar

- Use the word per cent for singular percentages (one per cent - nine per cent). Use % for percentages 10 and above (10% and above)
- Contractions are preferable (It's instead of It is).
- **THRIVE*:*** To be written in all capital letters.
- Well-being
    - title: Well-Being / beginning a sentence: Well-being
- Programmes (or 'programs' when referring to a computer program)
- United Nations' Sustainable Development Goals
- UN's Sustainable Development Goals
- Sustainable Development Goal (SDG) / Sustainable Development Goals (SDGs)
- Foundational Focus Factor (FFF) / Foundational Focus Factors (FFFs)
- [SDGs are written as =] SDG6: Clean Water and Sanitation
- Aluminium
- '&' may appear in titles, headings, and subheadings but not body text
- Coordinated (not co-ordinated)

Punctuation:

- Single space after a full stop
- Quotation marks "double"
- Closed en dashes (e.g. text–text) - use sparingly
- Punctuation after quotes
- Ellipses
- Serial comma (comma inserted before 'and' and 'such as')
- In the 1800s (not 1800's)
- Media usage: Capitalise and use quotation marks around academic articles, television shows, etc.
- 'versus' or 'vs.' (in titles, headings, and subheadings only) - not v.
- Percents written as a number always in the body of text e.g. 8%.
- Percents in a title and under 10 written as words e.g. 'Why the One Per cent Are Responsible…'.
- Percents in a title and under 10, but a decimal to be written as numbers e.g. '2.2% of the Amazon…'.
- Mr. / Dr. / Ms. (with fullstop)
- Closed hyphens (e.g. 2-3 litres)

Capitalisation

- Titles
- Headings
- Sub-headings
- Capitalise words following a colon ':'
- FFFs e.g. Complex Wicked Problem (also always link to FFF page on TP website)

Numbers, measurements, dates and times

- Spell out numbers one through nine; use numerals for 10 and up (except in titles where you can always use numerals)
- Use a comma in numbers larger than 999, e.g. 1,000
- Use metric measurements (i.e, centimetres, grams)
- Dates: 9 January 2021 (no comma)
- Times: 7 am (space, no full stops/periods)

Titles

- Titles should not exceed 70 characters
- Titles must be unique and include the keywords in your title
- Be descriptive of what is contained in the article
- SEO analysis shows that as of Nov 2025 titles such as 'What is…' and 'How to…' are performing well.

Whitepapers

These requirements apply to all whitepapers we produce.

General Requirements:

- DON'T hyperlink to external links.
    - NOTE: You can hyperlink them in draft mode but when approved, remove hyperlinks.
- DO hyperlink to FFFs in body text
- DO ensure references are added to whitepapers, as a separate section after the conclusion.
    - Make sure all external sources used in the whitepaper are added as references.
    - Make sure all references are in alphabetical order.
    - Make sure the author, year of publication, title, and page numbers are added in each reference (or website link for web-based links).
- DO add section numbers to all titles (i.e, 1.1., 1.2, 1.2.1, etc…)
    - For example:
        - 1. Title of section
            - 1.1. Title of subsection.
                - 1.1.1. Title of sub-subsection.
                - 1.1.2. Another title.
- DON'T link to internal articles (if you want to suggest further reading at the end to internal pages you can hyperlink those)
- DO hyperlink the link in references list

Authorship and Contribution:

Whitepapers list the following people on the last page of each work:

- Authors (with lead author first).
- Editors and Reviewers
- Design and Layout

To this end:

- All whitepapers we produce must have:
  - At least 10,000 words.
  - As many graphs, tables, and other visualisations as possible.
  - A 100 - 200 word biography of the lead author (not included in word count).
- Whitepapers should take 8 weeks to produce, from beginning to end (individual contribution percentages will be adjusted downwards if taking longer to complete).
- Author names must be included and listed in the correct order, based on how much of the paper they have contributed to (highest amount of contribution first).
  - The one that contributes the most would be the lead author.
  - This also applies to other roles in order of contribution.
- If a contributor disengages before completion, their authorship position should be **adjusted accordingly** based on final contribution.
- **Contributions of 10% or less are not to be recognised** in the author list.
  - Stop listing authors at the last contributor exceeding 10%.
- This means contributors should **meaningfully participate** to ensure inclusion. Encourage them to do so.

Author Limits

- For contributions of **10,000 words or less**, a maximum of **5 authors** is generally expected.
- For larger works, additional authors may be included where justified.
- As a guide: **~2,000 words per author**, excluding graphs, tables, and visual elements.

Lead Author Requirement

- The **Primary Author** must contribute at least **25%** of the total work.
- Editorial reviewers and peer reviewers are recognised separately and do not substitute for primary contribution.

Formatting and Structure

- Make sure the colours used in the margins, title boxes, and title pages match the SDGs that the paper belongs to (confirm if any change to this standard has been approved).
  - The SDG colours can be found in the icons in this link.
- All whitepapers must include a **version number**, except for the first release in a given series.

Referencing

As you contribute to an article, the proper etiquette and referencing style are very important, as we seek to unify and streamline the referencing process on our THRIVE blog.

This is meant to support researchers that join THRIVE, and to provide information about intext referencing, to keep quality standards consistent. This document outlines our processes for acknowledging sources and providing citations when you're working on your articles, and when providing a peer review.

THRIVE's content is created by writers and contributors from all over the world, of many different cultural and ethnic backgrounds. Researchers should make sure that all content that is produced is neutral, unbiased, and scientifically backed, in line with the THRIVE tone of voice.

Why is referencing so important?

Citations are not used simply to avoid plagiarism; they have other important roles too. Referencing is a method that assists in providing evidence to support the assertions and claims in your work. By citing experts in your field, you are showing your audience that you are aware of the field in which you are operating. Referencing allows you to acknowledge the contribution of other writers and researchers in your work. Proper etiquette and the use of the proper referencing style are absolutely essential.
Please note: all sources are to be no older than 5 years old.

How to make a start

There are two main parts: intext referencing and referencing itself. New to referencing? Watch this overview explaining why referencing is important to your credibility, and some of the basic concepts you'll need to get to grips with. https://youtu.be/6WS94vjFw54

- **External sources are linked as APA end-of-line citations.**
    - The gender gap in the amount of time spent on unpaid work is worse for poorer countries (International Labour Organization, 2018).
    - Click pen icon after you've added hyperlink and ensure link OPENS IN NEW TAB.
- **Internal sources are linked as hyperlinked words or phrases (max. 4 words)**
    - Mining lithium is a water-intensive process and even competes with local crop production.
    - Click the pen icon after you've added hyperlink and ensure link OPENS IN NEW TAB.

A reference list at the end of your article is not necessary unless your article is being published as a journal article on our resources page for experts and researchers in the field

References in the body of your article

This is the preferred and most thorough way to make sure you're citing references, especially when it comes to making sure your article is edited as quickly as possible. The APA 7th in-text reference is in the format **(author, date)**. When directly quoting from a text you must include a page number in the citation, as given in the examples below. Including page numbers in all other circumstances is not required, however, it is best practice to do so when referring to part of a work (e.g., a paragraph or chapter in a book). When referring to an entire work that covers a single topic (e.g., a journal article) it is not required.

Links are incredibly important. Linking to good, authoritative external sites **(external links)** adds weight to your work. The 'Anchor' (or linking text) you select should be about the subject being linked to (not casual words like 'here', 'this', 'now' etc) But, whatever you do, **NEVER USE YOUR FOCUS KEYWORD TO LINK TO AN EXTERNAL SITE**. That's basically like saying: 'Here, this website is a far more authoritative resource on this particular subject than the one you're currently reading'!

Linking to other articles in THRIVE **(internal links)** is even more important. The more that THRIVE can group subjects together and have articles cross-reference each other within that subject area, the more Google will understand that our blog is a font of useful knowledge. **Remember: External Links and Internal Links open in a new tab**. To make links open in new tabs, right-click the link, and select the option: "Open in new tab" in the menu.

Common errors:

- Becca wrote some words (Hughes et al., 2025). - if there are more than 2 authors.
- Becca wrote some words (Hughes, n.d.). - if the date is not known (aim to always find the date to avoid this - Google how to find the date of a webpage).

Referencing an idea

· Anxiety and depression have been identified as more common in children and adolescents with long-term physical conditions (Dantzer, 2003; Pinquart & Shen, 2011).

OR

· Dantzer (2003), Pinquart and Shen (2011) all state that anxiety and depression have been identified as more common in children and adolescents with long-term physical conditions.

Referencing a quotation

· Indeed, one researcher commented that "technological innovations have saved or extended the lives of many patients" (Lumby, 2001, p. 44).

Citing a source within a source

Where your source quotes or refers to another source, for example, Unsworth refers to previous work by Halliday on linguistics, the citation might read thus:

· (Halliday, 1987, as cited in Unsworth, 2004, p. 15)

Referencing a podcast

To cite a podcast episode, list the host as the author, followed by the label "(Host)," the date, the episode title and number, the description "[Audio podcast episode]," the name of the podcast, the production company, and a URL if available.

If you listened through an app and don't know the URL, omit it. If episodes are not numbered, this element can also be omitted. A timestamp can be used in an in-text citation to highlight a specific moment from the episode when quoting.

APA Format

> Host last name, Initials. (Host). (Year, Month Day). Episode title (No. Episode number) [Audio podcast episode]. In *Podcast name*. Production Company. URL

APA in-text citation

> (Vogt & Goldman, 2016, 11:30)

Referencing a YouTube video

> Channel. (Year, Month Day of publication). *Title of video* [Video]. Website. https://URL

In-text citation

> Parenthetical: (Channel, Year of publication)
>
> Narrative: Channel (Year of publication)

Tips

- Use WordPress's quote blocks for referencing large quotes and give credit to the original source.
- Choose 'open in new tab' for internal and external links. You can do this by right-clicking on links - this will open up a menu that will allow you to select this.

Acknowledgement of Country (For Australia)

If you are presenting a webinar or meeting within Australia, or wish to acknowledge the Traditional Custodians of Australia, please use the following words.

'In the spirit of reconciliation, THRIVE acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea, and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.'

Part 4:
Publishing and Promotion

How Articles are Scheduled for Publishing

Once your article has been approved, it will be scheduled for publication based on the Content Calendar. Please note that once your post has been scheduled for publication, you will no longer have edit access. Additionally, it may be a few weeks or months before your blog gets published to ensure it fits with THRIVE's publishing schedule.

To ensure that your article is reviewed and published in a timely fashion, make sure that you are writing about a future theme. For example, in August you should be pitching ideas for October and November. Do not attempt to write about the current month's theme as it may result in your article being delayed for a year before publication.

It is important that you do not wait for feedback on a current article before beginning the next. Aim to write two articles per month at a minimum, and note that you can pitch many months in advance if you would like to.

Once your article is published we encourage you to share it through your own social media channels. Together by spreading the word on sustainability, we can make the world a *thrivable* place.

Published Articles

If you're reading this, then congratulations!
You made it all the way through and have published an article.
If you're new to THRIVE, you will notice that your name doesn't appear on the article, and the author is credited as "THRIVE Publishing". This is because newer writers often require more intense work from our editing team. Regular contributors who consistently produce quality work will be given a profile and published under their own credentials.

Published posts will appear on the front page of the THRIVE Blog. Star performers (or those who submit a repurposing form) will also have their articles promoted on our platforms by the Social Media team.

How to Promote Your Article

'What you do after you create your content is what truly counts'
- Gary Vaynerchuk

You've written your article, edited it, and now it's out in the big, wide world.
Good job, right? Well...

If you want people to actually read your article, you will need to promote it! The whole point of what we do here is to educate people and spread awareness. That means we need to put in extra effort to bring our content to people.

One of the best ways to start is by filling out this repurposing form with details about your article. This will help THRIVE's marketing team promote your article on our social media channels, and use your article to make infographics or video content.

Our marketing and graphics team is there to support you by translating your ideas submitted through this form into eye-catching infographics, AV productions, and engaging posts on LinkedIn, Instagram, Facebook, Twitter (X), and YouTube Channels. So don't miss out on this opportunity. If you have any questions, or need assistance in filling the form, please ask our Social Media team.

You should also make sure to share your published content on your personal social media accounts. Spread the word and get your work out there!

Version Control System

Updated by: (@name)	Version Number	Update Description	Reason	Date (as dd/mm/yyyy)
@Justin	**v5.0**	First draft of version 5 of the publishing guidelines	n/a	**07/12/2022**
@Justin	**v5.1**	Modified a few elements of the write-up	n/a	**14/07/2022**
@Justin	**v5.2**	Modified a few elements of the write-up and updated the formatting	n/a	**10/10/2023**
@Justin	**v5.3**	Formatting changes	n/a	**02/11/23**
@Justin	**v5.4**	Resolved broken links and updated information to reflect current processes.	Updates to processes have not been added to the Wiki.	**28/05/2024**

@Thandie	**v5.5**	Added Resources and Version Control tabs	Consistency with updated document template.	**01/07/2024**
@Justin	**v5.6**	Added updated article creation process diagram from #researchers in Publishing Cycle section.	Ensuring guide is consistent with current processes.	**25/07/2024**
@Justin	**v5.6.1**	Emergency update to fix broken and incorrect links. *Not enough changes to justify new version number.*	Broken and incorrect links owing to website changes.	**18/04/2025**
@Becca	**v5.7**	Updated resources, training videos, and processes	Outdated.	**27/10/2025**
@Justin	**v5.8**	Expanded information on whitepapers as requirements were not written down in a guide.	Missing information on whitepapers.	**7/04/2026**