THE COLLECTIVE: A Writing Guide

TONE AND VOICE
Tone, the mood of any given article, and voice, the underlying style of a blog or publication, are important to keep in consideration while writing. The tone of contributions to The Collective can vary according to topic, but generally remain informal, education, and friendly. The voice of The Collective is consistent in providing a peer to peer perspective for students, rather than a faculty to student style of publication.

ENGAGING YOUR AUDIENCE

Headlines. Even the best articles can’t be found without a striking headline. Try to convey both the tone and content of your piece in a succinct headline.
Example: 5 Places to Visit When You Have a Long-A## Break at Harbour Centre.

Imagery. Imagery is vital to keeping your audience engaged in reading your article. Please send along related photos, gifs, and other visuals that are free of copyright along with your article.
Example: How Gaining the Courage to Communicate Acts as a Source of Education.

Listicles. Listicles are a great way to create content that’s both informative and easy to read. Using numbered lists or clear titling within your piece will help your audience absorb information.
Example: 5 Podcasts That Helped Keep Me Organized, Grounded, and Up-to-date Throughout the Semester.

SOURCES AND QUOTES

Hyperlinks. For direct quotes, info that is not common, and other references, hyperlink the phrase directly to the source of that information.

Embedding Social Media. When referencing Instagram and Twitter posts, provide us a link so that we can embed the post directly within your piece.

Sourcing Images. Although we encourage you to take your own photos, you can also find photos on Pexels, Unsplash, and Pixabay. Please provide credits for these photos that can be used in captions.

ARTICLE APPROVAL
The Collective has a zero tolerance policy for hate speech and discriminatory language (racism, sexism, ableism, etc.). Articles are edited at the discretion of moderators, and these moderators ultimately make the final decision to approve or reject any given article.