

Nanaimo Historical Society
Content Guidelines for NHS Website, Facebook and Newsletter

Prepared by NHS Communications Committee

Draft September 2022

Content Guidelines for NHS Website, Facebook and Newsletter

1. Content to be Nanaimo area and Vancouver Island relevant.
2. For website and facebook, optimum length of text between one and four paragraphs (200 words or under).
3. For newsletter, optimum length of text roughly 800 words.
4. Content to include description of event (who, what, where and when), quotes / background of presenter, reviews of publication, if relevant.
5. For all media, where possible, include one or more full colour photos, at least 400 x 400 pixels, ideally 300 pixels per inch resolution.

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