

Editorial guidelines

Thank you for offering or supplying material to use on www.Support4Doctors.org. Our objective is to keep the information on this website impartial, appropriate, relevant and of value to our audience; we must ensure that any material submitted or supplied to us abides by these guidelines.

What we are looking for:

Support4Doctors is an online portal of information for UK-based doctors and their dependents, in particular doctors 'at risk' in their lives or medical careers. This could be due to:

- Mental or physical illness
- Addiction or stress
- Professional isolation
- Major changes in career structure or employment opportunities

Providing articles, case studies, factsheets and interviews, the portal aims to cover a range of relevant topics for its audience.

Any articles, factsheets, case studies or interviews (hereafter referred to as 'articles'), whether written or recorded, must be of high quality, be original and contain relevant content that provides value and service to our visitors.

Content must be impartial and must not be 'advertorial' – i.e. explicitly advertise product or services for commercial gain. Whilst we accept that commercial organisations will be able to contribute articles of value, the content must be informative, of value and be editorially justifiable. Any affiliations or declarations of professional interest should be made clear to the editor when submitting or signing off an article. Any references to a product or service will be removed if not relevant to the article (please note this does not apply to supplier listings or descriptions of relevant services). If a service or product is referred to on Support4Doctors, these should ideally be free to access but if not, all and full costs should be made transparently clear.

We reserve the right to change publication dates or remove articles from the site as and when we see fit.

Articles must not contain any content that is a violation of any law, be considered defamatory, libelous, or infringes on the legal rights of others.

Style:

As our audience is primarily UK-based doctors and their dependents, we expect that visitors will have a high level of education and expect a level of professionalism from the content of the website. Our house style is formal but using plain English. Medical terminology and jargon is acceptable, considering our main audience base, but should be understandable to those outside the profession also. As these materials are designed for web publication, they must be clear, succinct and interesting. Articles that do not meet these criteria may be redrafted by the editor or returned to the author for redraft and the editor's decision is final. Tenses need to be consistent throughout an article and any references must be clearly explained at the end.

Keywords:

The use of keywords within copy for web search optimisation is acceptable but their use must not compromise the editorial standard of the article. Please only include words that are relevant to the piece and use appropriately.

Adding keywords related to the content of your article helps increase traffic to your article. We will file each article in our CMS with appropriate keywords, to enhance the user journey and optimise the search function. We reserve the right to select these keywords and categorise as we deem appropriate but we would also welcome your suggestions for keywords as an accompaniment.

Submission criteria:

Articles for the site should be between 300 and 1000 words – our preferred size is 650 words, although this will change depending on the content. Support4Doctors reserves the right to edit articles for length, style, spelling and grammar and any significant changes will be passed back to the original or credited author for approval prior to publishing.

Articles should be submitted electronically, in Microsoft Word, with an accompanying submission form that contains confirmation of ownership/authorship, contact data, suggested keywords, author biography, and consent.

Articles should be submitted with a brief biography of 50-100 words, including credentials where appropriate.

Articles should be submitted with a brief summary, which will be used on the website.

The article title should relate directly to the content of the article and should also contain keywords which will enhance its performance in the search function.

Authors may wish to provide links to external sites as part of their submission, to provide further information, however Support4Doctors reserves the right not to include these if not deemed appropriate or editorially justifiable. All external sources will be covered by our disclaimer and we are not responsible for the content or services supplied by any third party site or organisation.

Images and photographs:

Articles should be supplied with an accompanying image or photograph. If there is no image or photograph supplied, Support4Doctors reserves the right to add an image of our choosing to accompany the article. Images and photographs should be high resolution, of professional quality, where possible, and in full colour. We welcome all images but prefer action shots or professional headshots. The subjects therein must have given their permission to be used on our website and in promotional material.

Your consent:

Although intellectual property (including copyright) remains with the original author, by publishing on Support4Doctors, you give your permission for the article to be reproduced by us, in any form e.g. in a newsletter, email, company website or on promotional material. We will always acknowledge the author of the article and date of production. By supplying images or photographs to us, you are confirming that they are able to be

reproduced by us, in any form e.g. in a newsletter, email, company website or on promotional material and that the subjects therein have given their permission to be used on our website and in promotional material.

By submitting an article (including images/photographs) to us, you are consenting to the above.

We will abide by the authors moral rights and always acknowledge them as the original author and take care not to misrepresent the material or the author in any way. If the author, subject or organisation has a complaint with the use of the material, image or profile, they must notify us in writing as soon as the complaint is noticed. Support4Doctors will undertake an investigation and remove any material or reference that is deemed to be misleading, false or offensive.

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