

CONTENT SUBMISSION GUIDELINES FOR AOC CHAPTER LEADERS

Purpose

These guidelines will help you share your chapter's successes and stories effectively through our AOC's communications, including JED, JED Online, eCrow, and social media. We want to celebrate your achievements and inspire other chapters worldwide.

What We're Looking For

- Chapter success stories and milestones
- Community impact initiatives
- Member achievements and recognition
- Event highlights and outcomes
- Partnership announcements
- Innovative programs or projects

Written Content Guidelines

Story Format

- **Headline:** Create a clear, engaging title (8-12 words ideal)
- **Lead paragraph:** Answer who, what, when, where, and why in the first 2-3 sentences
- **Body:** Provide details, quotes, and context
- **Length:** 300-500 words for most stories

Writing Style

- Use active voice and present tense when possible
- Write in third person (avoid "we" and "our")
- Include specific numbers, dates, and outcomes
- Add quotes from key participants or beneficiaries

Required Information

- Chapter name and location
- Date of event or announcement
- Key participants' names and titles
- Contact person for follow-up questions

Photo Guidelines

Technical Requirements

- **Resolution:** Minimum 300 DPI, 1920x1080 pixels preferred
- **Format:** JPEG or PNG files
- **File size:** Maximum 10MB per image
- **Orientation:** Both landscape and portrait accepted

Photo Content

- Show people in action or engaged activities
- Capture genuine moments and emotions
- Ensure faces are clearly visible and well-lit

Photo Submissions Must Include

- **Captions:** Description of what's happening
- **Photo credits:** Photographer's name
- **Permission:** Confirmation that all individuals pictured have given consent for publication

Submission Process

How to Submit

1. **Email:** Send content to membership@crows.org
2. **Subject line:** "Chapter Content - [Your Chapter Name] - [Story Topic]"
3. **Attach:** Written content as Word document or in email body
4. **Attach:** Photos as separate files (do not embed in documents)

Timeline

- Submit content ideally within 30 days of the event or announcement so it remains timely
- Allow 1-2 weeks for review and potential publication
- Breaking news or time-sensitive content: Contact us immediately

Content Review Process

All submissions will be reviewed for:

- Alignment with association values and messaging
- Clarity and newsworthiness
- Technical quality of photos
- Completeness of required information
- Grammar, style and formatting that aligns with the AOC Editorial Style Guide and Branding Guidelines

Tips for Success

- Focus on impact and outcomes, not just activities
- Include human interest elements and personal stories
- Highlight collaboration with other organizations
- Show measurable results when possible

Thank you for helping us share the incredible work happening in chapters around the world. Your stories inspire our global community and demonstrate the real impact of our association's mission.