

TOASTMASTERS INTERNATIONAL®

<http://www.d26toastmasters.org>

District 26 Serving Colorado, Wyoming and Western Nebraska

D26 Toastmasters Publication Guidelines

District 26 Toastmasters media publication rules are designed to help your content succeed online.

Contents:

- Website Articles for Blog
- Calendar Entries
- Images
- Facebook Posts

Website Articles for Blog

- Cover Image
 1. Photo strongly preferred
 2. Resolution no less than 1600w x 1200h pixels (can be larger)
 3. Don't crop subject too tight – websites adjust photos to display properly on different screen sizes
 4. Photo credits when possible
- Article
 1. Minimum 300 words – Maximum 800 words
 2. Exceptions in length may be made for technical or how to articles
 3. Please supply a byline when possible
- Deadline – One week prior to scheduled posting to website
- Suggested Content
 1. District News
 2. Member Profiles
 3. Member Achievements
 4. Major Club Anniversary (5, 10, 15 etc...)

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Calendar Entries

- Event Title
- Date
- Start Time (include time zone)
- End Time
- Registration/Briefing time (if applicable) – required for contests
- Location name including room (eg, Presbyterian Hospital – Savage Auditorium)
- Location Street Address to include City & State (even if a frequently used venue)
- Any details regarding parking, entrances, etc...
- Optional
 1. Agenda (sent as text, not a .pdf, .doc, or other attachment)
 2. Contact Information
 1. Name
 2. Phone Number
 3. Email
- Deadline – one month prior to scheduled event (this allows advertising time)
- Content – District Events only (club events should be marketed through their websites)

Images

- All
 1. Must not be copyrighted
 2. Unless preauthorized, images must be photos – do not send graphical images without preauthorization of the editor
 3. Please provide photo credit if possible
 4. High-resolution images (no less than 1200×900 or equivalent)
 5. .jpg or .jpeg format or .png
 6. Do not stretch or skew images
 7. Don't crop subject too tight – websites adjust photos to display properly on different screen sizes
 8. Photos should be of people with faces clearly visible (prior authorization from webmaster is required for other images)
 9. Do not add text or graphics to photos without consulting the editor

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10. All photos should be tasteful and properly represent Toastmasters International and follow proper Toastmasters International branding and policy. The district webmaster has the responsibility to monitor and protect the brand and therefore may deny the use of certain images.

11. Captions

1. Caption must be supplied
2. Caption should include the first and last name of each person in the image (excluding “background” people)
3. Captions do not count toward article word count (if applicable)
4. If caption text is inline with the provided article, make sure it is clear that it is a caption and reference which image it goes to
5. Photo credits when possible

- Featured
 1. 1600w x 1200h pixels
- Facebook
 1. 1600w x 1200h pixels
- Inline Blog
 1. Minimum for the shortest side should be 1200 (either wide or high)
- Headshots
 1. Minimum 1200 w x 1600 h pixels
 2. Will be cropped to a 3:4 ratio
 3. Traditional headshot preferred (ie, not cropped out of a group photo)

Facebook Posts, Events, Etc.

- Posting on your site first is preferred
- Once we share it on D26 FB page, please like, comment and promote
- Must include photo that meets standard in the image section of this document
- Maximum of 120 words
- If there is an article or other web link, please include that in the text
- Optional
 1. Call to action – tend to generate a higher reach (reach is defined as the number of people who see the Facebook post)
- Deadline – one week prior to desired posting date
- Suggested Content

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1. District News
 2. Member Profiles
 3. Member Achievements
 4. Major Club Anniversary (5, 10, 15 etc...)
- Events
 1. Make event on FB, tag D26
 2. Email PRM/Social Media Chair with request to share
 3. If it does not meet the guidelines, please make changes and update us again
 4. Once we share it on D26 Fb page, please like, comment and promote

Other Social Media Posts, Etc.

- Posting on your site first is preferred
- Once we share it on D26 Social Media (LinkedIn, GPlus, Pinterest, Instagram, etc), please like, comment and promote
- Must include photo that meets standard in the image section of this document
- Maximum of 120 words
- If there is an article or other web link, please include that in the text
- Optional
 1. Call to action – tend to generate a higher reach (reach is defined as the number of people who see the Facebook post)
- Deadline – one week prior to desired posting date
- Suggested Content
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