

(ALL) Drafting, Editing and Revisions

Content WRITING Norms

GENERAL (ALL)

Drafting Tips

- Start with an outline. It will keep your writing on track and ensure it's cohesive.
- Choose words with precision. Use vivid/active language to encourage engagement.
 - Avoid ambiguous phrases and “big” words. Will it be clear to everyone?
 - Be clear and concise. Opt for brevity and substance over “Marketing speak.”
 - Include all pertinent details as space allows. Leave little room for confusion.
- Feel free to write a rough draft and run it by another writer. Ask, “Am I on track?”
- Leave format instructions for both your editor and the designer.
** Before submitting: sleep on it, read at a different time in the day.

Editing Tips

Your own writing (self-editing)

- Consistency and repetition
 - Review the language you've used in your piece to avoid repetition.
 - Review language from a piece on a related topic to ensure consistency.
- Brand voice and style
 - Make sure your language doesn't feel stiff or too formal.
 - Is it in our brand voice and style?
- Check for alignment with content strategy.
 - Have I hit all necessary messaging points?
 - Have I addressed the stakeholders' requests and concerns?
- Read your copy aloud to catch errors
- Break up long, awkward sentences and split up long paragraphs.
- Look out for passive voice. Change to active voice.
- Ensure a good reading flow. Alternate between sentence lengths and styles (short, medium, long, questions, statements, etc.)
- Keep an editing checklist on hand. Once done drafting, run your piece by your checklist.
- Check the JFP Stylebook and AP Stylebook. Use the Merriam-Webster dictionary for anything not in these two stylebooks.

Someone else's copy

- Offer encouragement/praise for what works! Provide a summarizing comment up top.
- Use “Suggesting” feature to quickly rephrase, add clarifying language or make minor edits for grammar/punctuation corrections. Writer should be aware you've made edits.
- Careful not to change the writer's voice! Aim to retain it by using the comment feature so the writer can revise as desired. Lean into asking questions.
- Use comments to explain edits, ask the writer questions and suggest revisions. The writer will evaluate and fix the copy however they deem appropriate.
- If *extensive* editing/revision is needed, instead of rewriting (even in “suggesting” mode), provide minimal comments and advise writer to “rework.” Offer to edit a second draft.
- Avoid distractions and be consistent in your changes throughout.

Sources used:

Editing tips for effective writing. Editing Tips for Effective Writing | International Relations. (n.d.).
<https://ir.sas.upenn.edu/advising/thesis-writers/editing-tips-effective-writing>

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<https://www.masterclass.com/articles/how-to-become-a-better-editor>

Huston, A. (2023, July 18). The two basic rules of editing (and the rookie mistake). Jane Friedman. <https://janefriedman.com/the-two-basic-rules-of-editing-and-the-rookie-mistake/>

Koerber, D. (2021, August 27). 20 essential editing tips. PR Daily. <https://www.prdaily.com/20-essential-editing-tips/>

(SPECIFIC) Emails + Blogs

Content WRITING Norms

SPECIFIC - Emails + Blogs

BLOGS

 [Blog Writing Guidelines & Templates](#) ←- How to write a blog (one-stop shop)

Connect with Mike Shaw/Growth & Optimization team members for best practices around links, images, SEO keywords, etc.

EMAILS

Coming soon.