

## Connection Submission Editorial Guidelines

All Connection edits are based on the [Canadian Press \(CP\) Style Guide](#) (17<sup>th</sup> ed.) and [Caps and Spelling](#) (20<sup>th</sup> ed).

The Connection Editorial Committee reserves the right to edit all articles and reviews all articles for suitability and to ensure they meet the submission guidelines. The NSCSW reserves copyright for all articles published and published to the College's website [nscsw.org](http://nscsw.org).

Article contributors will have an opportunity to approve or amend substantive editorial changes. Note that additional grammatical or style changes grammatical or stylistic may be made when the piece is copy edited.

Articles appearing in Connection or on the College's website may not be reproduced in whole or in part without the College's written permission. Requests for reprinting or reuse will be considered on a case-by case basis.

Connection magazine does not pay for article submissions.

### To Do's

Do **aim for approximately 1-2 pages with a maximum of 1000 words** – we have limited space! Please note if your submission is *longer* than 1000 words.

Do include **a brief 100-word biography** with your submission.

Do include **[which section](#)** you envision the article appearing and how it is relevant to social work practice

- Ethics in Action
- Social Justice
- Private Practice
- Diverse Communities
- Research
- Social Work Spotlight
- In the Community

Do include **photo credit and a one-line description** with any necessary accompanying photos.

- Include the full names and titles of those appearing in the photos
- Photos are *not* mandatory and those submitted are included as space allows.

- Photos must be submitted through the submission form as JPEG or PNG files, at a resolution of 300 dpi.

Do submit any **references as endnotes**, not footnotes.

Do include where readers can go to **find out more information** (a website, or another publication).

Do **think of the message** you want to get across to readers.

- Refer to readers as 'YOU'

Do **use personal experiences** to highlight your key message.

Do keep in mind that **readers look for a reward** (either entertainment or information to help) so keep your message easy to understand, interesting and helpful.

- *Are you highlighting a problem you can help solve for readers (or help solve to better help others)? Are you highlighting an area you can help readers improve? Are you telling a story for entertainment?*

Do **write using your own voice** - impose your personality!

Do illustrate **a story that pulls your readers through** so they understand your key message and are motivated to act on it as required.

Do **start your feature with a lead** that illustrates your key message.

- **Examples to help illustrate your story in the lead:**

**Concrete:** illustrate your key message so the reader can touch, feel, taste or hear it

**Creative:** use anecdotes, human interest, metaphor, wordplay

**Provocative:** provoke a question that the reader must read more to learn

Do **follow your lead with a line or two of brief background** information (context for your readers) before getting into the body of the story.

Do wrap up your story by **revisiting your key message**.

Do **structure your story with an intro, body and conclusion**.

- [See this great resource by Ann Wylie on the feature-story structure.](#)

Do **include sub-headlines** in the body of your story to help guide your reader.

Do **avoid abstraction, leading with background information, throw-away details and fact packed paragraphs.**

Do **avoid lengthy paragraphs** – for our print magazine your ideal paragraphs should contain one idea expressed in 2-3 sentences.

- [Read more about how to cut down your paragraphs.](#)

Do **be concise and eliminate redundant phrases.**

- [Here's an example of some common redundant phrases to eliminate](#)

Do **eliminate “In my opinion”** in opinion pieces.

Do write concisely always using an **active voice** (vs a passive voice):

- Example:

The magazine *has been* published (passive voice) ✗

We *have published* the magazine (active voice) ✓

[See more on active vs passive voice here](#)

**Questions?** Contact the College's Promotions Coordinator, Collette Deschenes at [collette.deschenes@nscsw.org](mailto:collette.deschenes@nscsw.org).