

## ***Think* article process guide**

### **1. Objective**

This document has been put together to define the standards and timelines for the briefing, commissioning, drafting, and publishing of thought leadership articles on *Think*. It establishes expectations for timelines to ensure strategic alignment with our objectives while effectively managing resources and workload.

### **2. Scope**

This agreement covers the following processes of publishing an article:

- Initial article conception
- Commissioning a writer
- Proofreading and editing written copy
- Sourcing and resizing imagery
- Briefing the website team
- Review and revisions
- Publication and approval

### **3. Service Providers**

The *Think* editorial team is responsible for conceiving, commissioning, and proofreading the articles. The Web team is responsible for drafting and publishing articles. The Senior Editor of *Think* is responsible for final sign off and approval before setting anything live.

### **4. Content Owner**

The *Think* editorial team is responsible for the articles and providing all necessary materials (copy, images, and links).

### **5. Service Tasks and Timelines**

Excluding the time it takes to review article submissions and concept an article idea, it takes 4-6 weeks from article conception to publishing a *Think* article, as per the timeline below.

Note: When a writer is required to submit a second draft, it adds at least an additional 5 working days – see step 4 and 5.

| Step | Task                | Details  | Stakeholder(s) responsible  | Allocated time  |
|------|---------------------|--|-----------------------------|---|
| 1    | Article conception  | <p>The Senior Editor reviews submissions and requests for articles from many individuals, both internal and external.</p> <p>The Senior Editor also conceives their own article ideas from many sources – including, but not limited to, faculty research, news and world events and trends, research institute activity, LBS events, <i>think ahead</i> events and podcasts and calendar moments.</p> <p>Article submissions must adhere to the qualities detailed in our <a href="#">Editorial Guidelines</a>.</p>   | Senior Editor, <i>Think</i> | <p>The Senior Editor for <i>Think</i> will review and approve all article ideas and submissions.</p> <p>(Due to the volume of requests, it can take up to two weeks for an unsolicited idea or proposal to be reviewed.)</p> <p>The Senior Editor will also concept and approve their own ideas for articles.</p> |
| 2    | Commission writer   | <p>Once an idea for an article has been conceived, a brief needs to be sent to a freelance writer.</p> <p>The brief must include all necessary background information with full context for the writer. As well as the contact details for any contributors or interviewees. A commissioning brief must include a clear breakdown of all components needed with word-counts – including headline, sell, body copy, pull quotes, taxonomy tags, and any additional text boxes, such as "In 30 seconds". Writer to provide a social media summary as agreed with social team.</p> <p>Connect the writer to any contributors or interviewees via email.</p> <p>A deadline and fee must be agreed with the writer before they commence the work.</p> <p>Writers should supply their copy in the Article Template format.</p> | <i>Think</i> editorial team | <p>A commission should be briefed to a writer in 2 working days from article conception.</p> <p>3 weeks (15 working days) is usually sufficient for the writer to complete the commission.</p>  |
| 3    | Proofread 1st draft | <p>Acknowledge receipt of the copy from the writer.</p> <p>Review the copy with an initial check to ensure all components on the brief have been supplied. If anything is missing, go back to the writer.</p> <p>If everything has been provided, then a full proofread of the copy needs to be carried out.</p>   | <i>Think</i> editorial team | 3 working days for first proofread  |

|   |                     |  |                             |                                  |
|---|---------------------|--|-----------------------------|----------------------------------|
|   |                     | <p>Make relevant changes to the copy, ensuring it meets our Brand Guidelines and house style.</p> <p>If there are multiple/excessive amends or a large rewrite required, carry out Step 4 and 5.</p> <p>Otherwise, if the copy is accurate and ready to proceed, continue to Step 6.</p>   |                             |                                  |
| 4 | Writer's rewrite    | <p>Ask the writer to review your amends, taking in any changes and providing any new sections of copy.</p> <p>Provide a new deadline to the writer.</p>  | <i>Think</i> editorial team | 3-5 working days for rewrites    |
| 5 | Proofread 2nd draft | <p>Acknowledge receipt of the 2nd draft copy from the writer.</p> <p>Review the copy with an initial check to ensure all components on the brief have been supplied. If anything is missing, go back to the writer.</p> <p>If everything has been provided, then a full proofread of the copy needs to be carried out, ensuring everything adheres to our LBS Brand Guidelines and house style.</p> <p>If the copy is accurate and ready, continue to Step 6.</p>  | <i>Think</i> editorial team | 2 working days for 2nd proofread |
| 6 | Source imagery      | <p>At least one landscape image must be sourced to illustrate an article. This is the holding image at the top of the article.</p> <p>The image needs to be resized and supplied in two dimensions: 1140 x 436 and 896 x 504.</p> <p>Images can come from multiple sources, including Brand Hub, Shutterstock, and contributors.</p> <p>Images need to be edited to the two dimensions listed above using Photoshop, or a similar photo editing software.</p> <p>Any body-copy images also need to be resized to the correct dimensions (646 x Height can vary from 363 up to 1000) and supplied in JPEG format.</p> | <i>Think</i> editorial team | 2 working days                   |

|   |                         |   |                      |                |
|---|-------------------------|---|----------------------|----------------|
| 7 | Brief submission to web | <p>Submit a complete brief via Wrike, attaching:</p> <ol style="list-style-type: none"> <li>1. The article in a Word document (in the Article Template format, ensuring all relevant fields are completed).</li> <li>2. Any relevant images (in the correct dimensions and file type, see step 6).</li> </ol> <p><i>(If the article was not submitted by the writer in the Article Template format, then it will need to be put into it before briefing the web team.)</i></p> <p>The Word document must include:</p> <ul style="list-style-type: none"> <li>• Headline</li> <li>• Sell</li> <li>• Body copy</li> <li>• Pull quotes</li> <li>• Author's name</li> <li>• Taxonomy tags (at least 3)</li> <li>• One hero image.</li> <li>• Any body images (sized correctly, and highlighted in the body copy they need to be placed).</li> <li>• Any necessary hyperlinks in body copy</li> <li>• 3 x related content or promotional articles.</li> <li>• Podcast/ video embed links (highlighted in the body copy where they need to be placed.)</li> </ul> | Think editorial team | 1 working day  |
| 8 | Article drafting        | <p>Create a draft of the article in Contentful, incorporating all provided materials and ensuring alignment with web standards and SEO best practices.</p> <p>Provide the Think team a link/PDF to review for approval</p>  | Web team or Katie    | 2 working days |
| 9 | Review and revisions    | <p>Review the drafted article, noting any amends on the PDF/message field within Wrike.</p> <p>Share a PDF with any stakeholders/ contributors for their approval/feedback.</p> <p>Provide any necessary feedback or revisions to the web team, via the Wrike ticket. Feedback from multiple stakeholders must be submitted all at once.</p>  | Think editorial team | 2 working days |

|    |                             |   |   |   |
|----|-----------------------------|---|---|---|
| 10 | Amends                      | Make the amends that the Think editorial team has flagged.  | Web team  | 1 working day from receiving feedback via Wrike |
| 11 | Final approval              | Secure final approval from any contributors/ stakeholders. And provide final approval of the article to the web team via the Wrike ticket.  | Senior Editor, <i>Think</i>                       | 1 working day                                   |
| 12 | Article go live             | Publish the article on the site.  | Web team  | 1 working day from receiving final approval     |
| 13 | Share with stakeholders     | Notify any internal/ external stakeholders, faculty and/ or contributors that the article is now live, sharing the live URL link.   | <i>Think</i> editorial team                       | Within 1 working day from going live            |
| 14 | Brief in social media posts | <p>If relevant to the article, a brief will need to be prepared for the social media team via Wrike.</p> <p>The brief will need to include the social post copy, accompanying image, plus date for posting.</p> | <i>Think</i> editorial team and Social Media team | Within 1 working day from going live            |

## 6. Number of articles published

A maximum of 2 articles will be published per week to ensure quality and manageability.

## 7. Content management

The *Think* editorial team manages and updates daily the *Think* articles spreadsheet to track and record the live status for each piece of content.

## 8. Communication

All communication with freelancer writers must be carried out via email to retain a record.

All communication with the Web team, regarding article briefing, drafting, and revisions should be conducted through Wrike to maintain a clear and accessible record.

[ENDS]