



Editorial Guide for Web Content

Checklist for Publishing Texts and Images on Paderborn University's Websites

Language

- Use active phrasing
- Choose non-discriminatory and gender-inclusive language
- Form simple sentences, create paragraphs, and add subheadings to improve readability
- Occasionally use the pronoun "we", address the correct target group with appropriate formal/informal phrasing and language, make use of 'calls to action'
- Use British English
- Search Engine Optimisation (SEO): consider text length, key words, and create SEO-friendly URLs
- Make sure your websites are bilingual (German/English)

Formal Rules

- Abbreviations: spell out the word or phrase in full the first time you mention it, refrain from adding spaces in lower-case abbreviations
- Follow the formatting guidelines when indicating addresses
- Do not mention authors
- When specifying a date, make sure to write out the month, e.g. "July", use years only for static information
- Prioritise using the proper name "Paderborn University" and refrain from using "college" or "higher education institution" as a synonym
- Place e-mail addresses sensibly, pay attention to the spelling of the domain extension
- Do not format your text, except where indicated
- Write out names including academic titles
- Pay attention to notices regarding the use of special characters
- When stating a telephone number, use the following format +49 5251 60-xxx
- Use the format: HH.MM am/pm to indicate times
- Write out numbers from one to twelve

Images

- Make sure that you are aware of image and usage rights
- Add image captions and alternative text
- Name your files correctly
- Use the png or jpg format, do not exceed a max. of 2,000 px
- Refrain from using stock images