

HASO content writing guidelines

This guide tells you how to submit your content to be included on Healthcare Apprenticeships Standards Online <https://haso.skillsforhealth.org.uk/>.

Contributions are welcomed in these sections:

- A. News <https://haso.skillsforhealth.org.uk/news/>
- B. Toolkit <https://haso.skillsforhealth.org.uk/toolkit/>

A. Submitting News Items for inclusion on HASO:

News items are added regularly to the website and a newsletter is sent out once a week to our subscribers, usually on a Thursday.

All news item contributions are submitted by email to healthcare.trailblazer@skillsforhealth.org.uk and will be subject to the quality criteria outlined below:

1. All submissions must be accompanied by a completed news item submission form (Appendix 1).
2. All news items must relate to the health sector and apprenticeships in England.
3. The tone should be conversational and aimed primarily at our key audience (healthcare employers and front-line managers).
4. Links: preferably only one, but maximum of three per news item.
5. Photos: you may include a picture to go alongside your news item. This needs to be of high quality and related to the content of the news item. Please make sure that the image is not copyrighted and check that the people in the photo have given their consent to appear on HASO. Please note we reserve the right to swap the picture for another as we see fit to maintain the overall style and quality of the website.
6. Author: please provide a full name, job title and organisation name to accompany your submission.
7. Title: we reserve the right to change the title that you provide as required.
8. Main news item content word limit: 150-300 words
9. Call to action: news items should include a call to action whenever possible (eg download the report here, visit this site to see how, read more here etc). If you do not include a call to action, we reserve the right to add one if appropriate.
10. Proof reading: we will proof read and check any news items before they are published. We reserve the right to make minor amendments (eg shortening long sentences, correcting grammar and spelling) to the content without checking with you before publishing. However if it is necessary to make a major amendment (eg to ensure that the news item fits with the tone and style of HASO) we will seek your sign off for the amended version prior to publishing.
11. Commercial content: please note that we can't accept news items that are commercial in tone. HASO is a free resource and we only promote things that are free for employers to access or use.
12. Timing: if your news item is not time-sensitive, we reserve the right to hold onto it for up to three weeks. If for any reason we want to hold a news item for longer (eg scheduling items for

apprenticeship week or similar) we will contact you to discuss it. News items must be received by 4pm on a Monday for publication on the Thursday of the same week.

13. Publication: we will endeavour to advise you when your content has been published but please note that sometimes this may not be possible. If you have not already done so, you may find it helpful to sign up to our HASO newsletter to ensure you don't miss anything <https://haso.skillsforhealth.org.uk/newsletter-signup/>.

B. Submitting Toolkit Items for inclusion on HASO:

The Apprenticeship Toolkit is designed with healthcare employers in mind. It is a place where they can find case studies, tools, documents and useful links that will ultimately help them to implement apprenticeships in the health sector.

Toolkit items are added at regular intervals to the website. We use our newsletter to notify subscribers of important additions. The newsletter is sent out once a week, usually on a Thursday.

All contributions for the Toolkit are submitted by email to healthcare.trailblazer@skillsforhealth.org.uk and will be subject to the quality criteria outlined below:

1. All submissions must be accompanied by a completed toolkit submission form (Appendix 2).
2. All toolkit items must relate to the health sector and apprenticeships in England.
3. All toolkit items should be aimed primarily at our key audience (healthcare employers and front-line managers).
4. Links: we can link to external websites where the content supplied is relevant and useful to health employers. We may write (or ask you to write) a short introduction to an external website.
5. Case studies. These should:
 - a. Focus on the health sector and apprenticeships in England (examples may include: describing an apprentice's journey; giving background to an employer's experience of setting up an apprenticeship; giving oversight of how an apprenticeship is managed or an element of training is delivered; describing the 'behind the scenes' experience for employers).
 - b. 500 to 1,500 words.
 - c. Include at least one high quality picture.
 - d. Use plain English.
 - e. Include references as required.

We reserve the right to edit and re-template case studies if needed to fit with the overall design and feel of the HASO website. In these instances we will share the edited case study with you prior to publication.

6. Tools:

- a. If already web-based, creating a link from HASO may be possible. The tool must be free to use, accessible by employers and targeted to their needs. We cannot link to tools that incur a subscription or fee.
- b. If not yet web-based and would therefore require full hosting on HASO your submission would have to be considered separately by Health Education England and Skills for Health colleagues. Please complete the form (Appendix 2) with as much detail as possible and we will be in touch.

7. Documents:

- a. In general, all documents should be short and concise, written in plain English.
 - b. Please provide a word version, rather than a PDF, wherever possible.
 - c. Please note that we will add headers and footers to documents that are displayed on HASO (please see Appendix 3). You can decide whether or not you want your organisation's logo to appear.
 - d. Proof reading: we will proof read and check items before they are published. We reserve the right to make minor amendments (eg shortening long sentences, correcting grammar and spelling) to the content without checking with you before publishing. However if it is necessary to make a major amendment we will seek your sign off for the amended version prior to publishing.
 - e. Author: please provide a full name, job title and organisation name to accompany your submission.
 - f. Titles: we reserve the right to change the titles of any documents that you provide, as required.
8. Timing: Toolkit items are published at regular intervals. In some instances this may mean there is a time lapse between your submission and publication.
9. Photos: please make sure that any images you provide are not copyrighted. You also need to check that any people included in the photo have given their consent to appear on HASO. Please also note that we reserve the right to change the picture as we see fit to maintain the overall style and quality of the website.
10. Rejection: we reserve the right to reject any submissions that do not meet these quality criteria or that are not of sufficient interest/usefulness to our target audience. We may also reject submissions when we already have other examples of content that we deem to be too similar. In the event of a rejection we will contact you.
11. Publication: we will endeavour to advise you when your content has been published but please note that sometimes this may not be possible. If you have not already done so, you may find it helpful to sign up to our HASO newsletter to ensure you don't miss anything <https://haso.skillsforhealth.org.uk/newsletter-signup/>.

Appendix 1

Submitting a news item to HASO

Today's date	
Author's name	
Author's job title	
Author's organisation (please write this in full, no abbreviations)	
Would you like the Author's details to appear on the news item when published on HASO? (yes/no)	
Author's email address (this will not be published, only used by us to contact you)	
Author's phone number (this will not be published, only used by us to contact you)	
News item title	
News item main content (150-300 words)	
Call to action	
Weblinks to include	
Are you providing any PDF documents to accompany this news item? (yes/no)	
Are you providing a photo to accompany this news item? (yes/no)	
Did you take the photo yourself? (yes/no)	
Does the photographer give permission for us to use the photo on HASO? (yes/no)	
If there are people included in the photo have you checked with them that they are happy for their picture to be put onto HASO? (yes/no)	
Is there a particular date by which you wish the news item to be published? (yes/no) (If yes please give details).	

Please note that by submitting content you are granting HASO the non-exclusive rights to use, copy re-purpose and display this information, tools, resources or photos at our discretion.

Appendix 2

Submitting a toolkit item to HASO

Today's date	
Your name	
Your job title	
Your organisation (please write this in full, no abbreviations)	
Would you like your organisation to be acknowledged against this resource? (yes/no)	
If you would like us to use your organisation's logo (if appropriate) on HASO, please insert it as a JPEG file here	
Your email address (this will not be published, only used by us to contact you)	
Your phone number (this will not be published, only used by us to contact you)	
LINKS Are you providing links to an external site? (yes/no) If yes please attach the links here	
Please give an overview of why you think this/these site/s may be of interest to our healthcare employer audience	
CASE STUDIES Are you providing a case study? (yes/no) If possible, please submit a word rather than a PDF version	
Please give a short overview of what the case study is about.	
If the case study references individuals by name or in photos have you obtained their consent for their information to be made publicly available (yes/no)	
TOOLS Are you submitting a tool? (yes/no)	
Please give a short overview of what this tool is and why it is useful to health sector employers.	
Is this tool already web-based? If yes please provide a link to the tool	

<p>If this tool is not yet web-based, would you like HEE and Skills for Health to consider hosting it fully on HASO (yes/no)</p>	
<p>DOCUMENTS Are you providing any documents? (yes/no) If yes, please submit word rather than PDF versions wherever possible.</p>	
<p>Please give a brief overview of what these documents are and why they are of interest to healthcare employers.</p>	
<p>Who / which organisation should be acknowledged as the author of these documents?</p>	
<p>PHOTOS (for all resources) Did you take the photo yourself? (yes/no)</p>	
<p>Does the photographer give permission for us to use the photo on HASO? (yes/no)</p>	
<p>If there are people included in the photo have you checked with them that they are happy for their picture to be put onto HASO? (yes/no)</p>	
<p>PUBLICATION Is there a particular date by which you wish the toolkit item to be published? (yes/no) (If yes please give details).</p>	

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Appendix 3

Headers/footers/disclaimers

To enable us to share externally developed tools and resources on HASO we reserve the right to add headers, footers or disclaimers to documents, tools, case studies or other items that we publish. See the examples below:

Example Header



**Developed by XXXX Hospital
NHS Foundation Trust**
Hosted on HASO by Skills for Health and
sponsored by Health Education England



Example Footer/Disclaimer

The information provided by contributors to this site is for general information purposes and is provided in good faith. We make no representation or warranty of any kind, express or implied, regarding the accuracy, adequacy, validity, reliability, availability or completeness of any information, resources or tools on the site. Under no circumstances shall we, or any of our contributors, be liable for any loss or damage of any kind incurred as a result of the site, the information, tools and resources. Your use of the site and your reliance on any information, tools or resources provided is solely at your own risk.