

HASO CONTENT WRITING GUIDELINES

September 2020

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

Contributions are welcomed in these sections:

- News <https://haso.skillsforhealth.org.uk/news/>
- Toolkit <https://haso.skillsforhealth.org.uk/toolkit/>
- Case Studies <https://haso.skillsforhealth.org.uk/case-studies/>

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, between 10am and 12pm 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:

- All news items must relate to the health sector and apprenticeships in England.
- The tone should be conversational and aimed primarily at our key audience (healthcare employers and front-line managers).
- **Links:** preferably only one, but maximum of three per news item.
- **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.
- **Author:** please provide a full name, job title and organisation name to accompany your submission.
- **Title:** we reserve the right to change the title that you provide as required.
- **Main news item content word limit:** 150-300 words
- **Proof reading:** we will proofread 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 (e.g. 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.

- **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.
- **Commercial content:** please note that we can't accept news items that are advertising products or services that are chargeable. HASO is a free resource and we only promote things that are free for employers to access or use.
- **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 (e.g. 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. If there is an exceptional reason why you will be providing a news item later in the week please contact us by close of day Monday to discuss it with us so that we can prepare accordingly.**
- **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/>.

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 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.

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:

- All toolkit items must relate to the health sector and apprenticeships in England.
- All toolkit items should be aimed primarily at our key audience (healthcare employers and front-line managers).
- **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.
- **Tools:**
 - 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.
 - 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.

- **Documents:**
 - In general, all documents should be short and concise, written in plain English.
 - Please provide a word version, rather than a PDF, wherever possible.
 - Please note that we will add headers and footers to all documents that are displayed on HASO. You can decide whether you want your organisation's logo to appear.
 - **Proofreading:** we will proofread 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.
 - We reserve the right to edit and re-template resources if needed to fit with the overall design and feel of the HASO website. In these instances, we will share the edited resource with you prior to publication.
 - **Author:** please provide a full name, job title and organisation name to accompany your submission.
 - **Titles:** we reserve the right to change the titles of any documents that you provide, as required.
- **Timing:** Toolkit items are published at regular intervals. In some instances, this may mean there is a time lapse between your submission and publication.
- **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.
- **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.
- **Timing:** if your resource 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 resource for longer (e.g. scheduling items for apprenticeship week or similar) we will contact you to discuss it. If your resource is time-sensitive it must be received by **4pm on Monday for publication at the earliest on the Thursday of the following week and usually within 3 weeks.**
- **Publication:** publication dates are agreed on a case by case basis in partnership with you. 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/>.

Submitting Case Studies for inclusion on HASO:

Case studies are written with healthcare employers in mind. The case studies showcase managers, mentors, apprentices and organisations who have embraced apprenticeships. It's a place to share lessons learned and top tips with others.

Case studies are added at regular intervals to the website. We use our newsletter to notify subscribers of new case study additions.

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

- All case studies must relate to the health sector and apprenticeships in England.
- All case studies should be aimed primarily at our key audience (healthcare employers and front-line managers).
- 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).
- **Word limit:** 500 to 1,500 words.
- **Language:** use plain English. Include references as required.
- **Author:** please provide a full name, job title and organisation name to accompany your submission.
- **Title:** we reserve the right to change the title that you provide 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.
- **Photos:** you should include at least one picture to go alongside your case study. This needs to be of high quality and related to the content of the case study. 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. If you are using photos of clinical staff it is best if the photo is taken at work, with them in their uniform or at their work-station (as appropriate).
- **Proof reading:** we will proofread and check any case studies 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 (e.g. to ensure that the case study fits with the tone and style of HASO) we will seek your sign off for the amended version prior to publishing.
- **Timing:** if your case study 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 case study for longer (e.g. scheduling items for apprenticeship week or similar) we will contact you to discuss it. Case studies must be received by **4pm on Monday for publication at the earliest on the Thursday of the following week and usually within 3-weeks of receipt.**
- **Publication:** publication dates are agreed on a case by case basis in partnership with you. 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/>.

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.

