

SOP for NEWS

Do's

1. **Content requirements:** Include at least 10 news items in each slot.
2. **Headlines:** Each headline should consist of 5–6 words only.
3. **Summaries:** Each summary must be between 300–310 characters.
4. **Categories:**
 - **Commercial:** Focus on all scheduled commercial flights and the corresponding airlines or companies.
 - **Defence:** Relate to defence matters.
 - **Business:** Cover private companies, non-scheduled charter companies, or private charter-related topics.
 - **MRO:** Address maintenance, repairs, technical functions, or new technologies being built or developed.
 - **Cargo and ground handling:** Discuss cargo fleets, aircraft, and baggage handling operations.
 - **General:** Include miscellaneous topics that do not fit into the above categories.
5. **Formatting:** Ensure proper spacing throughout the text and use capital letters only where necessary.
6. **Notifications:** Include 2 push notifications in each slot.
7. **Abbreviations:** Provide the full form of any uncommon abbreviations.
8. **Company backgrounds:** Offer a brief background of any company that is not well-known.
9. **Familiar companies:** The following companies are considered familiar: IndiGo Airlines, Air India, Delta Air Lines, United Airlines, American Airlines, Etihad Airways, Emirates, Pakistan International Airlines, Air New Zealand, and Ryanair.

Don'ts

1. **Extra lines:** Avoid leaving extra lines.
2. **Grammar:** Ensure that there are no grammatical errors.
3. **Hyphens:** Refrain from using unnecessary hyphens.

4. **Outdated news:** Do not post outdated news.
5. **Duplicate news:** Do not duplicate news that has already been posted.