

## Posting Guidelines

For the website to grow, we need two types of content from you:

- “appetizers“, for instance short opinion pieces, usually between 200 and 500 words
- longer articles, like analyses; this is the room for heavy thoughts, genius concepts, intellectual content, length: 1000 words and more

Former because it's easier for you to produce and thus potentially more available, and because it sells good online. Latter because it shapes our profile as a highbrow debating space.

We don't clearly distinguish between the two, it's just to give you a rough idea of the two ends that we are looking for.

To fulfill the technical requirements of the website, both of them always need to have:

- a picture (with a resolution high enough not to look pixelated in the big slideshow), a caption and license thereof
- excerpts (displayed at various places of the website like debates, further reading sections, your own blogger profiles, search result pages, sidebar elements etc.) - please something unique and not just the first one and a half sentences
- two titles (the short one is needed for design reasons on some parts of the website where we can't have several lines for the title, the longer one is in contrast where you can make witty statements without a character limit)
- at least 3 tags

If you publish articles written by third parties, please always make sure not to forget to include the following three informations in the respective input fields: a) the sources url, b) its name and c) a short statement about who that source is.

Please try to avoid vulgar speech in your regular posts, especially in the titles, and to conform to the rules of netiquette. There are certain cases when it's necessary to call things by their names, but let's curb them to a limited number and let's try to keep a certain level of good manners.

Whatever you publish, the bottom line is always that you ask yourself whether it's the interest of the whole platform (everyone, you and us).

We (the editors) always reserve the right to change certain passages and to issue cautions against those who don't respect the minimum criteria outlined above, even though we hope not to have to make use of it. In any case, we'll contact you and search the dialogue to understand your motivation and derive a rule that is applicable to similar cases in the future.

We're not in any way interested in creating a climate of unclarity or mistrust between you and us.

Thanks for being part of our blogging team. You're the vanguard of a growing community. Keep up the good work.