

# Content Manual

## ❖ Story Structure:

**Title:** Title should be short (215 words), meaningful and interesting.

**Thumbnail:** The First image becomes the thumbnail of the story. Make sure the thumbnail is the best among all the pictures and the size of the thumbnail should be 754\*396. Please start the Content with First Top Thumbnail image.

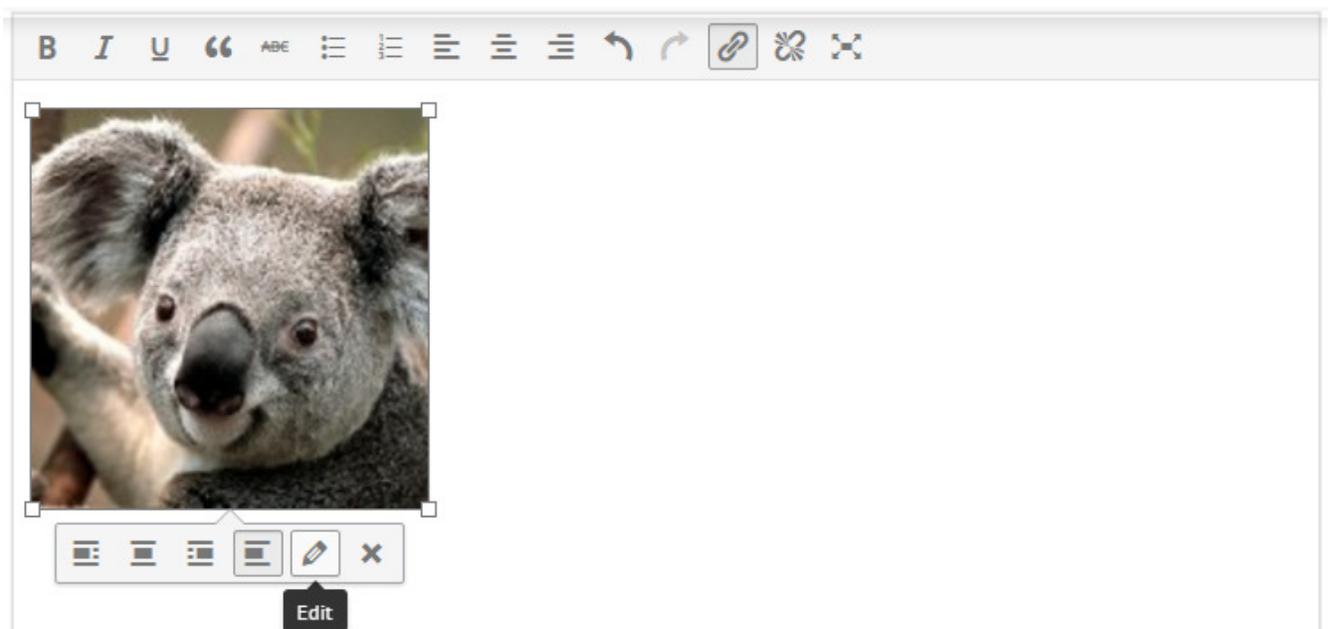
**Description:** It should be either in first person or second person, short (50100 words), contextual and straight to the point. Try to be as interesting and funny as possible. Description should be in form of a story/interaction/conversation. Avoid theoretical description.

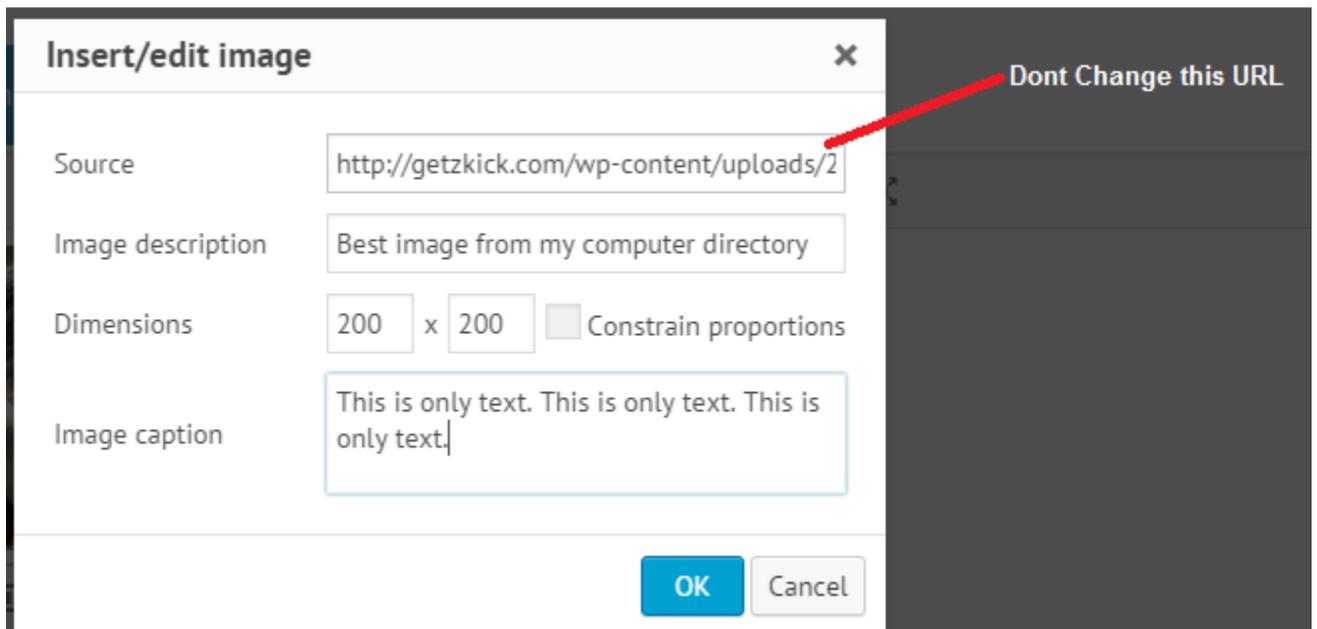
**SEO:** You must add high value keywords in title, description and captions. You must interlink other Getzkick stories in between the description wherever possible (max 10 interlinks).

**Social Media:** Don't forget to link the Getzkick social media profiles in description.

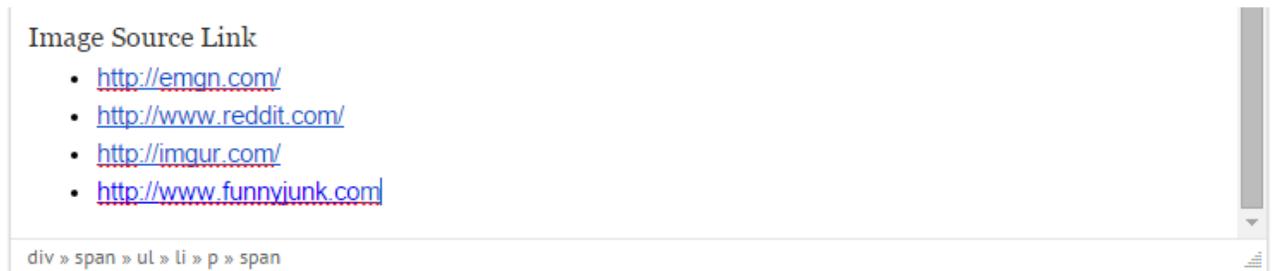
**Images:** Always use (1520) high quality images and they should not be grainy. Write a short and funny caption (18 words). Add description of images wherever necessary.

**Source and Courtesy:** You must mention the image source and give due courtesy to the originator of content. Please mention "Image Source link" for each image.





Mention Image Source link in the footer



❖ You must abide by the following content guidelines :

- a. Your story should be funny, interesting and do remember that it is being created for entertainment and fun.. Don't be theoretical and try to use slang and colloquialism as much as possible.
- b. Create meaningful, short and interesting titles.
- c. Description should be in either first person or second person, short (50100 words), contextual and straight to the point.
- d. Avoid any type of material that can be misconstrued as mean, hateful, spiteful Towards any group or religion. Also misogynistic words and slurs are not tolerated, regardless of context.

- e. Try to write the description as a story/interaction/conversation. There should not be a fixed approach for writing a story. It has to be instant, it should come based on the current context and situation.
- f. The content should be original and never published elsewhere. We hate copycats!
- g. Always use High Quality images, respect the copyrights and give due credits to the author in source section.
  
- h. Put most relevant image as cover image.
  
- i. A thorough research must be done on the topic before writing about it. The content must be written by a native person, someone who knows and understands the topic closely.
  
- j. Double check your photographs, they should be in the context of the story.
  
- k. Always use short, interesting captions for images and provide details about image in the description.
  
- l. You can also create a video story, but always remember we accept youtube links only and aforementioned rules apply for videos as well.
  
- m. Plan your stories one week in advance according to world event and observances only then they will be approved.
  
- n. Avoid posting pornographic, warez, spam or illegal content. You may be banned from Getzkick for doing that.
  
- o. If you want to promote your work in the story, you can add your bio in the description and provide links to your website and social media profiles.
  
- ❖ You can use following [resources](#) for content creation and curation.  
  
“[https://docs.google.com/document/d/1qcGSMIVQxMM3AIXkAXWLxIVWO-dkXjH\\_7AWBk\\_QCI\\_E/pub](https://docs.google.com/document/d/1qcGSMIVQxMM3AIXkAXWLxIVWO-dkXjH_7AWBk_QCI_E/pub)”
  
- ❖ You must submit your story on at least three social media profiles except Facebook and twitter. (Ex. Pinterest, Quora, Flipboard, Digg, reddit, imgur, StumbleUpon)