Online Writing Instruction

Getting Started

If you are interested in writing for Craccum Online but haven't received login credentials for our website, please email me at **digitalmanager@craccum.co.nz**.

As an online article contributor, you must be registered on our website. Ensure that you sign up using either your real name or a pen name, **as all articles must have an identified author on Ghost (our hosting platform).**

Once registered, you can begin drafting your article online at any time. When you have finished your draft (including your feature image—see details below), email me, and I will review it according to our Editorial Standards before publishing.

Feature Image Requirement

All online articles, like printed ones, must include a **Feature Image** (illustration or photograph). You can either provide your own or contact our **Visual Arts Co-Editors** at **visualarts@craccum.co.nz** to arrange one.

Requesting an Illustration

- Provide a **detailed visual blurb** to the Visual Arts Co-Editors (VAE), following the same process as for print. They will assign it to a Visual Arts contributor. Feel free to **CC me** in the email so I can stay in the loop and support you.
- The illustration must include **one background**—make sure to communicate this clearly with the VAE.
    - *Tip:* If you're unsure how to describe your blurb, you can ask ChatGPT by inputting your article for guidance.
- **No illustration = No publishing** (Without a feature image, we cannot promote your article online or on other digital platforms).

Backlink Option

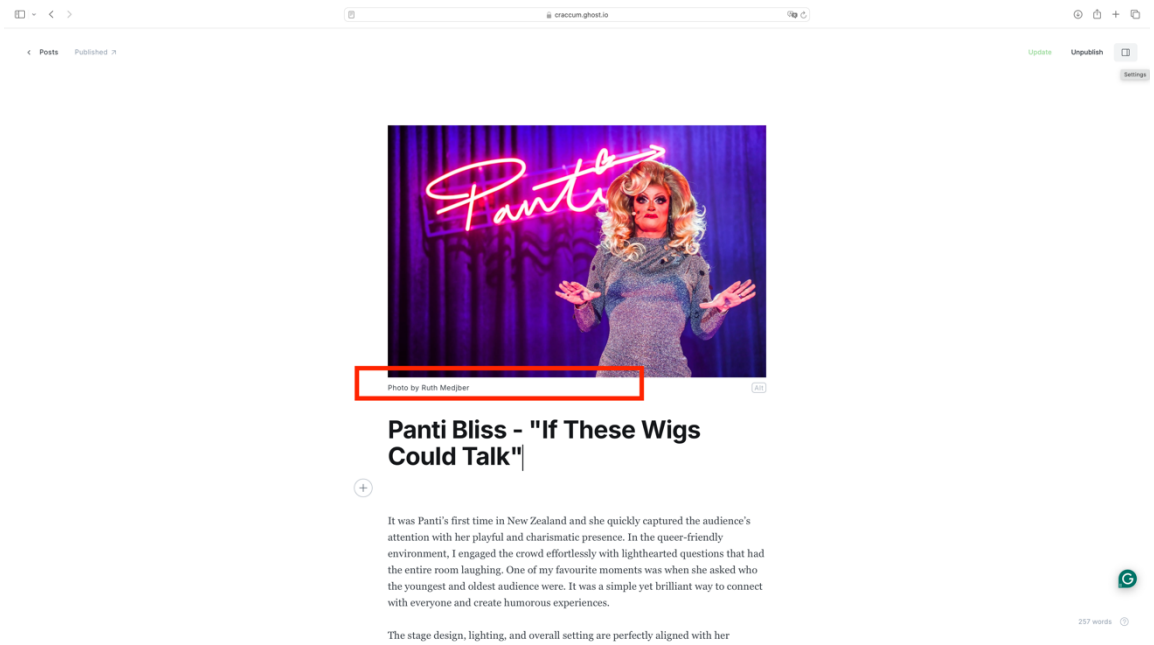
You can include relevant links to external sources or Craccum articles where appropriate.

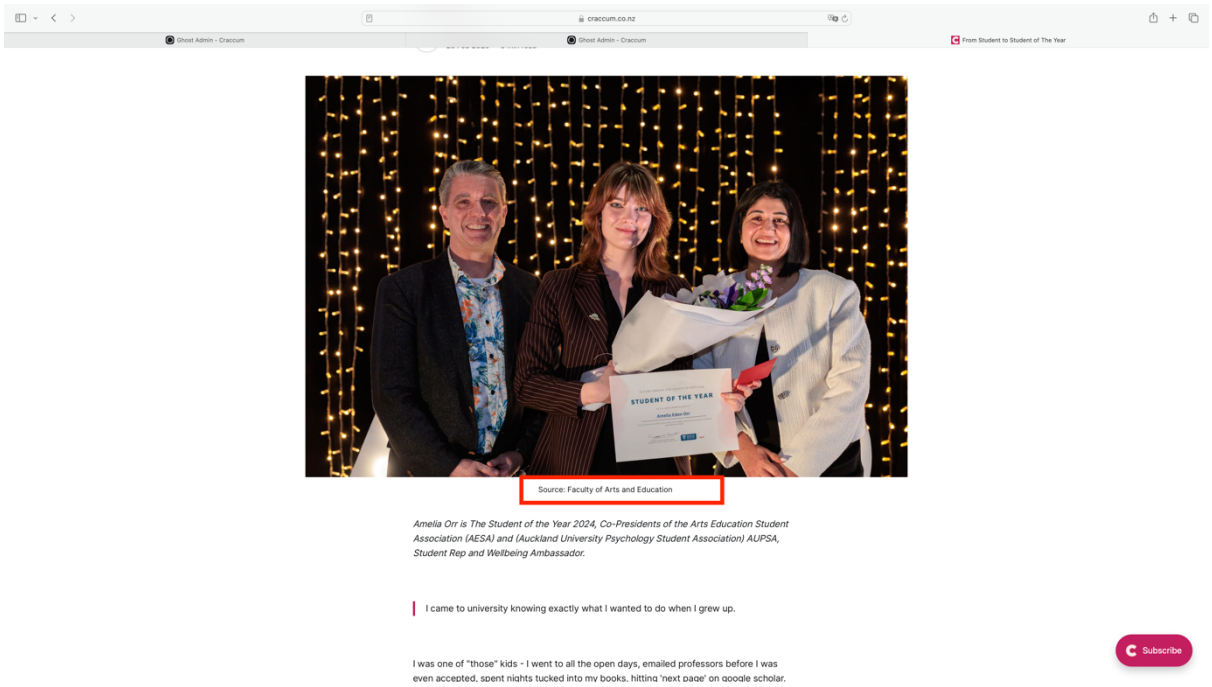
- If you are writing a news update based on a previously published Craccum article, link to the original article **within the first three lines** of your piece. The hyperlink should be embedded in relevant keywords (e.g., "Law/Business School Merger").

Image Credits

Your feature image must include a credit or source, see below. Ensure that you have permission or legal rights to use the image. **Craccum is NOT liable for third-party rights breaches (e.g., copyright or privacy issues).**

- Your feature image must be properly credited, as visual contributors deserve the same recognition as the author.





Excerpt Requirement

While online articles do not necessarily require subtitles, **every article must include an excerpt (300 characters max)**. You can find this option by clicking the top right button in the editor.

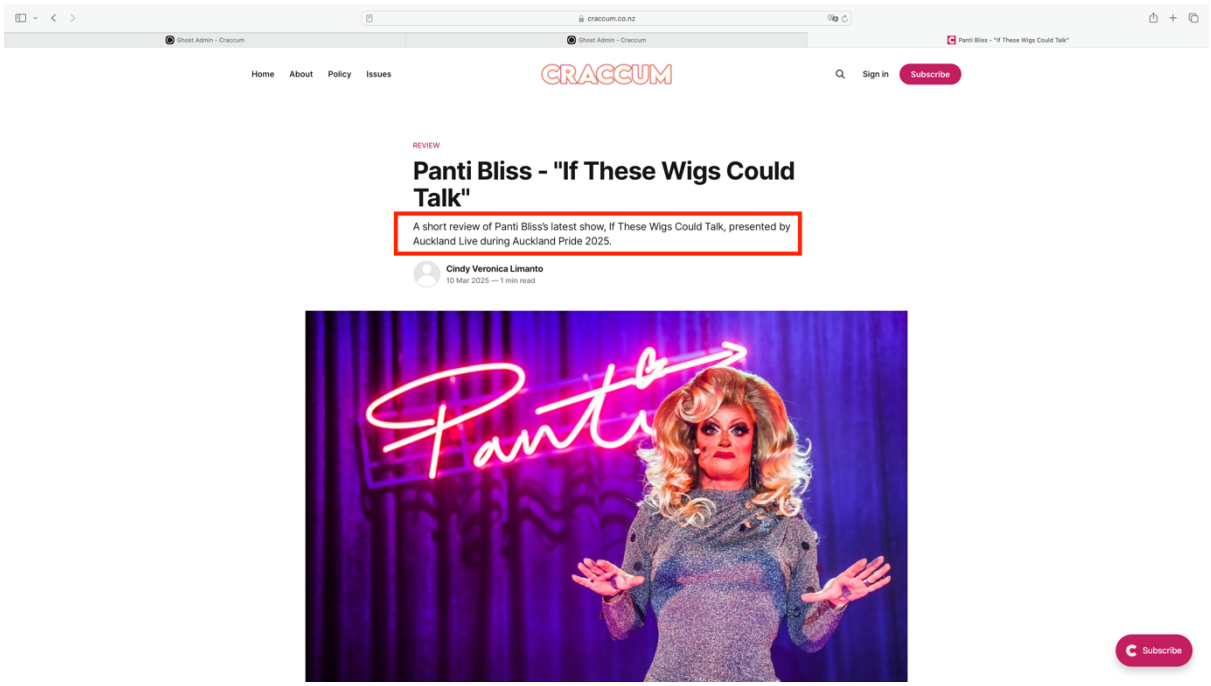
The excerpt serves as:

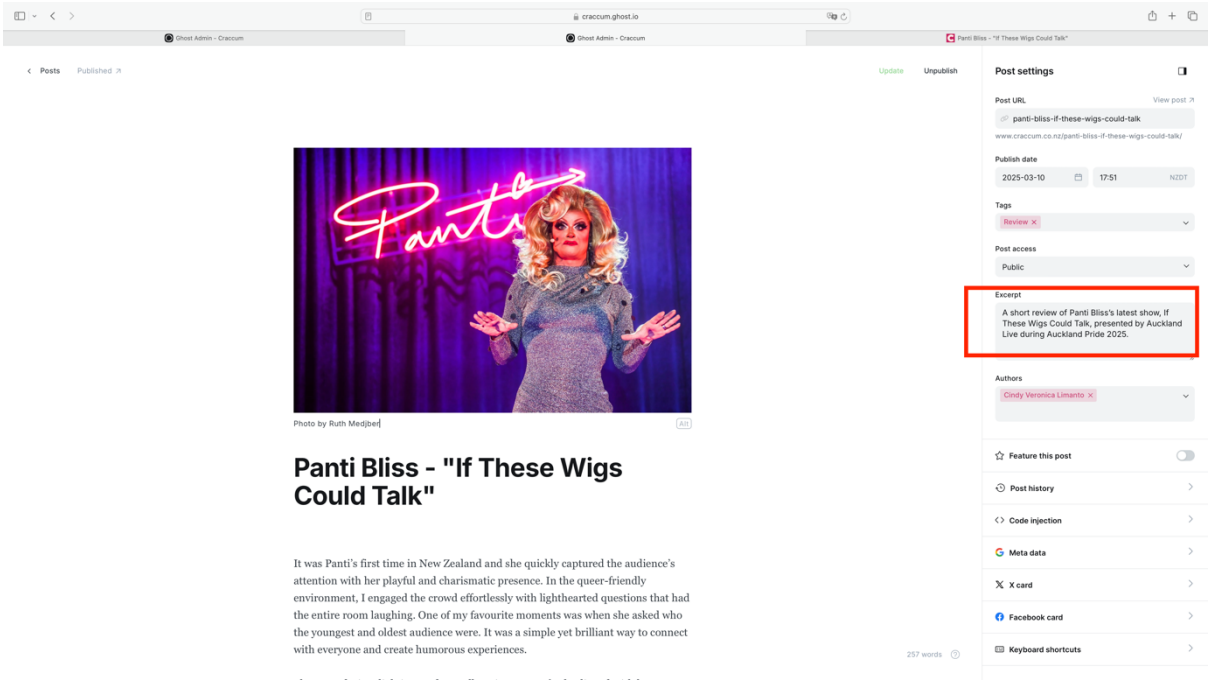
- A **summary or introduction** of your article.
- A **hook** to attract readers.
- The **promotional caption** for our social media posts.
- The **meta description** of your article, meaning Google will extract keywords from it to help rank your article in search results.

Best Practice: Ensure your excerpt contains relevant keywords related to your article's content to improve search visibility.

Important Notes:

- The excerpt is **not part of your article**—it appears above your name and below the title.
- It should clearly convey what your article is about.





Best Practices

- **Keep communication open.** We are here to support you—please CC us in the email if you think we should be involved so we can stay informed.
- **Follow up if needed.** If we do not respond within **three days**, feel free to send a follow-up email.
- **Urgent matters.** If your request is urgent, capitalise **'URGENT'** in the email subject line.

Contact List

Primary Contact: Lee Li | Digital Manager | digitalmanager@craccum.co.nz

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