

# ✓ GUIDELINES FOR CONTENT

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## LAOH NYS

LAOH always precedes the state, county or division, as stated in our national constitution. For example, we are laohnys on our website and all social media accounts. Consistent branding makes us easier to find online.



## GIVE CREDIT

Just like in grade school sources must be cited. Text, pictures and graphics may have copyright restrictions: Often crediting the source is all that is required to share them.



## LETTERHEAD

If using letterhead, make sure it is current with your web address in the footer. Remember only use letterhead for the first page of the document.



## PDF

Portable Document Format is the preferred format for sharing documents on the internet: They cannot be altered and appear consistently across devices.



## E-MAILS

When sending mass e-mails make sure to use the bcc (blind copy) feature to protect recipients privacy. It also prevents the dreaded accidental 'reply to all'.



## CREDIBILITY

Following these guidelines consistently will give us a polished and professional appearance adding credibility and reliability to our Order.

