

# Writing Checklist

## Content

- ☐ Did you define goal and your audience?
- ☐ Did you include a call to action (if needed)?
- ☐ Did you meet your goal?
- ☐ Newsletter articles, blogs, announcements – is important information first?

## ICANN Style Guide Standards

- ☐ Maximum word count:
  - Blog (300 to 500 words)
  - Newsletter article (150 to 200 words)
  - Announcement (250 to 300 words)
- ☐ Acronyms defined at first use
- ☐ Acronyms not used unnecessarily
- ☐ Headlines in initial caps
- ☐ Photo have captions
- ☐ Consistent terminology throughout
- ☐ Date format (12 January 2017)

## Good Writing Practices

- ☐ Sentence length – break up or reword sentences over 26 words
- ☐ Date and location – for any events mentioned
- ☐ Active voice – locate occurrences of passive voice and reword
- ☐ Noun stacks – if more than three words strung together, reword

## Verify

- ☐ Names of all organizations (English or other languages)
- ☐ Spelling of all people's names
- ☐ Titles of people, in proper format
- ☐ Check spelling and capitalization – pay special attention to:

multistakeholder	Internet governance
top-level domain	Internet
generic top-level domain	ICANN58, ICANN58 Copenhagen
country code top-level domain	ICANN Public Meeting

## Editing/Proofing

- ☐ Editing pass – pare down as you edit and proof
- ☐ Unnecessary details – get rid of them
- ☐ Links – work and are useful
- ☐ Proof final version
- ☐ Read out loud