

Welcome to True/Slant. We're excited to have you on board. This memo offers some style guidelines for setting up your blog and drafting your posts.

Your main contact at T/S is Kashmir Hill, kashhill@trueslant.com.

Getting started

1. Fill out your bio.

It is in the backend of your site: http://trueslant.com/***YourUserName***/wp-admin/profile.php or at **<http://trueslant.com/account/>**

Please use the first person when writing your bio, and don't be terribly stiff. A more breezy blend of personal and professional works on T/S. Keep it short and punchy; you'll be able to tell the reader more about yourself in the Q&A

2. Complete the **True/Slant Questions and answers.**

Go to <http://trueslant.com/account/>. Click on My Profile and then click on the boxes beneath each question (they turn yellow when you hover over them) to enter your answers. Answer as many as you like, but try to answer as many as you can.

3. Add your **page name/blog title.**

http://trueslant.com/***YourUserName***/wp-admin/options-general.php

The name of your blog should be simple, one or two words, and communicate a sense of what your blog is about while also giving a sense of what your 'Slant' is.

4. Add the headline grab and story grab tools to your web browser's bookmarks toolbar.

Step by step instructions are here: <http://trueslant.com/help/>

5. Make the Headline Grab part of your daily routine.

Make sure this tool is installed in your browser's tool bar, and click on it when you are reading an article of interest.

If the source appears there, erase it so you have a clean headline. The source will automatically show up when the headline grab is published in your activity feed.

Incorrect formatting:

Sarah Palin story sparks Republican family feud - Jonathan Martin - POLITICO.com

Correct formatting:

Sarah Palin story sparks Republican family feud

Remember that when you grab headlines, it may be promoted on the front page of the website. In terms of which contributor headline grabs we'll promote, it's going to be a blend of timeliness and interesting content, and we'll be changing it throughout the day. We will put a premium on headline grabs that are most in keeping with your blog's theme/subject

and selected by you to show that you're on top of the news in that category where you focus.

6. Please read the comments that come in on your posts.

"Call out" those that you think are good. That will make those comments stand out to readers, while others are hidden. You can call out comments by going to the Comments section in the backend of your page or by looking at "All Comments" on one of your posts and then hovering over the comment you like and clicking "Call Out." **But please do not call out comments from contributors.** Contributor comments, by default, are called out. They don't need to be called out by the owner of the blog they're sitting on.

7. Comment on other contributors' blog posts.

Make yourself a part of the broader discussion going on on the site, whether it's in your field of expertise, or just something that interests you.

8. Follow other contributors' blogs

Click on the 'Follow' option underneath the photo of a contributor whose blog you like. If you follow another contributor, they'll probably follow you. You can also follow **Topics**.

9. Send us your photo

Pick a photo that shows your face head on and that you feel comfortable representing you on the site.

10. Tell us how you want to be paid.

We prefer to pay you via PayPal. Send us the e-mail address associated with your PayPal account.

(Note, if you're new to PayPal, sign up for a 'Personal' account, not a 'Premier' account - this will ensure that you aren't charged any fees when withdrawing your payment to your bank account)

We can send a check via US Postal Service - send us a mailing address.

11. Create 'What I'm Up To' promos on your page

On your True/Slant homepage, you can promote the work you're doing in other locations and places.

1. click **My Site** in the black bar, top right
2. scroll down your page; the **What I'm Up To** module is at the bottom of the right column
3. click **Edit Promos**; this will take you to the publishing area
4. note: you are creating **Pages** for these promos, not Posts
5. in the left column under Pages, click **Add New**
6. **type a headline** -- approx 25 characters. example: Me, On the Colbert Report
7. **create a promo** the same way you would create a post. the promo module is approximately 300 pixels x 250 pixels. you can use images from your hard drive or from zemanta, as usual -- just size them so they fit in the 300 x 250 block. Use the buttons in the Edit Toolbar to bold or italicize text, or use Heading 2 in the Paragraph

dropdown. You can also create hyperlinks.

8. make sure you **check the box** to include the content as a promo. this is what you'll see (ignore the preview area below it):

Check this box to include this content in your ["What I'm Up To" sidebar self-promotion](#).

9. **Save Draft** and then **Preview** as usual. On the Preview screen, scroll down to see the how your content fits in the What I'm Up To module in the right column.

10. When you're happy with it, click **Publish**. You can update the promo after you publish it, as usual.

11. you can include up to 6 promos. they will appear in the order in which you create them.

12. **Experiment**. This is an art, not a science. Play with text, images and links.

12. Consult the **Help** page

The help page has answers to many questions about using the features of our system, and it is accessible at this link:

<http://trueslant.com/help/>

13. **E-mail** your True/Slant contact with questions

If this guide doesn't answer any of your questions, let us know and we'll do our best to help you as quickly as possible.