



ORTA COMMUNICATIONS POLICY, REV. 2017

GUIDELINES FOR SUBMITTING CONTENT

All ORTA members – including the Executive Committee, committee chairs or interested members – are encouraged to submit content to share via the communications vehicles.

General guidelines include the following:

- Please be sure to attribute information to ensure ORTA is following all copyright and permissions guidelines.
- The Publications and Communications Coordinator will receive all communications with members. ORTA encourages members to submit news on behalf of their chapters.
- All submissions should use the ORTA Submittal Form to ensure the staff has all relevant information and can easily copy and paste information, saving valuable time.
- Information should be succinct as much as possible to describe the event or information that is relevant to members. Include links to any additional resources of interest (e.g. link to original publication of information, resource to find more background, etc.).
 - Calendar submissions should include date, time, location and a one-sentence description of the event.
 - Social media content should be no longer than a paragraph and include a photo or relevant link when possible. “Tweets” on Twitter are limited to 140 characters.
- Any photos or images should be submitted as a jpg and attached via email. Please include in the email, who is in the picture and a brief caption.
 - If sent by mail, a high resolution printed photo should be included.
- Upon completion, the ORTA Submittal Form should be sent to via email to publications@orta.org.
- Information may also be sent via mail to Alissa Burton at the ORTA office, 8050 N. High St., Suite 190, Columbus, Ohio 43235.
- ORTA reserves the right to edit any material submitted due to size constraints, factual errors, grammar issues, formatting challenges, etc.
- Submissions will be posted as soon as possible, but may take up to a week.