

## **LABNOTES GUIDELINES**

'Labnotes,' is a place for all of us to share our ideas, thoughts, and work in progress. We will also feature accomplishments such as awards, presentations, publications, and so on. From time to time we will invite guest writers to contribute. There are a few guidelines that we can follow to ensure that the blog operates smoothly, is readable and engaging, complies with applicable laws, and presents a unified format.

### **Format and Style**

Titles. Please use short pointed titles, 50 characters max (spaces count as characters). Shorter words are better than long words for titles.

Text Length. The length of posts can vary, but a good rule of thumb is to keep it around or below 500 words.

Text Format. We will use "Heading 6" as the Text Style. The main text should be 16 point, and captions should be 14 point italicized.

Images. Feel free to include photographs, maps, charts, graphs, collages, drawings, videos, and other work.

Image format. Images should be min 500px wide, max 1500px wide. Files larger than 500K can slow down loading speed. Always include the source of your image.

Citation. Please only include citations where necessary, typically no more than ten sources. Use APA in-line format with a 'Works Cited' section at the end.

### **Use of Images**

Blogs are considered publications under U.S. copyright law. Therefore, we must ensure that we have a clear right for any image that we use. This requires one of three practices: 1) using our own images; 2) using public domain/creative commons images; or 3) seeking permission to use the image from the source. Here are some things to consider:

If you use your own photograph or artwork, you retain the copyright without restriction.

Google allows for use of its satellite and street view images without permission, as long as the source is attributed.

As a rule of thumb, most images used online by government agencies are open for use, unless they include an attribution, copyright, or prohibition.

Creative Commons is another good source for usable images.

Never use newspaper, magazine, or Associated Press photographs without permission (and paying the high cost for the rights). They go after people!

When in doubt, it never hurts to track down the source / owner of the image and ask for permission to use it.