

Best Practices for Posting on YourCapitolHill.com

Co-Sponsored by the
Capitol Hill Chamber of Commerce & Sound Transit



Instruction Manual Created & Designed by [AnneMarie Ladlad](#)

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About YourCapitolHill.com (YCH)



GOAL

In an effort to make Capitol Hill a destination neighborhood for both Seattleites and out-of-town visitors, the Capitol Hill Chamber (CHCC) and Sound Transit have teamed up to transform this business oriented website.

HISTORY

Initially, YourCapitolHill.com (YCH) started out as a merchant directory. With the makeover, the website now offers the latest news, events and promotions from merchants and organizations on the Hill. This redesign allows us to highlight the distinctive culture we have to those who live here and those who are just visiting.

WHAT YCH CAN DO FOR YOU

YCH, like Capitol Hill itself, is unique.

It's not your average website or "online" magazine.

Its goal is to get readers interested in the Hill with accessible and easy-to-read posts. That's where you come in.

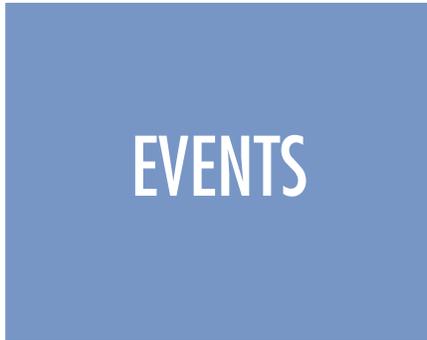
For businesses like yours, YCH is a way for you to integrate your social media, collaborate with other businesses on the Hill and make yourself known. The more content you post here, the more your name will be found on the internet. Search engines rank content partly on how fresh and frequent it is posted online. Keeping an archive of your stories on your profile page will also help your business name appear higher up on search pages.

With the help of this guide, you can learn the best posting practices on YCH and how to make your post stand out.



How to Post Content

On YCH, you can post 3 types of content:



When you login to your account, you will be sent to your "My Profile Page." From this page, you can add promotions, stories and events.

my profile — my account — twitter — instagram

View Edit Hide Profile



Map Satellite Hybrid

1641 Nagle Pl
98122

Cal Anderson Park

Community | Social | Services

add event

add promotion/coupon

add story

Hurry! Take advantage of this \$10.00 Gift C
@JuliasSeattle Broadway, before it expires or
<http://t.co/ehcGgFk8Wl> — 43 min 15 sec

Velocity Presents Dance Innovators In Perform

General Guidelines

MERCHANT PROFILE TEASER LINK

For all content published on YCH, there is a dropdown selection menu labeled "Merchant Profile Teaser Link" like below."

Merchant Profile Teaser Link:



IMPORTANT: Be sure to select your business. As seen below, this will create a hyperlink to your merchant profile on the content post, which allows readers to find your profile and learn more about your business.

Annex Theater Presents: Precious Little

Brought to you by Annex Theatre

08/02/2013 - 08/31,

**\$20 general / \$12 TPS, sen
student**

Starting August 2nd, Annex The showing Precious Little. In this q a 42-year-old linguistics profess single parent. When genetic tes problem with her pregnancy, ur complicate both her research of her romantic relationship with D mind of her own. Amid the nois unexpected connection with a " local zoo. Be sure not to miss ou



General Guidelines

PICTURE TIPS

As can be seen from the home page, YCH is heavily graphic-based. Please keep the following considerations in mind when choosing a picture:

- » Use the following formats: .png, .gif, .jpg, .jpeg
- » YCH should be family-friendly. Please keep all pictures PG-13/PG rated.
- » Pictures should be eye-catching and relate to the post content

With these guidelines in mind, don't forget to be creative!

For [this post](#), our intern used her camera phone to take a quick shot of the available prizes, added an Instagram filter and some text to create a unique graphic for the post. You don't necessarily need a fancy camera or top-notch graphic design skills to create an interesting photo.



TITLE TIP

Include your business name in the title of your posts:

For example:

- » "Your Business Name Presents..."
- » "...Hosted by Your Business Name"
- » "Brought to You by Your Business Name"

HYPERLINK TIP

In the body of your story, event or promotion, try to mention your business and hyperlink to your website.

Again, this will further integrate your business with YCH.

Story Post Guidelines

THE BENEFIT OF WRITING STORIES

Stories **never disappear**, making them the best type of post you can publish on YCH. That being said, as a business, you should build up your profile with stories so current and future readers can read about what your business has been up to over the years and to increase your search rankings on the various search engines.

WORD LIMIT

350

MAXIMUM

LENGTH

Keep your story posts short (350 words max) to avoid overwhelming readers. If the post needs to be lengthier, write a synopsis version and end with a “Learn More” hyperlink to a post on your event page.

TIPS

- » When relevant, include who, what, where, when and/or how in the first paragraph
- » Remember your audience: Seattleites & Tourists
- » Include hyperlinks to important topics. Click [here](#) for an example.
- » To promote the author of your story, add an italicized byline at the top of the story: *Written By Jane Doe*. If the story is a repost from another publication or blog, hyperlink the byline to the original site.

CONTENT IDEAS

- » Event Re-caps
- » Promotion Details
- » New Menu/Store Items
- » Achievements, Work in Progress Projects, Etcetera
- » Be creative! The possibilities are endless.

STORY POST EXAMPLES

- » [Saint Mark's as "Green Sanctuary"](#)
- » [YCH Giveaway](#)
- » [Central Co-Op for I-522](#)
- » [Cupcake Royale August Cupcake](#)

Event Post Guidelines

TIMING

Unlike stories, events disappear after the event has passed. Events appear on the front page starting with the most upcoming events. We advise you to post events 2-3 weeks in advance, depending on whether you would like to attract a larger crowd or the event requires an RSVP.

LENGTH

Keep your event posts short (500 characters max) so readers don't feel overwhelmed when they read your events. If the post needs to be lengthier, write a summary of the event and end with a "Learn More" hyperlink to a story on YCH or a post on your website. This way a history of your events can reside on your merchant profile page, further bumping you up in the search engine rankings.



BEGINNING OF EVENT DESCRIPTION

Always put whether the time, date and location of event in bold at the top of the description like below:

August 25, 2013 6PM-10PM

Cal Anderson Park

Address Here

August Events at Babeland

Brought to you by Babeland



Babeland
babeland.com

Sex toys for a passionate world.

08/23/2013 - 08/28/2013

Jimmy Jane Celebration

Friday, August 23, 7pm, Free

Celebrate one of our favorite toy designers with us! cover fun tips on how to get the most of your experie

with these luxury toys and one winner takes home a stylish Jimmyjane vibe that you need to have in your bedside drawer.

<http://jimmyjanecelebration.eventbrite.com>

Raising Kids without Sexual Shame

Sunday, August 25, 10 am-12 pm, \$10 per person

Imagine a world without sexual shame. Imagine a world accepting of all types of families. Imagine a world where children talk to their parents about the changes in their bodies and their sexual desires, instead of looking to the me for their sex education. If you're interested in making this world a reality, you won't want to miss this discussion gro with Nekole Shapiro of Embodied Birth and Allena Gabosch, the director of the Center for Sex Positive Culture.

<http://raisekidsnosexshame.eventbrite.com>

Art of Great Sex

August 25, 7:30-9:30 pm, \$35

Good sex is fun, but great sex is better. Learn our top tips for oral sex, positions, and dirty talk gathered from twenty of our collective sexpertise (yes, it's our 20th anniversary!). Enjoy wine and treats during class.

<http://artofgreatsexaugustaughtonethree.eventbrite.com>

Hump Day Quickie: His and Her Oral Sex Tips

Wednesday, August 28, 7 pm, Free

Everyone will be equally satisfied with the tips and techniques you'll learn in this workshop covering cunnilingus, b jobs and, of course, 69! <http://hisheroralsextipsaugust.eventbrite.com>

"FREE" TIP

When an event is free, be sure to type "FREE" at the very beginning of the event description.

HAVE A LOT OF MONTHLY EVENTS?

To keep the variety of posts on the site, please clump your events together if you have 2 or more in a week (See right).

Promotion Post Guidelines

ABOUT PROMOTIONS

Like events, promotions disappear once the expiration date has passed. Also, unlike stories and events, promotions display as printable coupons (See below).

[PRINT](#)

\$25 Memberships

Artist Trust

New members on Capitol Hill only. On our website payment form, enter \$25 in "Donate Custom Amount."
Use code YourCapitolHill in "Comments" box.

Member benefits: Great deals at arts businesses statewide; career training workshop and consultation discounts; invites to special events and more!

Expires:
08/31/2013

LINE LIMIT

3

MAXIMUM

LENGTH

Keep your promotion descriptions and additional details short (3 lines max each). They are meant to look like coupons.

NEED TO INCLUDE MORE DETAILS?

Write a story that includes the details about the promotion! Use the coupon as something needed to claim the promotion.

For example:

"Bring this coupon in to get 25% off your purchase! See [this post](#) for details."

Conclusion

OTHER THINGS TO KEEP IN MIND

- » Once your post is published, be sure to double check that it looks the way you want it to look. If it doesn't, you can click "Edit" at the top of the post and make changes.
- » Be sure to choose up to 2 categories that relate to your business. These will help visitors find your posts using the site's built-in filters.

ALWAYS REMEMBER

- » **Stories live forever on the website.** Use them to build up your Merchant Profile and web presence. If possible and necessary, make a story for every event and promotion you post.
- » Keep posts short and straight to the point.
- » Remember, YCH is a community website. Although we want you to post avidly, we want to see content from all businesses on the Hill. So be sure to time your posts and spread the word about the site to other businesses and your customers.

Still Need Help?

EMAIL US

AT

INFO@YOURCAPITOLHILL.COM