

Top tips for submissions to member news

We like to promote news of the good work that is being done by businesses around the North-east of Scotland.

We actively encourage members to share their news, which is posted on our website at <http://www.agcc.co.uk/news>

Has your business won new work, been recognised in the industry, won an award, moved premises, recruited new staff, taken part in a new initiative? Share your successes with the rest of the North-east business community.

If you're keen to put together a news item on your business, here are our top tips to help.

- Get the most important information in the first two paragraphs – the who, why, where, what and when.
- Write in the third person – no “we”s or “I”s (if you're writing your opinion, we'd recommend our [blog](#) page)
- It shouldn't be a sales pitch on the news pages. The Chamber has [other platforms](#) that can help you to get that message out.
- Similarly, it should be based in fact and backed up with evidence – no wild unsubstantiated claims, please.
- But it needn't be over-complicated. Some of the most eye-catching news items are only a few paragraphs long.
- Brighten up the article with a relevant image – attach it as a high quality jpeg, don't embed it, and remember to include a caption with who, what and where is in the picture.
- The news article should be submitted as a word document or email text.
- Include contact details, in case there is a query.

And you're ready to go – email your news through to business.bulletin@agcc.co.uk and it will be up on the site within the next working day or so.