



Content vs. Copy Editing

Content

- Checks relevance of article to SNHU community
- Timely, fits section it is written for
- Contains the correct information (Is it factual?)
- Follows inverted pyramid
 - Lead
 - Primary Info
 - Secondary Info (and so forth)
 - Good To Know
- Is it engaging?
- Follows Style Guide*



Copy

- Formatting
 - Arial, 11pt
 - Double-Spaced
 - Skip lines in between paragraphs (no indents used)
- Grammar/Spelling
 - Written in third-person
 - Uses active voice
 - Avoid redundant words/sentences
- Follows Style Guide*

