

Psych2Go Editorial Proposal

December 2017, Sophie Poulsen



Who is Psych2Go?

IDENTITY & BRANDING

Position the site as a **community
where you can find information as
well as a connection with others**

Who is Psych2Go?

IDENTITY & BRANDING

Possible taglines:

Psych2Go. A community built just for you.

Psych2Go. A community for everyone.

Who is Psych2Go?

IDENTITY & BRANDING

Mission statement:

Psych2Go is a community geared towards young people who feel out of place, but who want to learn and grow as much as possible. We specialize in topics like introversion, depression, and relationships, but we welcome everyone with an interest in psychology. Psych2Go is a place where you can stay informed as well as find a connection with others who are just like you.

Who is Psych2Go?

IDENTITY & BRANDING

Action points:

- Reframe your Facebook groups and YouTube channels as **support systems** or **communities**
- Advertise your Facebook groups at the top of the website so it's the first thing people see
- Include **a call-to-action** at the end of every article that reinforces the feeling of community (e.g. "leave us a comment if you enjoyed this article")

Who is Psych2Go?

IDENTITY & BRANDING

#visualidentity

Psych2Go needs to have a unique visual identity

(think about your logo, colors, and fonts)

Tip: Use your avatar to create unique featured images for every article (just like you use the avatar in all of Psych2Go's YouTube videos)



How does editorial fit in?

EDITORIAL'S ROLE

#general

- **80% of your content should be about introversion, depression, and relationships (your most popular topics)**
- **Establish tone of voice that is unique to Psych2Go**
 - **It should be informative and knowledgeable, yet personal and accessible**
- **Because your quizzes are so popular, create more! And make them more visible on the website**

Psych2Go is your friend and a place that you can turn to for support

How does editorial fit in?

EDITORIAL'S ROLE

#Opinion

Publish more opinion pieces

→ Discuss facts about a psychology-related topic *in the context of* a personal story

Examples of opinion pieces that also use facts and information:

- [The ugly truth about feeling ugly: Living with body dysmorphic disorder](#)
- [My boyfriend 'sort-of' raped me. But I didn't break up with him](#)
- [Opinion: Saudi Arabia was wrong to give citizenship to a robot](#)

How does editorial fit in?

EDITORIAL'S ROLE

#news

Stay relevant by publishing pieces that cover a popular news story

→ Create original content by interviewing people like psychologists about the news story

Examples of articles that talk about a news story (or a popular topic), but then add their own original content:

- Universities have a sexual harassment problem. Can they fix it?
- The recent Donald Trump speech and how he used psychology
- How television anticipated the Weinstein moment in 2017

How does editorial fit in?

EDITORIAL'S ROLE

#support

Create a support email (i.e. support@psych2go.net) that readers can email if they are struggling with something

- **Have a team of 2-3 people respond to the emails**
- **Get a better idea of what content to write based on the emails you're getting**

Be careful:

- **Psych2Go is not an accredited service**
- **Do not give professional advice; simply provide readers with direction or resources (i.e. hotlines to call, links to visit)**

How does editorial fit in?

EDITORIAL'S ROLE

#support

Example: anonreader to support@psych2go.net

Dear Psych2Go,
Lately I've been overly sensitive to what other people say to me. Whether it's feedback of my work or just a small comment in passing, I find myself thinking about it even days later. It's getting to the point where I can barely function because of it.

What do I do?

Thanks for your help,
Anonreader

How does editorial fit in?

EDITORIAL'S ROLE

#support

Example: support@psych2go.net to anonreader

Dear Anonreader,
We're sorry to hear you're going through this.

It is possible that you might be a Highly Sensitive Person (HSP). We actually have [an article about this on our website that lists the signs of an HSP](#). If you notice that you have one or more of these signs, then it would be wise to seek professional counseling.

Hope this helps,
Psych2Go

How does it work?

WRITING PROCEDURE

Round 1 Writers submit a motivation letter

*Please tell us why you want to write for the site.
Talk about your educational background, work
experience, and what areas of psychology you are
most interested in and why.*

How does it work?

WRITING PROCEDURE

Round 2 Writers pitch topics and ideas **OR** you give them a list of topics to choose from

Send writers your **Writing Style Guide** (more on this in the next slide)

How does it work?

Writing procedure

Create a Writing Style Guide

→ Instead of giving writers guidelines on how to write introduction paragraphs etc., give them a one-pager that contains Psych2Go's tone of voice and what kind of language Psych2Go uses

Here are some examples of a Writing Style Guide:

- [University of Oxford](#)
- [Urban Outfitters](#) (go to page 29)
- [MailChimp](#)

How does it work?

WRITING PROCEDURE

Round 3 Editor proofreads the content and determines if it's a good fit for the site

Tip: go through several rounds of editing before publishing (this should be between the editor and the writer). **The article should NOT be touched once it has been published.**

Who should be involved?

Organizational tips

- Install an **Editor-in-Chief** for the site, who will be responsible for:
 - Maintaining all editorial processes and overseeing the writing team and all of their articles
 - Keeping in constant contact with the CEO/Co-Founder as well as the marketing team in order to evaluate the performance of the content and decide how to move forward
- If there is too much work, the Editor-in-Chief can hire a **Deputy Editor** to primarily help with editing the articles and overseeing the writing team

Want to
know
more?

[get in touch.](#)