

FANBOYS ANONYMOUS

OPERATIONS HANDBOOK



WEBSITE:

WWW.FANBOYSANONYMOUS.COM

FACEBOOK:

WWW.FACEBOOK.COM/FANBOYSANONYMOUS

TWITTER:

WWW.TWITTER.COM/FANBOYANONYMOUS

YOUTUBE:

WWW.YOUTUBE.COM/FANBOYSANON

FOREWORD

This Master Guide is composed of materials and tutorials compiled by Founder & Chief Operating Officer Anthony Mango as well as Fanboys Anonymous editors for the explicit use of every member of the Fanboys Anonymous staff.

Each chapter and section is vital to the functionality of the website, its subsidiaries, and its staff.

It is expected of every staff member to know and follow the rules and regulations presented in this document and to utilize them, no matter what position or level you are at.

Uniformity will streamline the process and allow us all to present the best possible product to our audience.

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CHAPTER I

RULES & PROTOCOLS



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SECTION I: WELCOME

Greetings, true believer! Thank you for expressing interest in becoming a member of the Fanboys Anonymous staff.

Fanboys Anonymous is a website dedicated to virtually everything within the spectrum of "geek culture" including movies, television, comic books, video games, technology, Hollywood, the internet and more.

The collective that works on this website wishes to make this a great success, which requires a lot of hard work and dedication. But make no mistake, we also want to have fun and for this to be a joyful project to take part in.

We are always looking for more ways to expand not only the website, but our community as well.

Now that you have taken the first steps towards joining the team, here is some more information on what our general rules and regulations are for our members.

SECTION II: CONTRIBUTING

FREQUENCY

Members are expected to post as frequently as possible. It is understood that this is not yet a paid position and as such, will likely not be the top priority for many, but that does not mean it should not be a priority whatsoever.

When applying, be honest about what you can deliver. A standard philosophy is that members very rarely have a reason to avoid posting at least one small article per month and if this seems like it would be too difficult, please express your concerns. Being up front about your time commitments now is much better than simply avoiding your responsibilities later, as you will simply seem lazy, not a team player, and clearly not dedicated to making this site grow.

ARTICLE ASSIGNMENTS

Members are not limited to write about one topic at any time. Every member can write about anything under the website's already defined focal points, no matter what their opinion or expertise.

That being said, nobody will be forced to write about topics they do not wish to write about. Article assignments are done on a "first come, first serve" basis. If you have an idea, it is up to you to indicate this on the FA (Posting) Facebook group so nobody else covers the same thing. If we ask for people to write about a specific topic, it is up to you to call dibs on it and volunteer.



FORMATTING & WRITING STYLE

Fanboys Anonymous members are expected to follow the formatting structure and writing style guides to create their posts. Our management and editors will make sure this is done, but it starts with you and it is your responsibility to do this.

It is understood that there is a learning curve and perfection is not expected on your first post. However, repeated negligence on issues that have been clarified and demonstrating a lack of following directions for any reason reflects negatively on you and you alone and is extremely frowned upon.

Please read [Chapter II: Posting Instructions](#) and [Chapter III: Writing Style Guide](#) for detailed and thorough tutorials on all of the formatting rules.

PLAGIARISM

Absolutely no plagiarism will be tolerated. You do not have to source every little thing that you incorporate into your articles, but you cannot under any circumstances pass someone else's work off as your own. If you are caught doing this, there will be only one warning. One more instance of plagiarism will result in immediate dismissal from Fanboys Anonymous.

SECTION III: STAFF LEVEL BREAKDOWN

Outside of the management and editing staff, which have different specified roles, contributors are broken down into a three-level hierarchy system.

These levels are not set in stone and nothing is ever permanent. All members are subject to rising up or falling down the ladder depending upon their work ethic, performance evaluation, motivation and steps towards improvement.

LEVEL 3 = PRIMARY CONTRIBUTORS

These staff members have proven themselves to be trustworthy and well-rounded. They fully understand and follow the formatting guidelines for their posts, are eager to help others, volunteer to post often, and deliver quality work.

Any member in this distinction is granted the ability to have their AdSense code unit placed within their posts as opposed to the default. They are also the first that will be considered for any kind of perks that may come up, whether it be the inclusion of paid staff jobs, free merchandise, etc.

LEVEL 2 = REGULAR CONTRIBUTORS



Level 2 staff members have proven themselves to be overall reliable hands, though not to the same extent as Level 3. This may be due to posting less often, a lower quality finished product, habitual difficulty with post formatting, etc.

LEVEL 1 = PART-TIME CONTRIBUTORS

Level 1 members are potentially three different characteristics: brand new and untested, offhand contributors, or have proven themselves to be unreliable. For one or more of those reasons, they may have trouble following instructions, post very infrequently, or show no initiative and investment to better the site.

SECTION IV: EXCLUSIVE RIGHTS

All members of Fanboys Anonymous are free to continue to work for any outside projects or websites and are encouraged to find ways to possibly incorporate these into our own collective.

However, you are not permitted to post your content elsewhere unless given authorization. Once you have written an article for Fanboys Anonymous, you are expected to promote it on other avenues, but only to post excerpts and links back to your original post, never the entirety of your work.

SECTION V: INTERPERSONAL AFFAIRS

Since one of the biggest aspects of Fanboys Anonymous is the goal of fun within the community, it is encouraged for staff members to get to know one another and become friends. The more we get along, the better we will act as a group.

As such, any quarrels and disputes are to be handled responsibly. Childish attitudes are to be taken elsewhere. It is not expected that every member will get along famously with every other member, but you are to treat everyone with the proper respect a coworker deserves.

Absolutely no racism, sexism, or discrimination will be tolerated. Fanboys Anonymous takes in people from all walks of life. No matter what your background, where you are from, your likes and dislikes, or anything of the sort, you are entitled to the same amount of respect. If there are any instances of problems, they are to be reported immediately.

Differing opinions are not grounds to forego common courtesies and should not blow up into bigger issues than a simple disagreement and some spirited debating, whether it is on the site itself or in the Facebook forum.

This extends beyond our own members, as well. If you are acting on behalf of Fanboys Anonymous, whether it is in your posts, at a convention, on a podcast



or anything else, you are expected to represent yourself and the rest of the collective in a professional manner.

SECTION VI: FACEBOOK FORUM OPERATIONS

There are 4 groups that Fanboys Anonymous uses on Facebook. Three of them are mandatory for members to join, while the other is optional.

1. **Fanboys Anonymous** – used for updates on changes to the website, monthly recaps, general notes, and so forth
2. **Fanboys Anonymous (Editing)** – used for writers to let the editors know that their post is now in Edit/Format status and for editors to discuss any changes with the writers
3. **Fanboys Anonymous (Posting)** – used for people to call dibs on articles or suggest topics for other people to post about
4. **Geek Central** – the optional group for people to converse with one another, get to know the other members better, and promote their posts with outsiders that can join the group as well and discuss geeky things

SECTION VII: GETTING STARTED

Once you have decided to join the Fanboys Anonymous team, you will need to submit the following information to Anthony Mango:

AUTHOR CONFIRMATION

Please identify which email address you would like to use to log into Blogger and click the confirmation link that Anthony Mango will send you afterward.

FACEBOOK

Once you have added [Anthony Mango](#) as a friend on Facebook, you will be granted access to the closed staff forums.

SUBSCRIPTIONS

Like, follow and subscribe to all Fanboys Anonymous related social media accounts, including YouTube, Facebook, and Twitter.

DISQUS

Sign up for an account on www.disqus.com and inform Anthony Mango of the email address or username. Once you are added as a moderator, go into your settings and make sure you are set to receive email notifications of comments.



STAFF PROFILE

This includes a clear 190x200 picture of your face (which can be cropped upon request if you cannot do this yourself), bio information, links to all social media accounts and other websites you would like to promote as well as gamertags, a contact method (email or phone), and your answers to the four interest questions you can find on the completed extended staff profiles showcased on the site.

Submit the information above as soon as possible, await further instructions, and have fun as the newest member of Fanboys Anonymous!

POSTING SIDEBAR OPTIONS

Once you are able to get into the system and start posting, when you go to create your first post, make sure to change your settings underneath the Options tab (beneath Labels, Schedule, Links, Location, Search Description) to Allow reader comments, Interpret typed HTML and Press "Enter" for line breaks and then click Done. You don't need to do this again in the future, just one time.



CHAPTER II

POSTING INSTRUCTIONS



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SECTION I: CONSULT THE FORUMS

The FA (Posting) Facebook group is used to keep track of posts that people want to write about as well as other suggestions for the writers to call dibs on.

If you are planning on writing an article, please express this to the group so we are all aware and nobody else writes the same thing.

You can also find stories in the [Geek Central](#) group, but that is an open forum for general community chat more than anything else. This is not where you can indicate that you are writing about a particular topic, just to get some ideas from what people are talking about.

SECTION II: EDITING ETIQUETTE

ARTICLE PROGRESS STATUS

When you are creating a new post and are still working on it, please type [INCOMPLETE] at the start of your title so the editors know not to change anything.

Once you feel you are finished, please change this to [EDIT/FORMAT] and alert the editors of your article's status by posting in the Facebook forum and asking for help with editing it.

Only publish once you have been told that BOTH the editing **and** formatting have been checked and are all set to go.

When you publish your post, be sure to remember to remove [EDIT/FORMAT] from your title! This influences the URL of the post, which cannot be changed after publishing it!

This should only be bypassed in special circumstances and all posts may be subject to retroactive post-publishing edits.

CONFERENCE WITH EDITORS

Try to be as prompt as possible to any questions the editors have in regards to changes that can be made with your post and please keep in mind how much hard work they are doing just as you are doing hard work writing your posts.

SECTION III: COMPOSE ON/OFF BLOGGER

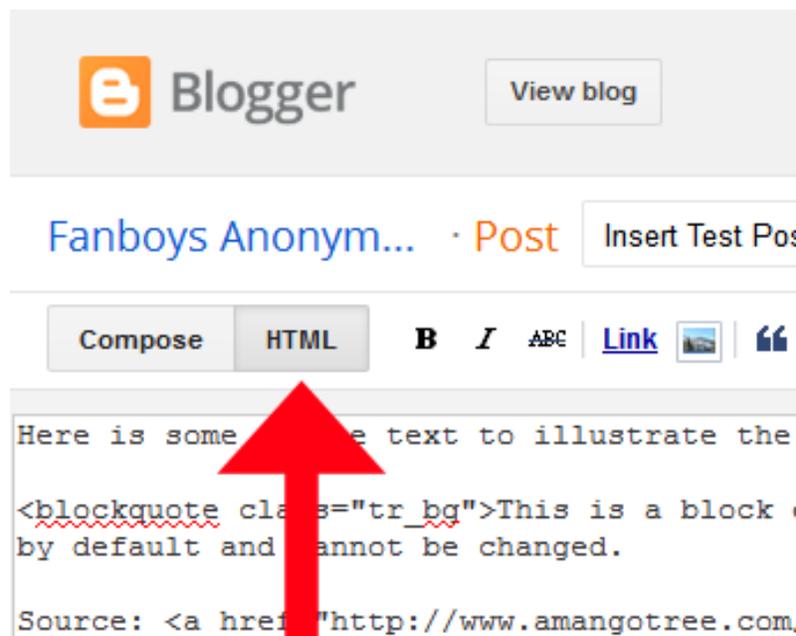


It is recommended that you craft your articles entirely on Blogger, as all of the tools you need are located here.

If you do write your post on MS Word, Notepad, or any other program instead of Blogger, there is a specific rule you **MUST** follow in order to prevent your post from being messed up.

When you paste your text into Blogger, you **MUST** paste in HTML mode rather than Compose. Pasting it in Compose will lead to formatting errors, junk code and more.

There is no way for you to paste it into Blogger with styling (bold, underline, italics) intact unless you post it in Compose, which will result in more errors. It is not worth it to have to go into the HTML and clean up the mess. Please don't force the editors to have to do this for you.



SECTION IV: IMAGES

GENERAL NOTES

Every post **must** have at least one image, no matter what. This applies even if you have a YouTube video in your post.

The more images, the better. Images are a great source of hits and can help illustrate your point of view, break up text for easier readability, and are even an easy way to insert some humor into your article.

Always use a clear, preferably big image. If you use Photoshop, choose the "save for web" option to reduce the file size. Never use a picture that is 2048x2048, as Blogger has a limited storage space for these uploads. Generally speaking, try to keep images to 1920x1080 at maximum.

Always save the image to your computer and upload it. **Never hotlink your image from another site.** This slows our own site down and can result in blank images if that website ever breaks the link.

Before uploading, rename the image to something descriptive and use hyphens instead of spaces.

(Example: "Fanboys-Anonymous-Logo" instead of "Fanboys Anonymous Logo" or "faimg1")

Your uploaded images are accessible through Picasa Web Albums and on your Google + account that you are logged into. This is where the 2048x2048 limitation takes place. You can add images that you have previously uploaded to a post by choosing to Select a file "from this blog" instead of having to re-upload the same image in the future.

Your first image will be used automatically as the default picture for the homepage slider, Facebook links, and recommended posts. Keep this in mind when choosing your images.

Try to avoid putting a centered image as the first thing in a post. Either place it alongside or underneath some text. See the posts on the website for examples.

If possible, add "FANBOYSANONYMOUS.COM" to your image in a non-distracting way. This will help draw people back to the website if they see our images posted elsewhere. Making it slightly transparent will appear more tasteful and less obnoxious as opposed to drawing specific attention to it.

View your post in Preview mode. If any of your images are too big to fit in the post body area and are being cut off, choose a smaller size.



TITLE AND ALT TEXT

Every single image must have both Title Text and Alt Text added to it. No exceptions!

Title Text and Alt Text is accessible by clicking on the image and choosing "Properties" as illustrated below:



Do not put the same text down for both, or on multiple images.

The Title Text is what appears when someone hovers their mouse over an image. The Alt Text is hidden from view but still shows up in the code of the page and on search engines.

Because of this, you can be more flexible with the Alt Text and stretch the truth to incorporate different keywords, but try to avoid doing this for the Title Text.

Maximize your keywords. Use different ones for the Title and Alt Text fields as well as for different images.

Structure your text as if you were doing a minimalist search, but place your keywords strategically to reflect different search possibilities.

(Example: "[Wallpaper Fanboys Anonymous Logo](#)" will yield results for searches of Fanboys Anonymous Wallpaper as well as Fanboys Anonymous Logo.)

Do not simply write keywords separated by commas:

(Example: "[wallpaper, fanboys, anonymous, logo](#)")

Do not write sentences with extraneous words:

(Example: "[The logo for the Fanboys Anonymous website](#)")



Do not write commentary statements or jokes about the image in relation to the article as if someone is reading it. Use the image caption option for that instead:

(Examples: "[See what I mean?](#)" or "[Here's an example](#)" or "[See what I mean?](#)")

Do not write excessively long keyword strings that become crowded:

(Example: "[HD Wallpaper Logo Fanboys Anonymous Pics Images Pictures Photos Website Emblem Symbol](#)")

Here is a list of good keywords to keep in mind for Title Text:

Poster	Cover	Box Art	Screen Shots	Logo
Wallpaper	Images	Photos	Pictures	Pics
Title Screen	First Look	Screen Cap		

If you wish to use the Alt Text for keyword searches that do not apply to your article, some suggestions are:

VIDEO GAMES: "let's play", "walkthrough", "playthrough", "gameplay footage", "download ROM emulator", "play online"

TV: "watch [title] episodes online series", "download [title] torrent seasons"

COMICS: "download [title] torrent cbr", "read [title] online free"

Also, to be blunt, sex sells. If you have a picture of a person, particularly a celebrity, keywords such as "hot", "sexy", "nude", "naked", "bikini", "shirtless", "topless", as well as body parts—especially "hair" or "hairstyle"—tend to work well. Use your imagination and don't underestimate the internet and Rule 34.



IMAGE CAPTIONS

You can add a caption to an image by clicking on the image and choosing the "Add Caption" option.

This is not mandatory for all images, but can be utilized very well to not only add more keywords to the image for searches, but also benefit the article itself.

The best use of image captions is to add either a joke or extra commentary in reference to the picture in relation to the article.

You can also use this to give credit to the source of the image or showcase extra information about the picture.

No italics, bold, different colors, etc—only the normal formatting that comes along with it.

Write it like a normal sentence. You don't need quotation marks or hyphens instead of spaces. Do not write it in all caps, nor in all lowercase.

Keep it relatively short. No paragraphs.

This can get complicated if you are rearranging the position of images. Please ask for help if you want to position your images to be side-by-side or anything outside of the ordinary. It can be done, but it is very tricky and requires HTML coding that can interfere with the rest of your post and your other images.

What exactly is Fanboys Anonymous?



Add caption here. Keep this formatting the default style.

This website is dedicated to all things that could be grouped under the definition of "geek culture". It's a place where the authors as well as you, the audience, can express our opinions about subjects we're fond of. This applies to a wide variety of topics such as films, television shows, comic books, video games, music, sports,



SECTION V: LABELS

GENERAL NOTES

Every post must have at the very least 1) a contributor label, 2) a category label, and 3) an article type label. **No exceptions.**

ONLY USE THE LABELS LISTED IN THIS DOCUMENT.

Do not add any or make up your own under any circumstances. If you are typing it and it does not give you a suggestion, it does not exist as a label and should not be added.

~~Note: Labels with a strikethrough listed below are currently inactive. They will be used in the future. Do not add these unless given permission.~~

1) CONTRIBUTOR TAGS

Every post must include your name as a label.

If another Fanboys Anonymous member participated in this post, add that member's name label as well, especially if it is a podcast post.

If someone is not a member of Fanboys Anonymous, they do not have a label and should not be credited with one unless they become a member in the future, in which case their name label will be added retroactively.

2) CATEGORY TAGS

Every post requires a category label to appear on the homepage of the website in at least one of the group sections.

MOVIES

OTHER TOPICS

VIDEO GAMES

WEEK IN GEEK

TV

FEATURE

COMICS

SHOWS

All "Other Topics" posts require one of the following supplemental labels as well as the "other topics" label itself:

TECHNOLOGY

TABLETOP GAMES

CELEBRITIES

LITERATURE

MUSIC

MISCELLANEOUS

COSPLAY

Celebrities = generic celebrity stories such as deaths or anything else of the sort; NOT casting decisions, as those fall under Movies/TV.

Miscellaneous = is used for anything that has no true affiliation or is so widespread that it can't fit into one category, like information on a convention or generic geeky talk.



Feature and Show posts work differently and are an exception to a rule. Tag them with whatever subjects they apply to (ie, Movies, Music/Other Topics). Nothing else should have more than one subject. If your post is a Movies post and not a Feature or Show, it should not be TV. If your post is Technology+Other Topics, then it shouldn't be Video Games.

3) ARTICLE TYPE TAGS

Every post must have **all** of the following that apply, **not just one**:

LIST	REVIEW	NEWS	EDITORIAL	PODCAST
PREVIEW	INTERVIEW	CHECK OUT	FAN FICTION	TUTORIAL
VERSUS	CONTEST	LET'S PLAY	MAILBAG	
PROFILE	ANNOUNCEMENT			

There will be instances where articles are multiple types, such as a review in a list form, an interview you conducted about a contest, or a preview editorial. Use **all** of the labels that apply.

Preview = Not the same as News, though they might overlap. Preview articles include posting movie trailers or detailing the information that we know so far about a certain project, such as posting spoilers for an upcoming show. An example of a Preview/Editorial mix would be predicting something based off of the information we already know is factual and what speculation is rumored.

Check Out = these posts merely tell our readers to take a look at something that they might find interesting, whether it's a video, a picture, another website, etc.

Announcement = this is not the same as News. Only use it for announcements that apply to Fanboys Anonymous itself. Please consult management before doing this.

Profile = Only the Fanboys Anonymous account can use this label as it is only for extended staff profile pages and nothing more.

4) SEGMENT TAGS

Not every post will be a part of a segment, but if it is, you need to add the proper label that corresponds with it:

GROUP MEETING	I GOT GAMEPLAY	GEEK SPEAK	DACE MAN SHOW
ADDICTED TO ANIME	ROSE COLORED	FANTRACKS	WEEK IN GEEK
SPOTLIGHT	WHAT IF	D-LIST	NOSTALGIA FLASHBACK
FANBOYS CAST	FANBOY FIGHTS	TOURNAMENT	FANGIRL FASHION
GEEK THERAPY	GEEK OF THE WEEK	NERD WORD	TV RATINGS REPORT
BOX OFFICE BREAKDOWN		TL;DR RECAP OF THE WEEK	

+Podcast and Shows | +Feature



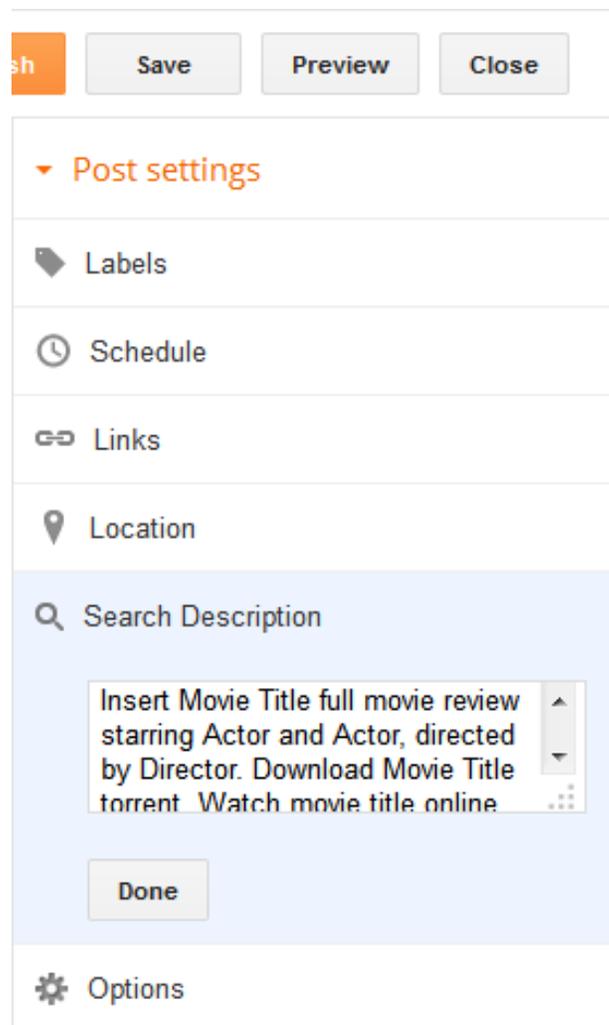
SECTION VI: SEARCH DESCRIPTION

Every post must have the search description filled out. This is located underneath where you choose your labels, on the side of your posts.

Try to reword things and use different keywords in a way that you haven't used in your post and image text.

Like with the Alt Text, you can stretch the truth. Just don't go too overboard.

Write out full sentences or keyword-targeted phrases. DO NOT write keywords separated by commas. This is not the same as the labels section. It should not appear as "movie, review, title, anthony mango, fanboys anonymous", but rather, as following:



The image shows a mobile interface for editing a post. At the top, there are buttons for 'Save', 'Preview', and 'Close'. Below these is a 'Post settings' section with a dropdown arrow. The settings include 'Labels', 'Schedule', 'Links', and 'Location'. The 'Search Description' field is highlighted in light blue and contains the text: "Insert Movie Title full movie review starring Actor and Actor, directed by Director. Download Movie Title torrent. Watch movie title online." Below the text is a 'Done' button. At the bottom of the settings menu is an 'Options' button with a gear icon.



SECTION VII: YOUTUBE VIDEOS

When posting a YouTube video in your post, DO NOT use the "Insert a Video" option on Blogger like you would with "Insert a Picture" for images. This causes the videos to be small and not work as well.

Instead, go to the YouTube video itself and select "Share", then "Embed" and copy the code that it shows.

The screenshot shows a YouTube video player interface. At the top, the video title is "Skyfall Review Roundtable Discussion" by the channel "FanboysAnonymous" (20 videos). The video has 374 views and 1 like. Below the video player, there are options to "Like", "About", "Share", and "Add to". The "Share" menu is open, showing options for "Share this video", "Embed", "Email", and "Video call". The "Embed" option is selected, and the embed code is displayed in a text box:

```
<iframe width="560" height="315" src="//www.youtube.com/embed/hPdBOuxcFAM" frameborder="0" allowfullscreen>
</iframe>
```

Below the code, there is a "Video size" dropdown menu set to "560 x 315". There are also three checkboxes: "Show suggested videos when the video finishes" (checked), "Enable privacy-enhanced mode [?]" (unchecked), and "Use old embed code [?]" (unchecked).

Paste that code within the HTML mode of Blogger where you would like it to be.

Change the width and height to be either 560x315 or 620x350.

Add <center> at the start of your code and </center> at the end, so it reads like this:

The screenshot shows the Blogger post editor interface. At the top, there is a "Post title" field and buttons for "Publish", "Save", "Preview", and "Close". Below the title field, there are options for "Compose" and "HTML". The "HTML" mode is selected, and the embed code is pasted into the editor:

```
<center><iframe width="560" height="315" src="//www.youtube.com/embed/hPdBOuxcFAM" frameborder="0"
allowfullscreen></iframe></center>
```



SECTION VIII: OPTIONAL PUBLISHING EXTRAS

SCHEDULED PUBLICATION

If you wish to set your post to publish at a later date for some reason, you can adjust this by going to the Schedule section of the Post Settings. Pick your date and time, then click "Done". If you forget to click "Done", it will not work. Once you have clicked "Done" and everything is set, click "Publish" and it will show up in the list of posts as Scheduled rather than Draft (if you were to hit Save) or as already published (if you didn't click Done or if you set it to a time that has already passed).

▼ Post settings

Labels

 Schedule

Automatic

Set date and time

Oct 22, 2012 12:00 AM

< Oct 2012 >

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Timezone: Eastern Standard Time

Done

 Links



CUSTOM PERMALINKS

Do not attempt this if you do not know exactly what you are doing! It is optional and if done wrong, can permanently screw up your post!

This can be used to change the URL that your post will have. Blogger takes the words in our titles and applies them by default, but you can use this tool to change that and not only get rid of extraneous words, but rearrange your keywords and provide for better search engine optimization.

For example, your title may be "Insert Test Post Title Here: A Proper Example of Capitalization for Articles" which would result in the URL of "<http://www.fanboysanonymous.com/2012/10/insert-test-post-title-here-proper.html>". You can change what comes after the date (insert-test-post-title-here-proper) to whatever you want, for example, "example-fanboys-anonymous-article-heading", which would then change the hyperlink to "<http://www.fanboysanonymous.com/2012/10/example-fanboys-anonymous-article-heading.html>"

When typing this out, you **MUST** use hyphens instead of spaces and you **MUST** use all lowercase letters. Only letters and numbers, nothing else.

You cannot change anything else, such as the date or ".html".

You cannot do this once your post has already been published, only beforehand.

To do this, click the Links function under the Post Settings menu and select "Custom Permalink" instead of "Automatic Permalink". Enter the URL you want to fill the spot before ".html" and then click "Done".

Links

Permalink ?
<http://www.fanboysanonymous.com/2012/10/example-fanboys-anonymous-article-heading.html>

Automatic Permalink
 Custom Permalink

.html

Title Link ?

Enclosure Links ?

[Add another enclosure link](#)



SECTION IX: PROMOTION

Promote your posts as much as possible, as well as the posts that your fellow staff members have worked on. Everything you do in this regard helps, no matter how small it may seem, and we can all use a hand from each other with this.

SOURCES

Facebook (personal / fan pages / groups)
Twitter
Reddit
StumbleUpon
Forums / message boards
Google +
Dorkly
NewsBoiler Network (N4G, Filmwatch, Animeshinbun & Techspy)
Retroware.tv
Screw Attack
Thatguywiththeglasses.com

Keep in mind that if you are posting about something in particular and can link back to your article, do so, whether it be to comment on a Kickstarter page or tweet to a celebrity that may retweet it back.

EXCLUSIVE CONTENT

While it is encouraged to promote your posts in virtually every way possible, this does not apply to putting your entire article elsewhere on the internet. No website should receive the full content of your post unless given permission.



CHAPTER III

WRITING STYLE GUIDE



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SECTION I: TITLES

This Sentence is an Example of a Proper Post Title: Keep This in Mind – Use Hyphens & Such but Not Quotation Marks or Commas

Despite that sentence above, do not make your titles that long.

Always use numbers in titles.

(Example: "Top 10 Best Movies of All Time" instead of "Top Ten Movies of All Time")

Informative titles with proper keywords always perform better than creative ones. It's unfortunate, but having a creative title that has words that people won't search for is not going to bring people to the site, and if nobody is reading your article, there's no point in being creative.

(Example: "Burn Notice Series Finale Review: Reckoning S7 E13" instead of "Burn Notice Comes to a Reckoning End" or "A Great Finale or Not Good Enough?")

When you are starting a new article, add the identifier of [INCOMPLETE] at the beginning of the draft. This is so the editors know not to touch it.

Once you feel you are done, change it to [EDIT/FORMAT] and post in the Facebook forum so the editors are aware of the change. They will then take a look when they can and talk with you about any alterations that may need to be done. When it has been checked for both editing AND formatting, it can be published, but not if only one or the other has been finished.

Be sure to remove [EDIT/FORMAT] before publishing!

SECTION II: TEXT FORMATTING

FONTS

Do not change the font of your text unless it is done for emphasis and any other forms of emphasis (bold, underline, italics) cannot apply.

You cannot simply have a wacky font because you find it more fun or because you prefer using Comic Sans instead of Verdana.

COLORS

Only change the color of your text if it is used for emphatic purposes.



When you are warning the reader that spoilers are in your post, change this text to **red** and draw attention to it (bold, caps, centered) so they have no excuse not to see it and complain later on.

ITALICS

Italicize the titles of movies, games, books, magazines, albums, and shows. Put episode titles, articles, and chapters in quotation marks.

CAPITALIZATION

Standard capitalization only. Words should not be capitalized randomly.

Keep in mind that you can also use italics or make your words bold or underlined for emphasis and do not need to rely on shouting with all uppercase letters.

SECTION III: NUMBERS

As mentioned above, titles should always use numbers, but within your post itself, different rules apply.

In all numbers smaller than 10, spell the number out.

Use digits for numbers larger than 10.

When referring to a specific time, use digits (2:37 pm), but use "two o'clock" for less specific times.

If there is an example of a brand name that goes against these rules or something else of the sort where changing it would cause confusion, use whatever coincides with it.

(Example: "*The Godfather Part II*" and "*Terminator 2: Judgment Day*" and "*Se7en*")

SECTION IV: PUNCTUATION

SPACING

Do not indent paragraphs.

Do not double-space paragraphs.

Do not use two spaces after sentences.

STRAIGHT VS CURLY QUOTES/APOSTROPHES



Use straight quotes and apostrophes as opposed to curly. If you are writing on Word or another software rather than Blogger, even if you properly paste your text into HTML mode rather than Compose, if you are using curly formatting, it will transfer over to Blogger and need to be replaced.

BREAKING UP SENTENCES

Use semicolons or commas in compound sentences or break them up if possible or preferable.

To change up the overuse of commas or badly used ellipses, use em dashes or parentheses to emphasize or deemphasize author asides, commentary, indications of sarcasm, etc. You can hard code an em dash by holding down the Alt key on your keyboard and typing 0151.

Author "actions" such as "shakes head" or similar descriptors added for effect should be placed within brackets [].

My car—my beautiful Ferrari—was totaled!

A side note with emphasis or particular importance

My car, which was a Ferrari, was totaled.

Nonrestrictive clause, not necessary for the sentence, but still relevant

My car (which was a Ferrari, actually) was totaled.

Also nonrestrictive and not necessarily important, but possibly interesting to note

My Ferrari was totaled [shakes head in deep sadness].

Author reaction otherwise irrelevant to the sentence

Ellipses should be mostly used to indicate text missing from a quote as opposed to stringing multiple sentences together (incorrectly) or to indicate a pause in thought. Use Alt+0133 for hard ellipses rather than three periods.

Use the serial or Oxford comma. There should be a comma after every item in a list, including the item before the final conjunction. If the main list items are complex and have sub-lists within themselves (separated with serial commas), semicolons should be used to separate the main list items.

Some of my favorite superhero shows are Spider-Man, The Adventures of Batman and Robin and Superman.

This can be read as "The Adventures of Batman and Robin and Superman" as one show title rather than two separate ones



Some of my favorite superhero shows are Spider-Man, The Adventures of Batman and Robin, and Superman.

This clearly identifies the three separate show titles

SECTION V: QUOTES, LINKS & SOURCES

For quotes that take up multiple lines, use the block quote system on Blogger. Do not include long lines of text within normal paragraphs or make up your own block quote formatting style by centering it or using italics, etc.



When sourcing a block quote, add the source within the quote itself at the end.

When linking a source to anything else within a post, include the sources at the end of the entire post as the very last thing.

When posting a link **of any kind, whether it is a source or not**, choose the option for it to "Open in a New Window", no matter what the link is to or in what context.

The screenshot shows the "Edit Link" dialog box with the following fields and options:

Edit Link [Close]

Text to display:

Link to:

Web address

Email address

Not sure what to put in the box? First, find the page on the web that you want to link to. (A [search engine](#) might be useful.) Then, copy the web address from the box in your browser's address bar, and paste it into the box above.

Open this link in a new window

Add 'rel=nofollow' attribute ([Learn more](#))



If you feel the need to cite the source of an image that is not a link, do so with an Image Caption. Details are explained in the Posting Instructions Manual.

SECTION VI: WORD CHOICE

Just because we want this to be a well-written site does not mean we want to silence your personal voice. Fanboys Anonymous should have a social, friendly vibe that doesn't hinder the professionalism from an outsider's appearance.

GREETING YOUR READERS

Articles should not begin with "Hey, I'm back" or other chatty phrasing, although you can reference other pieces you've written later on in your piece. Whenever you can, provide links to those articles that are connected to this post.

BUT, AND, BECAUSE

Try to avoid starting sentences with "but" or "and" unless the context specifically calls for it. It is okay to use "because" to start a sentence rather than "since", but within limits. Use "whereas" or "although" instead of "while" to change things up.

US vs. UK LANGUAGE

Generally speaking, we should change to American style for consistency purposes. Slang words or phrases can be kept as long as they are clear to the readers; these can be handled on a case-by-case basis.

GEEK SLANG

The use of geek slang is encouraged not only to keep the fun atmosphere, but to also allow our readers to identify with us. Keep in mind that excessive use of this, however, can alienate newcomers to geek culture. If there's a chance it could be confusing to the reader, consider altering your words to stay within your creative style and the context of the post, but to make it more accessible for all readers.

ABBREVIATIONS & ACRONYMS

Unless the abbreviation is so widely recognizable that any reader would understand it without further clarification, such as PS3 or IRS, only use an abbreviation after the full version of the phrase has already been identified.

Try to limit your use of acronyms to avoid your article looking like alphabet soup.

Do not make up your own abbreviations—only use ones that are well known.



WORDINESS

There's no need to stretch your post and fluff it out. Articles should be thorough and include lots of keywords, but never padded out for the sake of merely being lengthier. Short articles perform just as well, if not better. Never compromise your article's integrity by cutting it short or stretching it out. Let the story and your thoughts dictate what's necessary.

REPETITION

Don't allow the same or similar words to be used within close proximity of one another. Starting several sentences with "Now," or "However," and overusing the same phrases should be avoided.

SECTION VII: ENCOURAGE COMMENTS

In some capacity, try to encourage our readers to leave their thoughts in the comments section. Ask them to answer a question you pose, give their own theories or suggestions, and so forth.

You can include this through your normal speech or you can draw extra attention to it by increasing your font size and making it centered uppercase text.



* Remember that you are authorized on Disqus to moderate comments. If you see something particularly offensive, notify management. If you see spam with links, you are authorized to delete it without asking.

SECTION VIII: FACEBOOK FAN PAGE

If you are posting on behalf of the Fanboys Anonymous account, identify who you are with a hashtag, so people know which member is making this post.

(Example: "What movies are you most excited to see this month? #Mango")

If you are posting as your own personal Facebook account, your posts will not show up on the page for people to see unless they are in response to something already on there.



If there's a problem with anything, don't hesitate to ask.

Fanboys Anonymous is a 'web branch' off A Mango Tree © Anthony Mango.

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