

# Blasting News: The Blaster's Guide

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## 1. Blasting News: who we are

[Blasting News](#) is a totally independent magazine based on the principles of social journalism and powered by the voices of hundreds of thousands of Blasters, writing in 34 countries.

Blasting News has an ambitious goal: to disrupt the world of online information by enabling every person to share their ideas and opinions with a global audience in a professional magazine and thus be home to truly independent information.

The Blasting News mission is:

- To give all Blasters around the world an international platform where they can publish articles in a professional online magazine and be rewarded through a meritocratic remuneration system.
- To offer each reader an independent, international and fully customised online magazine thanks to algorithms which detect the interests and preferences of each person on the site to create a unique reading and writing experience.

### 1.1. How to become a Blaster

To join the Blasting News community and become a Blaster, you must:

- Subscribe using the signup [form](#).
- Accept the Blasting News [contract](#) and make sure you are aware of any modifications.
- Submit your news items using the [Blasting News writing platform](#).

Senior Blasters, the Blasting News editorial team, will evaluate the submitted news content based on the editorial guidelines (which you will see in the following pages) and will accept, reject or send your article back to you for editing.

### 1.2. Payments

Blasters are paid using a meritocratic model: compensation is determined by the number of unique readers reached by each article 30 days after publication. Information on the views and related gross compensation is available in the Blaster's BackOffice, located in the [Views tab](#).

For payment requests —> see section 3.4

Compensation is set by Blasting News according to the average advertising return of each news category and is disclosed in the "Compensation" section on [blastingnews.com](https://blastingnews.com).

To begin earning, your articles must reach at least 150 views, i.e. articles with fewer than 150 readers will not be rewarded. You can earn up to £200 per article.

## 2. Blasting News: editorial guidelines

### 2.1. The topics

Blasting News is an editorial magazine: every Blaster can freely choose the topics they want to write about, as long as they always respect the following guidelines.

#### Copying and Pasting is forbidden

Although we allow some use of quotation, please remember that an article must be 100% original to be published. If you use quotations, always insert them between quotation marks and cite the original source. Blasting News relies on algorithms that will automatically spot content which has already been published elsewhere on the web.

If copy/paste has been detected the article will not be published and its author will receive a warning. After three warnings, the Blaster will be suspended for a period of 7 days.

The first and the second suspension have a duration of 7 days, the third one has a duration of 30 days.

This rule also applies to written content by Blasters who have already published the same article on another platform.

#### Duplications

Blasting News respects **different points of view, and encourages the expression of opinion on the same topic**: this means that different Blasters can write about related topics on the site.

#### Opinions

Blasting News has an "Opinion" section, where Blasters can publish articles based on their personal opinions. Proof-readers have the right to reject content that expresses harassment, threatening or persecuting statements against others, and/or content that can be considered as offensive to the community.

### **Product review**

When a Blaster writes a review of a product or service, the Blaster must remember that the main objective of it is to inform, not to persuade readers to buy.

- The description of the product/service/event must be objective (possibly presenting pros & cons).
- The best way to avoid writing an advertorial, is to offer alternatives and a personal evaluation to the readers.
- Comparative reviews are very functional and can contain a greater added value.

### **2.2. Writing style**

Blasting News wants to guarantee high-quality information to its readers: editorial content must be written in fluent and correct UK English, not only orthographically and grammatically, but also regarding syntax. Punctuation must also to be considered. In case of orthographic, grammatical or serious syntax error, the news piece will be automatically refused.

### **2.3. Use and quotation of sources**

Blasters must always add any sources used when writing editorial content. Please follow the following important rules:

- Sources must always be trust-worthy:** the reliability of your source is fundamental to the news item. It is important to use official sources (press agencies, institutions, offices, newspapers, etc.) or those which have been verified another way.
- Using a source does not mean copying and pasting:** every piece of content, including press releases and official communications, must be published in an original article format, i.e. some quotations are fine and paraphrasing is acceptable.

iii. **Quotes must be marked and attributed clearly:** quotes (interviews, services, investigations etc.) must be written in the same way as how they appeared in the original source and presented in quotation marks (“ ”) in order to contrast the quote with the author's comments and additional information provided by the author.

## 2.4. Writing articles efficiently

Writing for the web requires a set of skills in addition to traditional reporting. The basic points to remember when you are writing on Blasting News are:

- Make sure your news article is accessible and visible to the readers
- Promote your article to increase the number of your readers
- The more people read your article, the more you will earn

### Some basic rules

- **Keywords:** first, choose the best keywords, with which your readers will be able to identify your article. A useful tool to identify the most searched keywords is [Google Trends](#). Remember that it is easier to be identified with specific keyword than a generic one.
- **The title of the article:** the title should contain the main keywords that readers usually type when they are searching for news.
- **Subtitle:** the keywords also must be repeated in the subtitle with a few variations.
- **Article's body:** the article must contain the main keywords and variations at the beginning and in different paragraphs.
- **Header:** headings make it easier for users to read an article. To be accessible to a vast number of readers, good web content must provide simple organization and clear paragraphs.
- **Link:** each article must contain at least two links to other articles published in Blasting News. Links to external sites are forbidden. The “title” of the link must contain keywords which describe the content in the page it is linking to.

- **Bold:** use bold for the main keywords in the article's body, without exaggerating. (maximum of two or three words per paragraph is allowed). Excessive use of bolds affects the fluidity of the text.
- **Photos:** images in your articles can attract more readers and improve your results, therefore it is necessary to insert at least one image, accompanied by a caption and a description which contains the article's main keywords.
- **Do not copy:** every article you write must be original - duplicated content is penalized. Measures are also taken if articles from other sites copy content from Blasting News.

*It is important to remember that Blasting News holds the right to publish news pieces. The use of this content on other websites, in an identical form, is a violation of the contractual rules.*

### **Abusing SEO is forbidden**

Blasting News does not tolerate spamming or other forms of violation of Google's policies. Such behaviour creates severe damage for the content of individual writers and for the entire website. Every day, we carefully monitor the content to make sure every rule is respected and we are very strict with those who do not respect these rules. Please avoid keyword stuffing in titles, subtitles, and text.

When an article is submitted for approval, an algorithm scans the news item for possible abuse of keywords (known as "keyword stuffing"): if the algorithm finds keyword stuffing, you will be asked to change the text before sending for approval.

- **Keywords and content must correspond.** The title and the text cannot contradict one another. This is sometimes penalized by Google search because it can be seen as improper positioning.
- **Do not create articles for Google.** Articles should not be created with the only purpose of positioning on search engines. The article must be useful and interesting to the users. It is not only about persuading readers to click on the news article.
- **Do not create duplicated content.** It's against copyright rules and is penalized by search engines.

## 3. Blasting News: how to use the platform

### 3.1. Create a new news article

- First, please enter the writing platform, then click “Write your article/story” on the welcome page.  
A new page in which you can write your story will appear.
- Insert your news piece by filling all the requested fields

#### Category

For each article, you must select one of the available categories – choose the most appropriate category, basing your choice on the article's topic. We reserve the right to change the category selected by the author to one which we see as more appropriate.

#### Title and sub-title

- Suggestion – The title should contain the keywords which the article contains frequently to ensure readers can find the content easier, possibly at the beginning. You can find the most searched keywords on [Google Trends](#).
- The title **cannot start with numbers**, must never end with a **full stop** or have one anywhere in the title.
- The title **should not contain quotation marks** ( “ ” ).
- Suggestion - **Subtitles** should contain a **brief description, which explains the content** of the article, and has to repeat the keywords of the title. The subtitle, however, must end with a full stop.
- **Do not write** the title and the subtitle using **CAPITAL letters**.

#### Photo

- You can upload a picture for each article (max 5 Mb, minimum dimensions 660x360 px);
- All pictures must be **copyright free** and can be downloaded from specialized sites, which require free registration, such as:
  - [http://www.google.com/advanced\\_image\\_search](http://www.google.com/advanced_image_search)

- <http://publicphoto.org/>
- <http://pixabay.com/>
- <https://www.flickr.com/creativecommons/>

You can insert screenshots of TV programs, team logos or product logos, movie posters or exhibitions and book covers.

Articles that do not have the right picture will be published but not visible on the home page.

### Captions and picture descriptions

- The caption must appear under the image.
- The image description must appear when you scroll the mouse over the picture.
- [Suggestion](#) – Captions and image descriptions should contain the article’s main keywords: they should not refer to the image itself, but to the content of the article.
- Captions and image descriptions cannot be the same.

### Audio file


- You can upload an audio file for each article (MP3 format, max 2 MB).
- The audio file must be relevant to the news piece. All uploaded audio files uploaded must be copyright free.

### The article's body




- [Suggestion](#) – Insert the keywords at the beginning of the article for better positioning of the content. Keywords should not be inserted randomly, they should not be inconvenient in terms of syntax and coherence of the text. Keywords should also be repeated throughout the article.
- **Consider the 5 W’s:** Who, What, When, Where, Why. The beginning of the article must deliver the most valuable information: the reader should immediately understand what the article is about.
- The minimum length of an article is 2,000 characters (**without spaces**). However, don’t forget that to be read by a web audience, the article cannot be too long. Therefore we suggest that our writers do not go above 3,500-4,000 characters.

- The article should be divided into short paragraphs. Paragraphs can be separated by headings. To create a heading just select the text and click on the **H2** tools above the text field. You must make the paragraphs easy to read, so please avoid writing paragraphs which are composed of one long sentence.
- We suggest the use of **bullet points** to make the news easier to read: these features are available in the editor. However, please do not write an article which is simply a list of bullet points.
- Do not write entire words in CAPITAL letters.
- Use the bold feature to highlight a word, but don't highlight more than 2-3 words per paragraph.
- Quotes must be brief and marked with quotation marks. (Use only the high quotation marks “”, not the low ones «».)
- Words must be separated with one space only, not two.
- **Avoid typos:** we suggest you use instruments to correct orthographic and grammatical mistakes (like those available in Word and in all editing programs). **Grammarly is a great tool**
- We absolutely do not tolerate **orthographic and grammatical mistakes**.
- Dates must be written with numbers (25<sup>th</sup>, not twenty fifth).

## Links

- External links are not allowed.
- You must enter at least two links to other related articles published on Blasting News (any author), maximum three, and the same paragraph should not contain more than one link. To insert a link you have to select a group of at least 3-4 words related to the news item to which you are referring and click on the "Insert/edit link"  .

## Embedding Facebook posts, Tweets and YouTube videos

- To add value to your article, you may embed in line with the text a Facebook post, a tweet or a Youtube video, if it is related to the topic you are covering. To do this, you simply click on the respective button    and insert the embedding code. To know how to obtain those codes, please read the following guides:
  - For Facebook posts: <https://www.facebook.com/help/215768235242256>
  - For Tweets: <https://media.twitter.com/best-practice/embedding-a-tweet>
  - For Youtube videos: <https://support.google.com/youtube/answer/171780>

## Visibility field

Some articles should have a limited amount of visibility time: we do not want old articles to be visible on the Blasting News homepage. The article will remain published but not be visible on the home page. It is important to fill the Home Page up with up-to-date news.

Examples of news with limited validity:

- Match betting
- TV series
- Horoscopes
- Weather forecast
- Events such as concerts, shows
- Job Offers

- Example of dates for “Visible until” field

- “Streaming Liverpool-Barcelona 22 October 2015: here's how to watch it”

→ Visible on home page until : 22/10/2015 10:45 PM

It is important for you to correctly enter the date in “Visible until” field: if you don't, we may exclude your articles from publication.

## Sources

Here at Blasting News we take information very seriously. So that the editorial team can verify that all the information is truthful, it is necessary to insert a link to the sources (news agencies, newspapers or other reliable sources) you used. Please use the complete link, where we will be able to find the exact information. This field is not visible to the reader.

 Enter your sources >

Links to your sources: <http://www.bbc.com/news/>

I am the source: 

If the information is fruit of your own investigation, you may select the option “I am the source” – keep in mind that you may be asked to provide further proof of the veracity or formal accountability for the information given.

## Tags

The tags selected for your article must be relevant to the article's content.

If you cannot find the right tag for your news item, please write to the community managers (uk@blastingnews.com) suggesting new tags.

## Automatic share on Facebook and Twitter

To guarantee the best results, you should share all your news articles on the social networks. To do it automatically, you may use the options available in the writing platform:



### After you have filled in all the required fields for your article:

- i. Click on the **“Save a Draft”** button to save the article. This allows you to edit the article, without publishing it.
- ii. Click on **“Preview”** to check what your news article will look like once published (remember to **“Save”** before clicking **“Preview”**)
- iii. Click on **“Send for approval”** to send your news to be checked →

**WARNING: once sent, you cannot edit your news piece anymore.**

- News articles are automatically saved at a certain point.
- You will receive an email each time your news piece is published, sent back for editing or rejected. Always make sure to read these emails carefully because they contain advice from Senior Blasters on how to improve your writing style. Taking their advice into account will make the approval procedure for your articles quicker and will also lead to you producing articles which gain viewers, thus building your profile and payments. If you don't follow the guidelines and ignore advice from the Senior Blasters, Blasting News may suspend your account.

### 3.2. Managing your articles

On the platform, in the “List of news and audio news” section, you can check the status of all your articles. If you find the symbol of a red padlock next to your news item, it means that the news is “locked”. A news item is locked when the Editor is approving it: in this case, simply wait until the Editor leaves the article to view it again.

Filters at the top of the page are used to select only the news items you want to display.

a) Filter Author: show only news items written by a specific author

b) State Filter: allows you to select news item, according to its status (e.g. published, under review):

- **All** - Shows all articles.
- **Being Modified (MOD)** - Shows the article has been written and saved, but not yet sent to the Editor for approval. You can edit this whenever you want.
- **Waiting for Approval (ATT)** - Shows the article has already been sent to the Editorial team and is waiting for their approval / comments. These news items cannot be modified or deleted.
- **To be Corrected (COR)** - Shows the articles which Editors sent back, which require the Blaster to correct according to comments in the email sent to them. After making the required changes the news item can be sent back for approval. There is only one chance to change the news item, if the comments have not been considered then the news item is rejected.
- **Rejected (RIF)** - Shows the articles that Editors refused. These news items cannot be modified or deleted.
- **Publish (PUB)** - Shows the news items that the Editors approved and published. These news items cannot be modified or deleted.
- **Delete (CAN)** - Shows news deleted. These news items cannot be changed.

c) Category: allows you to select the category of your news items.

### 3.3. Views of published articles

You can check the views on your articles daily in the Views section. The data is updated every day and is verified by the Google Analytics tool.

Click on “Views” on the home page: the list of published news will appear.

For each news article, you will see:

- **Title**, with the link to the published news article.
  - **Date of publication**
  - **Expiration date** (30 days after publication)
  - **Visitors**: number of views the news article got.
  - **Status**
- Active: the news has been published less than 30 days ago
  - To be paid: the news has reached the 30-day deadline and is ready to be paid by Blasting News
  - Requested: the payment for this article has already been requested   ▪ Paid: the article has been paid.
  - **Amount**: shows how much you have earned with that news article. Information is updated daily.

### 3.4 How to request payment

You can send your payment requests via the “**Request payment**” section: in this section, you can find the list of all the articles which have been published 30 days or more ago, which means that you can request payment for these items. To request a payment, you first must complete all the mandatory data in “**Personal information**”:

The “**Request payment**” button activates when you reach the gross amount of £50:

- After clicking on this button, you will receive a report in your mailbox with the editorial content and receipt: this is for the transfer of the copyright.
- The payment request must be made before the 3rd of every month.
- You do not need to send back the signed invoice.
- Blasting News will pay the gross amount to the Blaster.
- Payment can be made by bank transfer or PayPal (for PayPal insert a slash instead of SWIFT "/")
- Payments are done between the 10th and 15th of every month. For further clarification, please write to uk@blastingnews.com.

#### 4. Approval and publishing times

The amount of time the contributor will wait before approval and publication of the editorial content varies according to the number of articles sent to the editorial staff and their relevance. The amount of time the collaborator waits for approval also depends on the number of articles which have been previously submitted.

#### 5. After publishing: the article's social promotion

Articles published on Blasting News will be indexed by search engines. The SEO's quality and the popularity of the published articles will determine the speed and efficiency of the search engines. Blasting News has already been indexed by Google News. To increase the popularity of the news piece you can:

- Share the article on your Facebook personal profile, through the “Recommend” button.
  - Share the article in other social networks.
  - Promote the articles on your personal blog or personal site if you have one.
- **Do not try to get ghost readers.** Any behaviour used to get more readers in a non-natural way will be severely punished with immediate suspension from the platform.

Blasters are forbidden from using the following unlawful instruments or other similar tools:

- Addmefast
- Ad.fly
- Hitleap.com

▪ **Spam is forbidden.** Spam is damaging. Blasting News acts takes a stand against all behaviour which can be considered as spam. We are particularly reluctant to use directories and aggregations because they can be detected as spam if not used in the right way.

▪ **Use the Facebook Group.** The [Blasting News private Facebook group](#) is an excellent place to get advice on how to write and share your articles from Blasters, Senior Blasters and Blasting News staff. Once you have registered on Blasting News, please send a request to join the group.

## 6. Copyright

Everything published on Blasting News is protected by copyright. The reproduction of content is only allowed with the approval of Blasting Sagl. Blasting Sagl can publish comments and content sent by their readers unless the reader specifically forbids Blasting News to do so. According to the contract, the right of the published articles inside the platform are exclusively the property of Blasting News. *The use of this content on other platforms, in an identical form, is a violation of the contractual rules.*

## 7. Disclaimer

Blasting Sagl is not responsible for content accessible through external links that are positioned inside Blasting News.

## 8. Contacts

- Email: [uk@blastingnews.com](mailto:uk@blastingnews.com)
- Facebook Group: [Blasting News UK](#)