



Editorial Policy Booklet

THIP Media | THIP Healthtech Pvt Ltd

Version 1.3



[BLANK PAGE] [BACK OF COVER]

INDEX

THE CONTENTS OF THIS BOOKLET IS MEANT FOR INTERNAL USERS OF THIP MEDIA.



01	ORIENTATION	PAGE 4-5
02	CONTENT PLANNING	PAGE 6
03	CONTENT DEVELOPMENT	PAGE 7
04	CONTENT PUBLISHING	PAGE 7
05	ETHICAL CODE OF CONDUCT	PAGE 8
06	FAIR TREATMENT OF CONTENT	PAGE 9
07	FAKE SOURCES, FALSE QUOTES	PAGE 9
08	NON-PATISANSHIP	PAGE 10
09	PLAGIARISM	PAGE 11
10	ACCEPTING GIFTS	PAGE 12
11	SOCIAL MEDIA BEHAVIOUR	PAGE 13

Dear _____,

A warm welcome. Today, you are becoming a part of the family that has picked up the challenge of creating a destination of honest and verified medical information. It is quite a consuming and responsible task at the same time. I hope you will find this booklet useful as a first step to our introduction. Feel free to reach out if you have questions. We hope to have a long and successful journey together.

Yours Sincerely,

Sudipto, CEO, The Healthy Indian Project

ORIENTATION

Why do we exist?

We exist to make the internet free of fake health information. We exist to provide a one stop search destination to our readers for verified health information.

Why is the Editorial Team important?

Content is one of the 3 key pillars of our organization (the other two being technology and service). The editorial team works towards the upkeep of this very important pillar of our business operation. The editorial team is responsible for planning, developing, publishing and updating content and at the same time coordinate with a group of experienced experts – we feel it's quite a responsibility!!

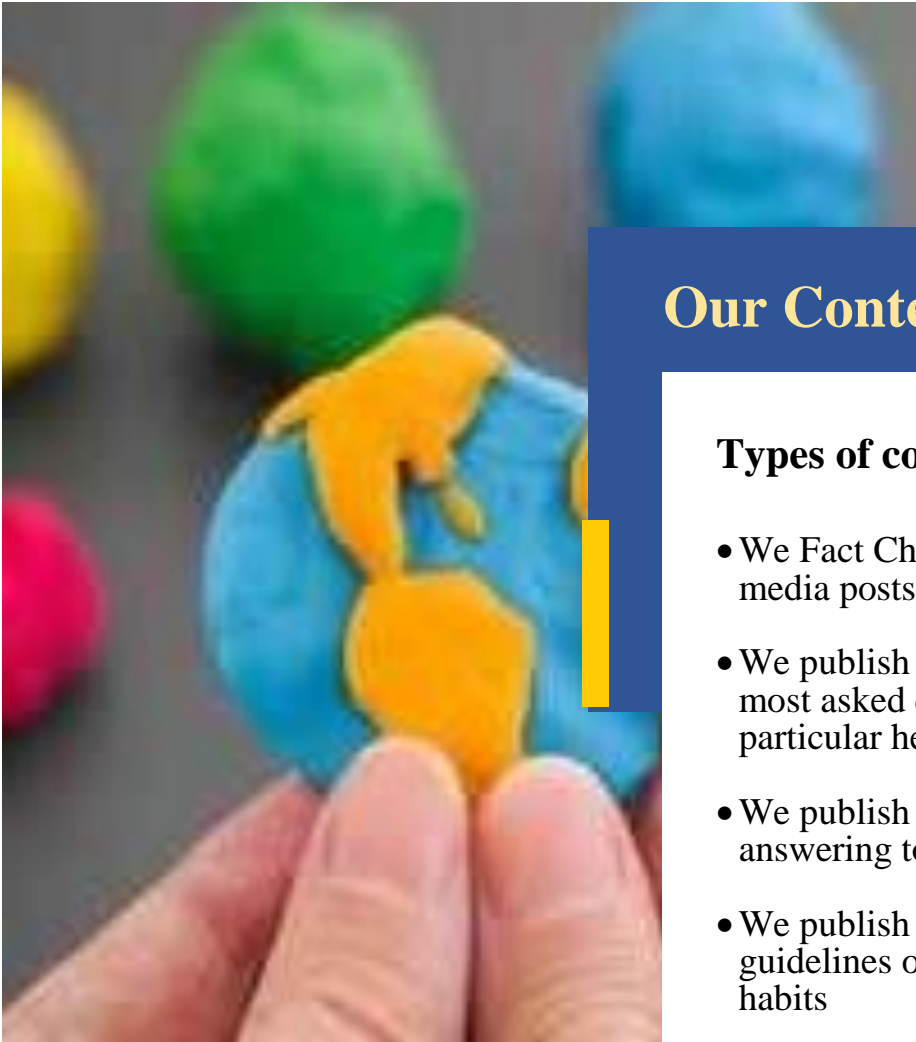
How is your job going to help the company?

What you do, what you write, what you publish brings us two very important things – trust and viewership (exactly in that order). As a brand, we stand for trust and your work is what earns that for us from the readers. And because we have readers, we can even think of having a business.

What are the two most important things I must always remember?

Be ethical about your work. Be mindful about your readers. Our readers trust us and as a part of the family, they will trust you. That is a big power on your finger tips. And as they say, with big powers come bigger responsibilities. So, do not do anything that can hurt your readers' trust for you or for us. Guidance on some of it will be given in this booklet later.





Our Content Universe

Types of content we publish

- We Fact Check news, social media posts, myths about health.
- We publish expert answers to most asked questions about a particular health issue.
- We publish videos of experts answering to health myths
- We publish expert driven guidelines on diet and good habits

What we do not publish

- We do not publish news, coverage or commentary on any topic/event/incident including health.
- We do not publish editorial opinion on any topic including health.
- We do not publish guest author posts, blog posts, columnist posts. [Expert guidelines on diet and Good Habits which may resemble opinion pieces needs to be supported by strong secondary research and sources supporting the expert claim]

The only way you know that you have written a good article is when your reader reads it and says, 'This is written specifically for me'.

CONTENT PLANNING.

1 Identify the topic

Identify your story based on only one criteria – does it hurt health of an individual or community. Do not get driven by 'who' claimed it or 'how much page views it will get me'. Remember, while page views is an important metrics of measurement, we DO NOT ask our editorial members to get driven by it. So, please stick to our brand ideologies.

2 Identify the questions you want to answer in the article

We follow a style of Q&A for all our content pieces, even for a Fact Check. List down the questions you will answer in the article.

3 Identify the experts you think are relevant; keep fair mix

We have a growing list of experts from multiple medical disciplines to give you quotes or to help you understand a particular topic. However, ensure that you choose from multiple disciplines to bring in as much variety as possible

Content Development.

WRITING THE CONTENT

Readers have a short attention span. Readers are looking for quick answers. Give it to them in the first paragraph. If you are doing a Fact Check, give the conclusion in first paragraph. Do not try to fool them by holding them till the last line.

CHOOSING THE PHOTO

Use photos only from designated photo bank. Do not pick photos from Google Search or from any other websites. Do not use photos that can be provocative or can hurt religious or community sentiments.

CREDITING SOURCES

All experts quotes, secondary research sources, archived links and fact check claimants must be put in the way designated. Follow the internal style guide. Do not deviate from it.

RECHECK: NO PERSONAL OPINION

You are not supposed to add your own opinion. Remember that. Always!



Content Publishing.

Your content is relevant only if it is discoverable and readable.

The meta tags, OG tags, Schema settings, Categorizing, Keywords, Photo Resizing may at times look meaningless and menial tasks. But remember, they are an integral part of our content.

Corrections, if any, are to be done following the correction policy defined in the Content Management System (CMS). We record every correction for internal monitoring.



**ETHICAL
CODE OF
CONDUCT**



UNDERSTAND THE IMPORTANCE.

To err is Human!! At THIP Media, we try every way to own up our employee's mistakes but only the professional ones. We have a very low margin of tolerance when it comes to ethical mistakes. Why? Because, we believe honesty is a part of character. It is not a task. That does not mean we do not understand genuine human error or slip of a decision. But, ensure you understand that there is a very limited bandwidth of the same. Our readers trust us. We do not tolerate anything that could hurt that.

CODE FAIR TREATMENT OF CONTENT

1

We deal with content related to health, something that is rapidly changing and subject to constant questioning. Also, there are different traditional but recognized medicinal practices (Ayurveda, Homeopathy, Unani etc.) across the world which often may have a different viewpoint than regular Allopathy. This is exactly why we are here. We should try to bring in diverse viewpoints from experts across different medical beliefs. Do not let your personal beliefs and bias creep in while doing a fact check or seeking an expert opinion. It is not about common sense or personal experience. It is about expert's analysis based on his knowledge and experience supported by medical research. Stick to that without any prejudice.

CODE FAKE SOURCES. FALSE QUOTES. PERSONAL OPINION.

2

All fact checks are not easy. All medical answers are not simple. Experts are not always available. Have faith that we will understand genuine work life problems. Be honest and discuss with your manager. But do not falsify evidence. Do not add recipe of your grandmother as a suggestion to cure, even if you strongly believe it works every time you fall sick. We are about professional advice, not personal experience.

Our readers make health choices based on what we write - understand that responsibility.

CODE **NON PARTISANSHIP AND NON-INFLUENCING**

3

UNDERSTANDING EXPECTATIONS

You are an adult. You have voting rights in world’s largest democracy. It is natural you will have a political opinion. It is natural that you will have a party you support or vote for. Same goes for your liking/disliking/opinion about any medical company, product, services. We have nothing against your personal opinion. But, as a responsible editorial person you cannot be bringing your opinion to your work station. Your opinion cannot be governing your professional decision making, even mildly. And more importantly, you cannot be perceived wrong about your neutrality. Our responsibility is towards our readers and we need to respect and upkeep their faith in us.



BEHAVIOUR REGARDING POLITICAL ENTITY

- Do not become a member
- Do not give donations
- Do not regularly advocate of a political party or person on social media
- Do not use your editorial work in promotion or campaigning



BEHAVIOUR REGARDING MEDICAL ENTITY

- Do not become a member, volunteer, reviewer
- Do not discuss your work with family members if they are working in any health organization or institutions



Read and understand your Non-Partisanship Agreement that you have signed separately, thoroughly.

CODE PLAGIARISM

4

Plagiarism in any form is thievery. We have zero tolerance towards plagiarism. You are not supposed to copy-paste content from any published literature – online or print. If found guilty of plagiarism of any sort, your employment may be terminated immediately. Also remember, plagiarism is covered under IP Law and is a legally punishable offence. If the company faces legal action due to your actions, the company may in turn decide to take legal actions against you.

All sources in your article should be mentioned as directed by the Editor and hyperlinked to its respective websites. ‘Forgetting to include a link’ is not acceptable.

PHOTOS

Use only designated photo bank. Do not pick photos from Google search or from any other website. If you ever need to publish a screenshot, ensure you mention the source and date. Avoid brand logos strictly in case of representational images.

ANSWERS

The question you are trying to find answer to may already have been answered in some other website. But, that does not allow you to copy it from there. If the website lists in our credible sources, you can use it as a reference with source credit given as designated. If it is not from our internal list

FACT CHECK RATING

We have established multiple times in past that when it comes to health fakes, even fact check websites can go wrong. Do not copy or be influenced about a fact check rating or verdict given by some other website. Approach the topic with an open mind and investigate as per process.

EXPERT QUOTES

We encourage you to always talk to verified list of experts. However, in some occasion when an external expert quote is important and you find some other website has managed to get it that does not give you the right to pick it up from there. Try to reach out to the expert independently and record his quote first hand. However, if you fail to do so, mention the quote along with the credit and link back to the source.

CODE ACCEPTING GIFTS**5**

We do not give permission to our employees to accept gifts or travel expenses from any political party, medical institutions, health organizations or manufacturer of any health products. Similarly, no Team Member is allowed to give or receive gifts of whatsoever nature to/from any individual or Company who can be a part of your content generation process.

There can be certain leeway given to the above rule on exceptional circumstances on case to case basis. However, team members must get a written permission from their Department Heads for any such exceptions.

Bribes are to be rejected promptly and the editor informed immediately.

CODE SOCIAL MEDIA BEHAVIOUR**6**

We do not monitor employee's social media account and we do not legally restrict employees from sharing their opinion about a political leader, party or event. We also do not restrict employees from reviewing or commenting on health products or services or companies.

However, do not make it a repetitive behaviour. Do not ever use your position in the company or your work as a reference point in social media advocacy of a political party OR health product/service/company.

Be respectful when you talk about competition platforms or companies and do not use your position in the company to belittle any human or platform.

Do not involve yourself in communal or abusive banter of any kind on social media with any person. Do not use profanity.



COMPANY'S RIGHT TO AMMEND THIS POLICY BOOKLET

The Company reserves the right to amend this document from time to time in its best professional business interest. Any changes will be communicated to all the employees in writing and the employees will stand to be governed by such revised amendments.

THIP HEALTHTECH PVT LTD



+ 91 9899 41 5606



INFO@THIP.IN

WWW.THIP.MEDIA