

## **LBV Hub Guidelines and Tips:** *How to Get the Most from Your Membership*

### **What We're Looking For**

We welcome submissions that are relevant, informative, and useful to Lancashire's business community. Your posts should fall into one of the following categories:

#### **News Stories**

Tell us what's happening in your business. Strong news stories include:

- Job creation
- Contract wins
- Notable appointments
- Investments (buildings, machinery, software, tools)
- Office or branch openings
- International trade deals
- Business acquisitions or mergers
- Project wins or completions
- Significant milestones

#### **Advice Articles**

Share practical, timely advice that helps business owners, managers or decision-makers improve operations. Think best practice, productivity tips, risk avoidance, cost-saving strategies, or legal guidance.

#### **Commentary and Opinion**

Use your expertise to offer insight on an issue affecting the business community. Provide context, interpretation, along with your personal insight to inform and engage your peers.

Please note: Promotional content that reads more like an advert than a business article may be returned for revision.

### **Our news patch**

We define Lancashire as the ceremonial county, including the unitary authorities of Blackburn with Darwen and Blackpool. We accept content related to:

- Blackburn with Darwen
- Blackpool
- Burnley
- Chorley
- Fylde

- Hyndburn
- Lancaster
- Pendle
- Preston
- Ribble Valley
- Rossendale
- South Ribble
- West Lancashire
- Wyre

We are also interested in expansion and success, so if your Lancashire business is doing interesting things outside the area, we may still be interested and if it is relevant to the local business community.

## **Writing Tips: How to Create an Eye-Catching Story**

### **Lead with the Best Bit**

In journalism, the most important information comes first. Grab the reader's attention with your strongest angle in the opening sentence.

### **Answer the 5 Ws**

Aim to cover at least three of these in your first sentence, and all five by the end of the second:

- **Who?** (Name names – people and businesses)
- **What?** (What happened?)
- **Where?**
- **When?**
- **Why?** (Why is this relevant or important?)

### **Make it About People**

Even technical stories involve people. Include names and job titles. Avoid using phrases like "a spokesperson said."

### **Keep It Short and Simple**

- Ideal length: 300–500 words
- Average sentence length: 22–27 words
- Avoid jargon and use plain English
- Think how you'd explain your story to a friend

### **Style and Tone**

- **News stories** should be factual and professional.
- **Advice and opinion** pieces can adopt a more conversational tone – while remaining businesslike.

### **Headlines**

- Keep headlines concise – no more than eight words.
- Use action words where possible to write an engaging headline.
- Clearly state what your story is about.
- We may edit headlines to improve clarity or ensure consistency.

### **Images**

Each post must include a high-quality image. The best visuals feature:

- People involved in the story
- Machinery, equipment, or premises
- Branded vehicles or relevant locations

- Each story needs a social share image which has dimensions of 1200 x 630 pixels. You can also have a home page block image of 720 x 480 pixels.

**Avoid:**

- Logos
- Text-heavy images
- Image collages

These formats may not display well across digital platforms.

### **Copyright and Content Responsibility**

By uploading content, you confirm that you own the rights or have permission to use all submitted materials, including text and images.

If a copyright complaint is made:

- We may remove the content during investigation.
- If infringement is confirmed, you are responsible for any resulting claims or costs.

### **Publishing Schedule**

- All submissions are reviewed by our editorial team.
- We aim to publish within **three working days**.
- If submitting multiple items, they will be published on separate days.
- You may set a future publish date when uploading.

If a submission isn't suitable, we'll explain why and offer guidance for improvement.

Submissions are reviewed in the order they are received.

### **Submission Confirmation**

After uploading, you'll see a confirmation message and the post will appear as 'submitted' under your account. You may edit it until it is published.

### **Editing After Publication**

Edits are not permitted after publication. To request changes, email **hub@lancashirebusinessview.co.uk** with the story title and required amendments.

## **Additional Content Types**

### **Event Listings**

We welcome business-related event listings in Lancashire. Events outside the area will be considered if organised by a Lancashire business with demonstrable benefit to the local business community.

### **Special Offers (LBV Hub+ only)**

Hub+ members can submit a monthly offer to appear on their profile. These should provide **real value** – discounts, added extras, or unique benefits for readers.

## **Billing and Invoices**

- Monthly invoices are issued via the website.
- You can nominate a different billing email via the 'Details' tab in your account.

## **Membership Options**

We offer two membership levels: **LBV Hub** and **LBV Hub+** – both cost-effective, with different features.

Full details are available under the 'Subscription' tab of your account.

To upgrade or downgrade, call **01254 297870** or email **hub@lancashirebusinessview.co.uk**.

## **Cancellation**

We'd be sorry to see you go – but we're here to help.

Before cancelling, contact us to explore how you might get more from your membership.

To cancel, call **01254 297870** or email **hub@lancashirebusinessview.co.uk**.

## **Need Help?**

For content advice or technical support, email **hub@lancashirebusinessview.co.uk**.

Please include your Hub username and the post title (if applicable).