



Digital Content Playbook

VER 1.0 (OCTOBER, 2023)





Trust in a healthcare provider can encourage better behaviours and deliver healthier outcomes.

Which is why at HealthHub, we endeavour to elevate health literacy and empower Singapore residents to care for their own health. As such, everything we say on our digital interface needs to convey credibility so users will continually refer to, and return to HealthHub.

This Digital Content Playbook ensures our digital interface reflects this ambition. From adhering to our brand voice, to maintaining content governance, this playbook will help you create content and experiences that are smart, intuitive and delightful.

Contents

CHAPTER 1

Developing Content
on HealthHub

CHAPTER 2

Content Contributor
Framework

CHAPTER 3

How to Create
an Article

CHAPTER 4

SEO Best Practices

CHAPTER 5

Establishing Content
Governance

CHAPTER 6

Guidelines on
Writing Style

CHAPTER 7

Guidelines on
Photography, Infographics
and Illustrations

CHAPTER 8

Design System

1 Developing Content on HealthHub

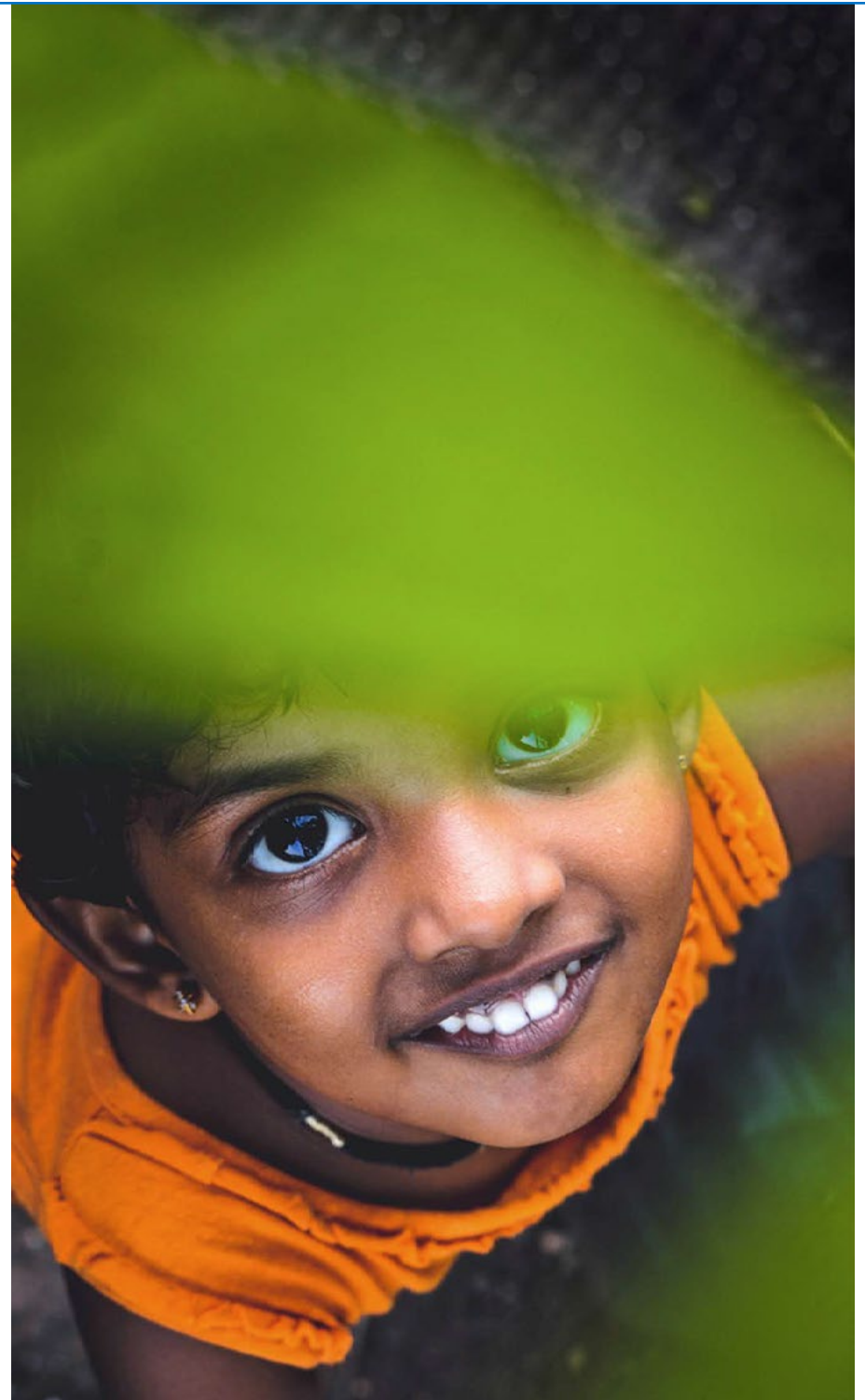
We aim to be the trusted guide and top-of-mind resource for Singapore residents in their health journey. To achieve this, our content needs to be complete, current and credible. Furthermore, it should be easy to understand, nurturing and encouraging a healthy way of life.



a. Write in HealthHub's personality and voice

To build credibility and evoke confidence in our readers, the content we create and share must reflect HealthHub's identity clearly and consistently.

We are:



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To build credibility and evoke confidence in our readers, the content we create and share must reflect HealthHub's identity clearly and consistently.

We are:

APPROACHABLE



APPROACHABLE

Welcoming visitors warmly, understanding their needs and accommodating them wherever possible. That's why our content must be comprehensive to meet our visitors' diverse needs, to help them manage differing health conditions, lifestyles, caregiving and other health-related issues.

Example:

Living with diabetes doesn't mean you can't travel. With proper planning, you can still make travel plans safely.

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We are:

PROGRESSIVE



Keeping up with evolving needs and expectations of our visitors, and ensuring our content delivers the latest in health news, discoveries and technologies. We must always stay current and relevant.

Example:

Worried about new COVID-19 variants? Hear from our experts on infectious diseases and learn how you can stay safe.

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We are:

CRAFTED



Creating even more personalised experiences for our visitors with relevant content that addresses their questions and concerns.

Example:

Are you a new mum returning to work soon? Here are some tips to help you maintain your milk supply while you work from the office.

a. Write in HealthHub's personality and voice

To build credibility and evoke confidence in our readers, the content we create and share must reflect HealthHub's identity clearly and consistently.

We are:

OPTIMISTIC



Evoking positivity and hope wherever possible to help motivate our visitors to take control of their health and start living healthy.

Example:

It's normal to feel stressed, worried or even sad with the demands of daily life. And it's okay to reach out for help and support when you need it.

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We are:

PERSONAL



Always caring, sensitive, warm and tactful as we help our visitors navigate their health matters.

Example:

Breast cancer is known to be asymptomatic in the early stages. That's why regular screenings can provide early detection and timely intervention.

The way we speak is:

CREDIBLE



Trustworthy, honest and knowledgeable. We earn our visitors' respect with content that is evidence-based, factual, and born from experience. We cite relevant sources and provide up-to-date health findings.

✗ This is how you should manage your condition, according to recent studies.

✓ According to a study conducted by [institution] on [most recent date], these are the best ways to manage your condition.

HUMAN-CENTRIC



We are considerate of our visitors' current health state, and are never judgmental or prescriptive. We are always mindful of their needs, concerns, fears and challenges.

✗ Even as a caregiver, taking care of yourself should be your priority. If you don't, the quality of the care you provide can be severely compromised.

✓ We admire you for taking care of your loved ones. But have you taken some time for yourself lately? Here are some ways you can practise self-care.

RESPECTFUL



We are always aware and cognisant of the health issues our visitors face, and we must remain respectful regardless of their medical condition, race, religion, gender, age, etc.

✗ Diabetes is a disease that's common in older people and overweight men. If you don't take care of yourself, you could lose a foot or your sight.

✓ Diabetes affects people of all ages, genders and backgrounds. With the right care and support, people living with diabetes can lead healthy and fulfilling lives.

b. Know our visitors and what to write for them

Many people visit HealthHub. As such, we've carefully categorised our visitors into specific personas to help you understand them better. Here are the personas and topics that may interest them.

WELLNESS ENTHUSIAST

Wellness Enthusiast



What they need

To stay ahead with new and interesting health content, and help influence their family and friends to live healthy.

How you can write for them and address their needs

Help them stay ahead of the latest health news, trends, discoveries, technologies, and exercise routines to help enhance their own and/or their family's overall health.

Potential topics of interest:

- Maintaining optimal health, especially for the long term
- Nutrition and healthy diet
- In-trend exercise and fitness routines
- Exercise tips
- Thought leadership content
- Disease prevention
- Mental health wellness
- Time management
- Woke culture

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PLANNING FOR FAMILY

Planning for Family



What they need

Help and support throughout their family planning journey, and to manage the emotional ups and downs that can impact the family.

How you can write for them and address their needs

Provide content that is balanced with science and empathy, and paced well so it is not overwhelming.

Potential topics of interest:

- Family planning, fertility (Western medicine, alternative medicine)
- 360° family management
- Nutrition and healthy diet
- Exercise & fitness routines
- Exercise tips
- Mental health wellness
- Government support

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ESTABLISHED FAMILY

Established Family



What they need

To always be one step ahead of their family needs, as they may not be able to accurately anticipate future outcomes.

How you can write for them and address their needs

Provide content focused on preventive health and quick interventions in the event of sudden disease contraction.

Potential topics of interest:

- Disease information & management
- Disease prevention
- Health news
- Calendar of related health reminders (e.g. vaccinations, check-ups, etc.)
- Healthy habits for children
- Child-friendly, family-friendly health content & neighbourhood activities
- Mental health wellness

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MENTAL WELLNESS

Mental Wellness



What they need

To care for their families' and their own mental health.

How you can write for them and address their needs

Provide a range of content – maintaining mental wellness or addressing mental health issues.

Potential topics of interest:

- Mental health wellness
- Support groups
- Activities to maintain mental wellness
- Food & diet that promotes mental wellness

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OCCASIONAL PATIENT

Occasional Patient



What they need

To be confident in what they are doing to manage the occasional illness and their overall health on their own.

How you can write for them and address their needs

Empower them with the right information and tools so they can self-medicate safely and effectively.

Potential topics of interest:

- Health guidance/caring for own health
- Symptoms of conditions
- Condition management
- Exercise & fitness routines
- Nutrition & healthy diet
- Endorsed content from healthcare professionals/institutions

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CAREGIVER

Caregiver



What they need

A reliable partner to support them in their caregiving duties as they also need to care for themselves.

How you can write for them and address their needs

Help take some of the mental load from the Caregiver by anticipating their needs and providing tools that will surface the most-needed resources for them at the appropriate time.

Potential topics of interest:

- Disease information & management – according to stages, contextualised to severity and type
- Caregiving information – in-depth and detailed, with subtopics on managing care recipient's day-to-day needs
- Recovery & rehabilitation
- Mental health wellness
- Nutrition and healthy diet
- Endorsed content from healthcare professionals/institutions
- Time management
- Government support

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CHRONIC PATIENT

Chronic Patient



What they need

Support in managing their condition, ensuring that it does not deteriorate so that they can maintain a good quality of life.

How you can write for them and address their needs

Make available content that spans the spectrum of severity of chronic conditions so the conditions are managed accurately.

Potential topics of interest:

- Disease information & management – according to stages, contextualised to severity and type
- Mental health wellness
- Nutrition and healthy diet
- Exercise & fitness routines
- Endorsed content from healthcare professionals/institutions
- Healthcare financing

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SUDDENLY ILL

Suddenly ill



What they need

To be assured that their new condition can be properly managed, such that they can go on with their lives without much worry.

How you can write for them and address their needs

Provide content that ensures reliability and assurance through articles, tools, and a seal of confidence.

Potential topics of interest:

- Disease information & management – according to stages, contextualised to severity and type
- Disease treatment
- Disease management
- Recovery & rehabilitation
- Medical procedures
- Mental health wellness
- Endorsed content from healthcare professionals/institutions

2

Content Contributor Framework



Content Contributor Framework

This is a set of guidelines and processes that will help you create and submit content. It includes guidelines relating to ideating and authoring your content, as well as the editorial review process.

WRITING GUIDELINES

1. Writing style, voice and tone
2. Content format and structure

VISUAL GUIDELINES

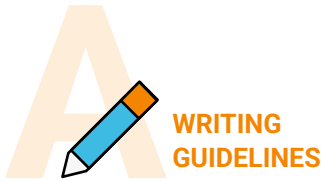
3. Using visual elements
4. Visual asset requirements and specifications

PLATFORM GUIDELINES

5. Keywords and SEO best practices
6. Content submission
7. Content workflow process

SUCCESS GUIDELINES

8. Measuring content success



1.

Writing style, voice and tone

To adhere to the writing guidelines, brand voice and tone found in the content playbook. This will ensure that the content meets HealthHub's standards of quality and consistency.

SUPPORTING TOOLS AND RESOURCES:

CONTENT PLAYBOOK




3.

Using visual elements

To adhere to the visual guidelines found in the content playbook.

CONTENT PLAYBOOK


DESIGN SYSTEM 
COMING SOON


4.

Visual asset requirements and specifications

To adhere to the requirements and specifications, such as dimensions and file sizes as specified in the content playbook and design system.

CONTENT PLAYBOOK

DESIGN SYSTEM 
COMING SOON

CONTENT HUB 
COMING SOON



PLATFORM GUIDELINES

5.

Keywords and SEO best practices

To adhere to the SEO guidelines found in the content playbook.

SUPPORTING TOOLS AND RESOURCES:

CONTENT PLAYBOOK

6.

Content submission

Content should be submitted via the Content Hub. Content partners will be assigned an authoring role so they can create article drafts on Content Hub.

If you need access to the Content Hub, please email healthhub@wundermanthompson.com

CONTENT PLAYBOOK

7.

Content workflow process

Submitted content will be reviewed by a HealthHub Reviewer. If changes are needed, the Reviewer will assign the content back to the Author.

This process will continue until the Reviewer or the Author deems the content satisfactory. After the article has been reviewed by the Reviewer, it will be sent back to the Author for final approval based on content accuracy and completeness.

Refer to [page 84](#) for the definition of 'Reviewer' and 'Author'

CONTENT PLAYBOOK

DESIGN SYSTEM

COMING SOON



SUCCESS GUIDELINES

8.

Measuring content success

To track the performance of their content via Google Analytics or Sitecore Analytics. This will help HealthHub and Content partners to improve on future content.

CONTENT PLAYBOOK

DESIGN SYSTEM

COMING SOON



CONTENT HUB

COMING SOON



3

How to create an article

- (I) Visualise your content
- (II) Select keywords
- (III) Writing guide





Select the topic
you would like to
write about:

1

2

3

4

5

TOPIC: HIGHLIGHTS & INSIGHTS

a. Emerging Health Concerns

This is a bulletin board for health news, including advisories, diseases to be aware of and health press releases, to name a few. All articles here will be based on relevancy and recency, and they will only be featured for a limited time, thereafter they get parked under the relevant topic on the website. It is recommended to use a blog-style template for this content and keep the tone casual and user-friendly.

You can also choose to present your content in an Infographic template. This template is used to present complex information in a simpler, more visual format.

(I)

VISUALISE YOUR CONTENT

Visualise your content

Here are the template(s) that you can use to create your content:

Blog-style article template



Infographic template



Parts of your article

Title

Character limit: 70

Featured image Dimensions:

Ratio 16:9

Min 858px (w) : 480px (h)

Body

In-body images (optional)

Dimensions:

Ratio 3:2

Min 420px (w) : 280px (h)

Visual guidelines

Refer to [Guidelines on](#)

[Photography, Infographics and](#)

[Illustrations](#) for more details.

1 TOPIC: HIGHLIGHTS & INSIGHTS

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(II) SELECT YOUR KEYWORDS

Select your keywords

Keywords are important as they enable your audiences to discover your content online easily. Search engines, such as Google, can better highlight your content based on the keywords your audiences search for.

So, identify the keywords in your content before writing, as this will help search engines understand its purpose and better match it to your audiences' needs. Here's a list of recommended keywords.

SAMPLE KEYWORD LIST

S.No	IA Location	Keyword	MSV	Organic Difficulty	Organic CTR
1	Chronic Diseases> Eczema	Atopic Dermatitis	2,900	90%	96%

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(III) WRITING GUIDE

Writing guide (1/2)

When writing about Emerging Health Concerns, your article should include:

- **An overview of your topic**
- **Statistics and/or infographics**
- **Government and/or MOH advisories**
- **Myth busters**
- **Relevant hotlines**

Do: Provide context and perspective for a balanced view. Highlight the current state of knowledge and any ongoing research to help readers better understand the issue. Use a measured but cautious tone to set realistic expectations and avoid creating fear or panic.

✗ A groundbreaking pancreatic cancer vaccine has emerged, curing all participants in a small trial. This remarkable breakthrough offers hope for pancreatic cancer patients worldwide.

✓ A recent trial evaluating a vaccine for pancreatic cancer has yielded promising results and outcomes for participants. While encouraging, further research is needed to validate its efficacy to ensure long-term safety.

1 TOPIC: HIGHLIGHTS & INSIGHTS

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(III) WRITING GUIDE

Writing guide (2/2)

When writing about Emerging Health Concerns, your article should include:

- **An overview of your topic**
- **Statistics and/or infographics**
- **Government and/or MOH advisories**
- **Myth busters**
- **Relevant hotlines**

Avoid: Technical terminology such as “community transmission” or “vector control” as they may not be easily understood.

✗ On 28 August 2016, MOH confirmed localised community spread of Zika virus infection in Singapore. Given that the Zika virus is spread by the Aedes mosquito vector, MOH cannot rule out further community transmission in Singapore, since some of those tested positive also live or work in other parts of Singapore. As such, vector control remains the mainstay in reducing the spread of Zika.

✓ On 28 August 2016, the Ministry of Health confirmed the local spread of the Zika virus in Singapore through mosquitoes known as Aedes. As some individuals who tested positive have travelled to different areas of the country, efforts to reduce the mosquito population continue to be the most effective way to prevent further transmission of the virus.

1 TOPIC: HIGHLIGHTS & INSIGHTS

b. Expert Voices

These are Q&A articles that feature advice from healthcare professionals, interviews pertaining to specific health conditions, educational health content and health-related tips. These articles will be based on relevancy and recency, and will only be featured for a limited time, until they get parked under the relevant topic on the website.

You can also choose to present your content in an Infographic template. This template is used to present complex information in a simpler, more visual format.

1b. EXPERT VOICES

(I)

VISUALISE YOUR CONTENT

Visualise your content

Here are the template(s) that you can use to create your content:

QnA article template



Infographic template



Parts of your article

Title

Character limit: 70

Featured image Dimensions:

Ratio 16:9

Min 858px (w) : 480px (h)

Body

In-body images (optional)

Dimensions:

Ratio 3:2

Min 420px (w) : 280px (h)

Visual guidelines

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1 TOPIC: HIGHLIGHTS & INSIGHTS

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1b. EXPERT VOICES

(II) SELECT YOUR KEYWORDS

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1b. EXPERT VOICES

(III) WRITING GUIDE

Writing guide

When writing about Expert Voices, your article should include:

- **Overview of the topic**
- **Profiles and photographs of healthcare professionals**
- **FAQs**

Do: Be conversational to engage readers. Use words that are easy to understand, and where possible, maintain credibility and accuracy without excessive technical or medical jargon.

✗ Q: Do you have any tips for maintaining a healthy heart?

A: Engaging in regular cardiovascular exercise is vital for maintaining optimal cardiac health. Incorporating activities such as running, cycling or swimming for a duration of at least 30 minutes, at a moderate intensity, on most days of the week, will contribute to enhanced myocardial strength, improved endothelial function, and increased systemic blood perfusion.

✓ Q: Do you have any tips for maintaining a healthy heart?

A: Absolutely! One of the most important things you can do for your heart health is to engage in regular physical activity. Aim for at least 30 minutes of moderate-intensity exercise most days of the week. You don't have to run a marathon; activities like brisk walking, swimming, or cycling are great options. These help keep your heart strong and improve blood circulation throughout your body.

1 TOPIC: HIGHLIGHTS & INSIGHTS

c. Health Safety Advisory

Health advisories cover recommendations as well as do's and don'ts for health conditions and other health related topics. A listicle template can be used to feature this kind of content.

You can also choose to present your content in an Infographic template. This template is used to present complex information in a simpler, more visual format.

1c. HEALTH SAFETY ADVISORY

(I)

VISUALISE YOUR CONTENT

Visualise your content

Here are the template(s) that you can use to create your content:

Listicle template



Infographic template



Parts of your article

Title

Character limit: 70

Featured image Dimensions:

Ratio 16:9

Min 858px (w) : 480px (h)

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TOPIC:
HIGHLIGHTS & INSIGHTS

c. Health
Safety
Advisory

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1c. HEALTH SAFETY ADVISORY

(II)

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1c. HEALTH SAFETY ADVISORY

(III) WRITING GUIDE

Writing guide

When writing about Health Safety Advisories, your article should include:

- **Introduction/Overview**
- **Do's and Don'ts**
- **Related visual**

Do: Simplify complex concepts into easily understandable language.

Do: Address common misconceptions and debunk them using evidence-based information.

Do: Provide actionable steps that readers can feasibly implement in their daily lives.

✓ Vaccines work by teaching your immune system how to fight off specific pathogens or microorganisms. They contain harmless pieces or weakened versions of these harmful agents, enabling your body to recognise or remember them. So if you come across the actual pathogens later on, your immune system can mount a swift response and defend you from falling ill.

✓ It may be thought that wearing masks reduces oxygen levels and impairs breathing. However, according to the World Health Organization, masks effectively filter out respiratory droplets while allowing for sufficient airflow, making them a vital tool in preventing the spread of respiratory diseases like COVID-19.

✓ To improve your sleep schedule, try these steps:

1. Set a consistent bedtime and wake-up time.
2. Establish a relaxing bedtime routine.
3. Create a sleep-friendly environment.

1 TOPIC: HIGHLIGHTS & INSIGHTS

d. Patient & Doctor Stories

This template can be used for Patient & Doctor stories, which are narrative-style content pieces of patients' journeys through a medical condition and the support they received from their doctors.

You can also choose to present your content in an Infographic template. This template is used to present complex information in a simpler, more visual format.

1d. PATIENT & DOCTOR STORIES

(I)

VISUALISE YOUR CONTENT

Visualise your content

Here are the template(s) that you can use to create your content:

Narrative-style article template



Infographic template



Parts of your article

Title

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Ratio 3:2

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1d. PATIENT & DOCTOR STORIES

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1d. PATIENT & DOCTOR STORIES

(III) WRITING GUIDE

Writing guide

When writing about Patient & Doctor Stories, your article should include:

- **Overview**
- **Profile and photograph of the doctor**
- **Background on the patient's medical condition/experience**
- **Recovery path of the patient**
- **Verbatim quotes by the patient for a personal touch**

Do: Stay authentic while highlighting the emotional journey of the patient and doctor. Focus on how the experience has impacted their lives to help inspire readers.

Do: Aim to educate readers by sharing insights, lessons or valuable information that can empower them in their own healthcare journeys.

✓ Through Marie's perseverance and the support of her medical team, she regained her physical strength. She discovered a newfound appreciation for life's simple joys and feels deep gratitude for the gift of health.

✓ Ava shares the lessons she had learned from her cancer journey:

- Listen to your body. If something doesn't feel right, seek medical advice and advocate for further testing.
- Regular screenings are important. Schedule according to your age, gender and medical history.
- Mindset matters. Determination to get stronger and better helps in committing to a healthy lifestyle.

2 TOPIC: Health Conditions

This template is designed to be flexible enough for writing about all types of health conditions. Its components are exhaustive, ensuring content creators have the option to pick and choose from them, depending on their topic.

You can also choose to present your content in an Infographic template. This template is used to present complex information in a simpler, more visual format.

(I) VISUALISE YOUR CONTENT

Visualise your content

Here are the template(s) that you can use to create your content:

Health condition article template



Infographic template



Parts of your article

Title

Character limit: 70

Featured image Dimensions:

Ratio 16:9

Min 858px (w) : 480px (h)

Body

In-body images (optional)

Dimensions:

Ratio 3:2

Min 420px (w) : 280px (h)

Visual guidelines

Refer to [Guidelines on Photography, Infographics and Illustrations](#) for more details.

2 TOPIC: Health Conditions

This template is designed to be flexible enough for writing about all types of health conditions. Its components are exhaustive, ensuring content creators have the option to pick and choose from them, depending on their topic.

You can also choose to present your content in an Infographic template. This template is used to present complex information in a simpler, more visual format.

(II) SELECT YOUR KEYWORDS

Select your keywords

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(III) WRITING GUIDE

Writing guide (1/5)

When writing about Health Conditions, your article should include:

- **Overview**
- **Current local public health situation**
- **Infographics**
- **Symptoms**
- **Diagnosis**
- **Action to be taken in case of positive symptoms**
- **Causes**
- **Risk factors**
- **Testing**
- **Protocols**
- **Treatment**
- **Complications**
- **Transmission**
- **Prevention**
- **Vaccination**
- **Vaccination eligibility**
- **Recovery**
- **Medications**
- **Natural remedies**
- **Cost & financing**
- **FAQs**
- **Summary**

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(III) WRITING GUIDE

Writing guide (2/5)

Do: Empathise and avoid inducing guilt when discussing the spread of infectious diseases. In the example below, we are able to convey the fact that pregnant mothers can pass infectious diseases to their babies while staying empathetic.

Do: Break up long paragraphs into shorter, concise sections. Use bullet points to improve readability and user experience.

✗ A pregnant woman can pass infectious diseases to her baby via the placenta during pregnancy, from germs in the vagina during birth, or from breast milk after birth. Different organisms may spread via different routes, so it is recommended for pregnant women to follow the advice of their doctor to get all necessary screening during pregnancy to detect diseases and take actions that can prevent the baby from acquiring the infection.

✓ Mothers may unintentionally pass infectious diseases to their babies via:

- The placenta during pregnancy
- Germs in the vagina during birth
- Breast milk after birth

As different viruses spread through different channels, pregnant women should seek their doctor's advice regarding necessary screening to protect their baby.

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(III) WRITING GUIDE

Writing guide (3/5)

Avoid: Lengthy, wordy bullet points. Use headers to separate content into sections to make it more readable.

✗ Self-medication is only suitable for minor illnesses. You should not try to self-medicate in these situations:

Chronic health conditions

Chronic health conditions such as Asthma or High Blood Pressure. Regular follow-ups with their doctor is advised to ensure their condition is kept under control. These medications may also cause severe side effects if the dosage is not carefully adjusted.

Bacterial infections

Consultation with the doctor is required to ensure that the appropriate medication is chosen, one that is effective and will not cause harm.

Infants, Children, Elderly

Infants, children, or the elderly may be more sensitive to side effects or may require special dosing their medications. Seeking advice from a healthcare professional is highly recommended.

✓ Self-medicate only for minor illnesses, do seek your doctor's advice in the following cases:

Chronic health conditions

Patients with asthma or high blood pressure. Medications for these conditions can cause severe side effects if not carefully adjusted.

Bacterial infections

A doctor will ensure the correct medication is chosen – one that is effective and will not cause harm.

Infants, Children, Elderly

They may be more sensitive to side effects or may require special medication doses. It is highly recommended to seek a doctor's advice.

2 TOPIC: Health Conditions

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(III) WRITING GUIDE

Writing guide (4/5)

Avoid: Conveying negative sentiments. Communicate in a way that is firm but sensitive. In the example below, instead of mentioning the ill effects of not taking medicine as prescribed, we mention why taking the medicine as prescribed will be helpful.

- | | |
|--|--|
| <p>✗ It is important to take your medicine as prescribed by your doctor or pharmacist. Otherwise, the medicine may not work, cause undesired side effects, or result in harm to your body.</p> | <p>✓ We recommend taking the diabetes medicine as prescribed by your doctor or pharmacist. This will help in the medicine's effectiveness and reduce the risk of side effects.</p> |
|--|--|

Do: Reassure readers when a situation is not a lost cause. In the example below, we point out that although getting Type 1 diabetes is out of their control, it does not mean it cannot be controlled.

- | | |
|--|---|
| <p>✗ Some types of diabetes, like type 1, are caused by factors that are out of your control. Others, like type 2, can be prevented with better food choices, increased activity, and weight loss.</p> | <p>✓ Type 1 diabetes can develop due to factors beyond your control. However, it can be managed through a combination of lifestyle changes and medication. On the other hand, type 2 diabetes can be prevented by having a healthier diet, increasing physical activity, and losing weight.</p> |
|--|---|

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(III)

WRITING GUIDE

Writing guide (5/5)

Avoid: Sounding too direct with eligibility criteria. In the example below, we focus on what MediShield can cover instead of pointing out the eligibility criteria for using MediShield Life.

✗ MediShield Life can be claimed only if you are hospitalised in public hospitals for your diabetes.

✓ MediShield Life can be used to cover your public hospital bills if you are warded due to diabetes.

3 TOPIC: MEDICATIONS, DEVICES & TREATMENTS

a. Western Medicine

For Medical Information Leaflets, we have designed 2 template options. The first template is for writing about the medicine itself, about its dosage, side effects, precautions, etc.

The second template is a step-by-step guide to write about the administration and storage for different medicines.

You can also choose to present your content in an Infographic template. This template is used to present complex information in a simpler, more visual format.

We recommend using the same template for both Western and alternative medicine.

3a. WESTERN MEDICINE

(I) VISUALISE YOUR CONTENT

Visualise your content

Here are the template(s) that you can use to create your content:

MIL article template



Step-by-step MIL template



Infographic template



Parts of your article

Title

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We recommend using the same template for both Western and alternative medicine.

3a. WESTERN MEDICINE

(III) WRITING GUIDE

Writing guide

When writing about Western Medicine, your article should include:

- **Overview**
- **Purpose**
- **Side effects**
- **How to properly take, store, dispose medication**
- **Types of treatments**
- **Precautions**
- **FAQs**
- **Things to note, remember, or consider**

The content on the Western Medicine should be based on facts and touches on the following:

- **What is the purpose of the medication?**
- **How should the medication be administered?**
- **What are the medicine's side effects?**
- **What precautions to take note of when taking the medicine?**

Do keep the content factual and to the point, and focus on providing the reader with information about the medicine. Here are some additional writing guidelines for this topic:

- **Use clear and precise language to explain facts about the medication**
- **Encourage consultation with healthcare professionals**
- **Highlight scientific evidence**
- **Avoid making unfounded claims**

3 TOPIC: MEDICATIONS, DEVICES & TREATMENTS

b. Alternative Medicine & Remedies

For Medical Information Leaflets, we have designed 2 template options. The first template is for writing about the medicine itself, about its dosage, side effects, precautions, etc.

The second template is a step-by-step guide to write about the administration and storage for different medicines.

We recommend using the same template for both Western and alternative medicine.

3b. ALTERNATIVE MEDICINE & REMEDIES

(I) VISUALISE YOUR CONTENT

Visualise your content

Here are the template(s) that you can use to create your content:

MIL article template



Step-by-step MIL template



Infographic template



Parts of your article

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In-body images (optional)

Dimensions:

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Visual guidelines

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3 TOPIC:
MEDICATIONS, DEVICES
& TREATMENTS

b. Alternative
Medicine &
Remedies

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3b. ALTERNATIVE MEDICINE
& REMEDIES

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b. Alternative Medicine & Remedies

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We recommend using the same template for both Western and alternative medicine.

3b. ALTERNATIVE MEDICINE & REMEDIES

(III) WRITING GUIDE

Writing guide

When writing about Alternative Medicine & Remedies, your article should include:

- **Overview**
- **Purpose**
- **Side effects**
- **How to properly take, store, dispose medication**
- **Types of treatments**
- **Precautions**
- **FAQs**
- **Things to note, remember, or consider**

It is essential to approach this topic responsibly, and only include well-researched and verified information. Follow these writing guidelines:

- **Use clear and precise language to explain facts about the medication**
- **Encourage consultation with healthcare professionals**
- **Highlight scientific evidence**
- **Avoid making unfounded claims**

Do: Indicate and explain the positives of alternative medicine & remedies with data.

- ✓ A 2018 review Trusted Source of 169 studies involving people using alternative treatments for musculoskeletal conditions indicated that the desire to spend more time with a practitioner was part of their decision to seek alternative treatments.

4

TOPIC:

Well-being & Lifestyle

Well-being & Lifestyle articles encourage and inspire healthy lifestyles. Provide evidence-based information, practical tips, and relatable examples in the articles to help readers make sustainable lifestyle choices.

You can also choose to present your content in an Infographic template. This template is used to present complex information in a simpler, more visual format.

4 TOPIC: WELL-BEING & LIFESTYLE

a. Exercises

4a. EXERCISES

(I)

VISUALISE YOUR CONTENT

Visualise your content

Here are the template(s) that you can use to create your content:

Exercise guide template



Infographic template



Parts of your article

Title

Character limit: 70

Featured image Dimensions:

Ratio 16:9

Min 858px (w) : 480px (h)

Body

In-body images (optional)

Dimensions:

Ratio 3:2

Min 420px (w) : 280px (h)

Visual guidelines

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a. Exercises

.....

4a. EXERCISES

(II)

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4

TOPIC:
WELL-BEING & LIFESTYLE

a. Exercises

4a. EXERCISES

(III) WRITING GUIDE

Writing guide

When writing about Exercises, your article should include:

- **Exercise detail**
- **Overview**
- **Benefits**
- **Step-by-step guide**
- **Videos/GIFs**
- **Tips**

Do: Strike up a more conversational and encouraging tone. Don't hesitate to sound more casual when writing lifestyle-related content, such as using "no worries" like in the example below.

✗ Exercising regularly is more beneficial to your health than you think. Apart from weight management, regular exercise also helps your mental, emotional, and psychological health.

✓ If the recommended 150 to 300 minutes of exercise such as jogging, brisk walking, swimming or cycling, and 2 days of muscle and bone-strengthening a week is too much for you, no worries!

You can still start at your own pace and intensify your workout as you get used to working out.

4 TOPIC: WELL-BEING & LIFESTYLE

b. Nutrition

(I) VISUALISE YOUR CONTENT

Visualise your content

Here are the template(s) that you can use to create your content:

Recipe template



Infographic template



Parts of your article

Title

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In-body images (optional)

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Visual guidelines

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b. Nutrition

4b. NUTRITION

(II)

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4

TOPIC:
WELL-BEING & LIFESTYLE

b. Nutrition

(III) WRITING GUIDE

Writing guide

When writing about Nutrition, your article should include:

- **Recipes detail**
- **Overview**
- **Servings & duration**
- **Nutrition information**
- **Ingredients**
- **Step-by-step guide**
- **Videos/GIFs**
- **Tips**

It is important to provide clear, concise and accurate instructions in a step-by-step format.

Ensure other important information is also included, such as:

- **Portion sizing**
- **Preparation time**
- **Cooking time**
- **Health benefits of the dish**
- **The expected result from each action**
- **Visual cues that help the user along**

4b. NUTRITION

TOPIC: WELL-BEING & LIFESTYLE

c. Other Well-being & Lifestyle Topics

For other Well-being & Lifestyle topics, you can choose to write your content in a blog-style template (which is the same template that is used for 'Emerging health conditions') or in the form of a listicle.

When writing for content with a casual and user-friendly tone, opt for a blog-style format. If you want to provide quick tips, choose a listicle format.

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4c. OTHERS

(I)

VISUALISE YOUR CONTENT

Visualise your content

Here are the template(s) that you can use to create your content:

Listicle template



Blog-style article template



Infographic template



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4c. OTHERS

(III) WRITING GUIDE

Writing guide (1/2)

The writing should be supportive, informative and motivating. This will engage readers and encourage them to adopt healthy lifestyle recommendations.

If you are using a blog-style template, your article should include:

- **Introduction/overview**
- **Lifestyle imagery**
- **Videos**
- **Statistics**
- **Scientific findings**

If you are writing in a listicle format or an article that presents information in a list, your article should include:

- **Overview**
- **Benefits**
- **A list (e.g. ways to, how to, etc.)**
- **Relevant tools (e.g. BMI calculator)**
- **Things to note, remember, or consider**
- **Summary or concluding point**

Do: Address the reader's concerns and assure them that it's not as bad as they think.

Do: Adopt a more casual tone as this will help your content be more approachable and interesting.

✓ When we think of exercise, what often comes to mind is sweating it out in the blazing sun, panting for a long time afterwards, then aching all over. But that's not always necessary!

In fact, little bouts of exercise can add up to a significant amount of workout at the end of the day. Here's how you can start small, and achieve big.

4 TOPIC: WELL-BEING & LIFESTYLE

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4c. OTHERS

(III) WRITING GUIDE

Writing guide (2/2)

Do: Make things more tangible and achievable. Include guidelines that support the recommendations for a lifestyle change, and include examples if the recommendations are unclear.

- ✓ It is recommended that adults participate in at least 150 to 300 minutes of moderate-intensity aerobic exercise per week, such as jogging, brisk walking, swimming, or cycling.

Avoid: Don't be presumptuous on how much people eat, and why they choose to eat more or less each day.

- ✗ You probably eat three, four or more times, each day. Sometimes you eat when you are hungry and, at other times just because you feel like it! Before you start on your next meal or snack, stop to think what your food choice will do to you. Will it nourish or punish your body?
- ✓ Before you start on your next meal or snack, stop to think about your food choices. Is this something that will nourish or punish your body?

5 TOPIC: Support & Tools

This template is to write content for the various Support & Care Programmes and other such initiatives that are available for the HealthHub readers.

You can also choose to present your content in an Infographic template. This template is used to present complex information in a simpler, more visual format.

(I)

VISUALISE YOUR CONTENT

Visualise your content

Here are the template(s) that you can use to create your content:

Support and Care Programmes template

Advance Care Planning
Your health care wishes

Key Information Regarding This Programme

Programme Details

Category	Details
1. Programme Overview	...
2. Programme Objectives	...
3. Programme Impact	...
4. Programme Evaluation	...

Generic Subtitle Framework

Category	Details
1. Programme Overview	...
2. Programme Objectives	...
3. Programme Impact	...
4. Programme Evaluation	...

Infographic template

Infographics Template Exhaustive
Your health care wishes

Key Information Regarding This Programme

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TOPIC: Support & Tools

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(III) WRITING GUIDE

Writing guide

When writing about Support & Tools, your article should include:

- **Overview**
- **Facilities/procedures available**
- **Partner medical institutions**
- **Precautions/considerations**
- **Additional help resources**

It is essential to provide comprehensive details as it not only equips readers with the information they need, but may also empower them to take action. Here are some writing guidelines for Support & Tools content:

- **Explain the programme or service and be as detailed as possible.**
- **List the relevant health areas or conditions that can be addressed by the programme or service.**
- **Provide the hospital or group sponsoring the programme or service along with their contact information.**

Write a title

The goal is to accurately represent your content, engage readers and improve visibility.

Be clear and informative.

Your title should reflect the content while being brief and to the point.

- ✗ Ways to Lower Blood Pressure: Simple Things You can Do for Better Blood Pressure
- ✓ Strategies You can Employ for a Healthy Heart

Highlight the benefit.

Clearly communicate the value or benefit to readers.

- ✗ Recipes for a Better Lifestyle
- ✓ Energy-boosting Recipes to Fuel Your Every Day

Tailor to your audience.

Consider the demographics, interests and needs of your audience. Address their pain points or offer solutions to their problems to resonate with them.

- ✗ Caregiving Tips
- ✓ How to Balance Work and Caring for a Loved One

Appeal to emotions.

Powerful and evocative words create a stronger connection with your audience.

- ✗ Mental Health Tips for a Balanced Life
- ✓ Embracing Inner Healing: Overcoming Anxiety and Cultivating Emotional Resilience

Grab attention. Craft a captivating title that prompts readers to click and read. Use compelling words, ask questions, or create a sense of curiosity. Avoid clickbaiting as this can disappoint readers and harm our credibility.

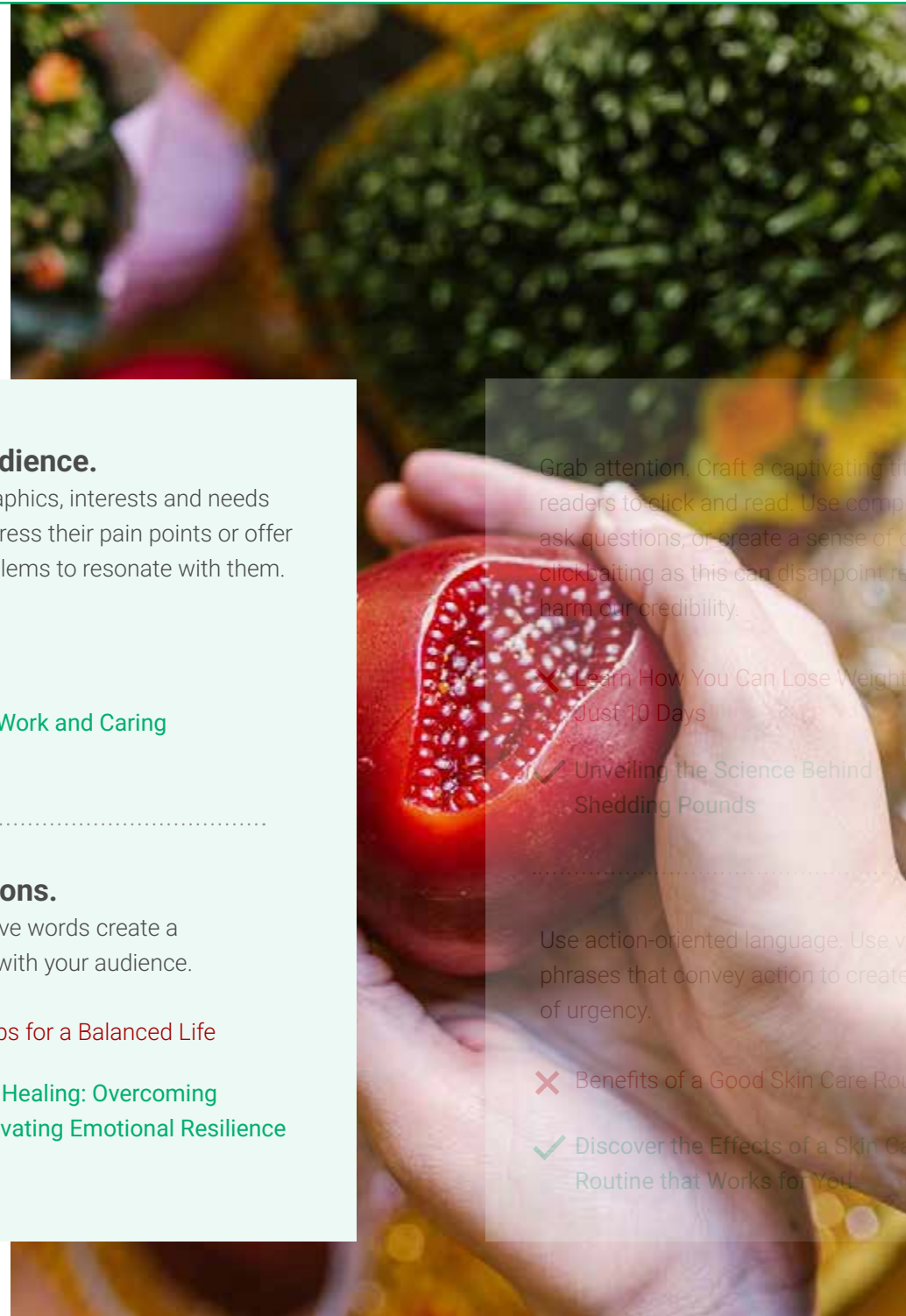
✗ Learn How You Can Lose Weight in Just 10 Days

✓ Unveiling the Science Behind Shedding Pounds

Use action-oriented language. Use verbs and phrases that convey action to create a sense of urgency.

✗ Benefits of a Good Skin Care Routine

✓ Discover the Effects of a Skin Care Routine that Works for You



Write a title

The goal is to accurately represent your content, engage readers and improve visibility.

Grab attention.

Craft a captivating title that entices readers to click and read. Use compelling language, ask questions, or create a sense of curiosity. Avoid clickbaiting as this can disappoint readers and harm our credibility.

✗ Learn How You Can Lose Weight in Just 10 Days

✓ Unveiling the Science Behind Shedding Pounds

Use action-oriented language.

Use verbs or phrases that convey action to create a sense of urgency.

✗ Benefits of a Good Skin Care Routine

✓ Discover the Effects of a Skin Care Routine that Works for You

Inspire readers to develop healthy behaviours.

Craft titles that motivate readers to take action.

✗ Why You Should Go for That Health Screening

✓ Prioritise Your Well-being with Regular Health Screenings

Balance SEO and readability.

When optimising your titles for search engines, incorporate keywords strategically. However, prioritise readability and user experience by avoiding excessive keyword stuffing.

✗ Ultimate Guide: Health Tips, Healthy Diet, Recipes, Nutrition, Weight Loss, Fitness, Wellness

✓ Healthy Eating 101: Nourish Your Body with Nutrient-rich Recipes

Test and analyse. Experiment with different formats and analyse their performance. Pay attention to metrics such as click-through rate, time spent on page, and social shares to see what titles resonate best.

✗ Control: Vitamin C and Its Impact on Immunity

✗ Variant: The Miracle of Vitamin C: Its Impact on Overall Health

✓ Control: Vitamin C and Its Impact on Immune Health

✓ Variant: The Immune-Boosting Power of Vitamin C and Its Vitamins

Write a title

The goal is to accurately represent your content, engage readers and improve visibility.

healthy behaviours.
readers to take action.

That Health Screening

g with
ngs

y. When optimising your
corporate keywords
ritise readability and
g excessive keyword

Tips, Healthy
Weight Loss,

urish Your
Recipes

Test and analyse.

Experiment with different title formats and analyse their performance. Pay attention to metrics such as click-through rates, time spent on page and social shares to determine what titles resonate best with your audience

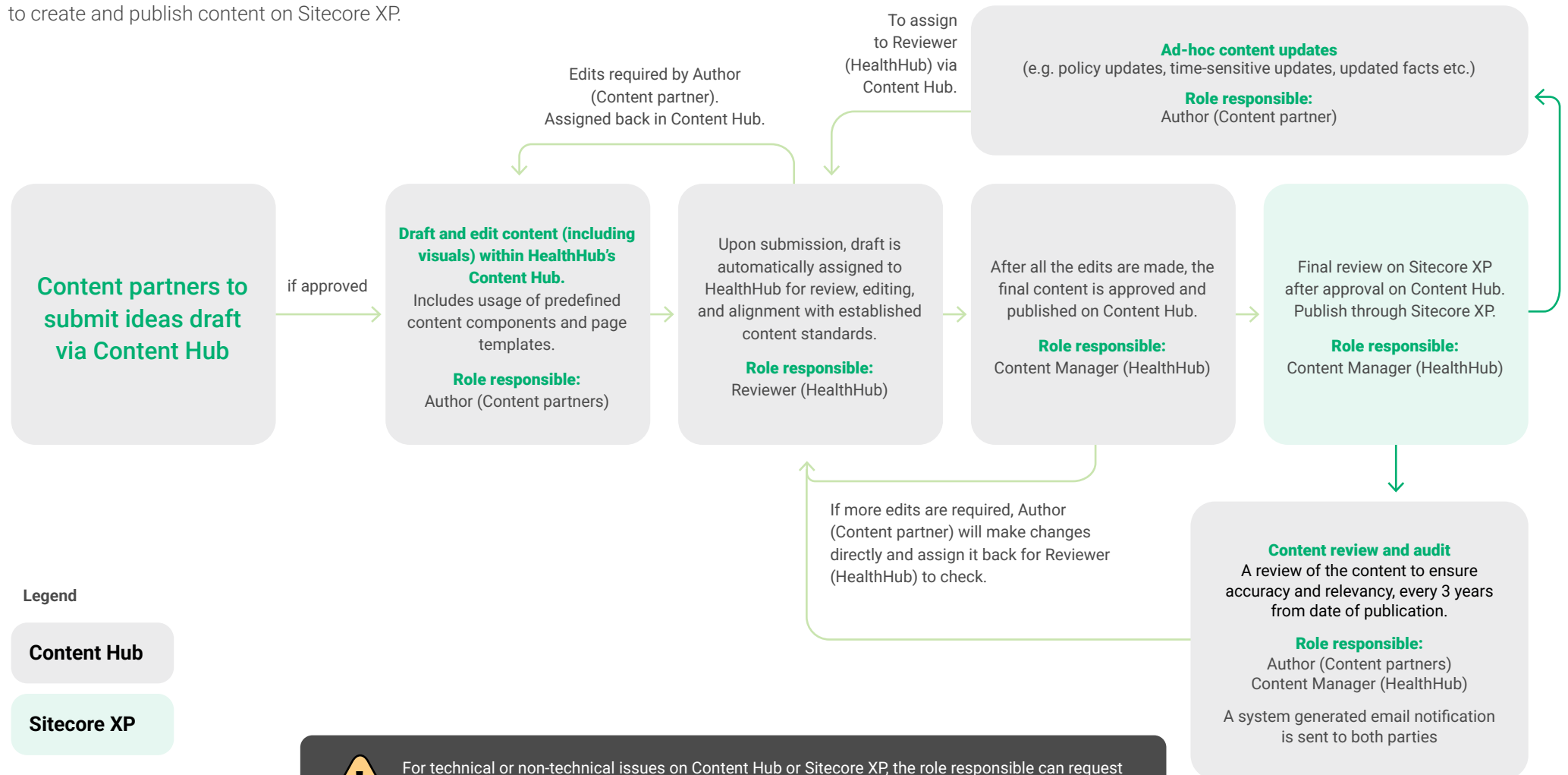
- ✗ Control: Vitamin C and How It Helps with Immunity
- ✗ Variant: The Miracle of Vitamin C: Discover Its Impact on Overall Well-being
- ✓ Control: Vitamin C and Its Role in Immune Health
- ✓ Variant: The Immune-boosting power of Vitamin C and Its Vital Role in Health



How to submit your content

Standard CMS Workflow

This workflow includes the process to be followed by all content contributors using the HealthHub CMS on Content Hub to create and publish content on Sitecore XP.



For technical or non-technical issues on Content Hub or Sitecore XP, the role responsible can request service desk assistance by sending an email to healthhub@wundermanthompson.com

4 SEO Best Practices



a. How to use your keywords



Ensure that your keywords appear naturally in the titles, headings and body copy where appropriate.



In the body copy of your article, try to frontload your strategic content creation efforts. What this means is that your first paragraph should already set context on the primary intent of your content, what it sets out to achieve, and perhaps even a glimpse of information.



Your article title and headings should have strong correlation to the selected keywords and have strong implied or contextual relationships with them.



Search engines crawl pages to gauge relevance and trustworthiness, so ensure that your selected keywords are adequately and naturally placed within the first two or three paragraphs.



Write title text and headings that read naturally, and effectively communicate the topic of the page's content, including keywords that you have selected.

Don't: Try keyword stuffing

Repeating the same words or phrases across the body text is not only unnatural to the reader, but also to search engines.

b. SEO content writing guidelines

It is critical that websites employ SEO best practices for search engines such as Google to rank a website higher for relevant search queries.

What is smart content?

It is content that works organically and is easily searchable and discoverable by your audiences. Here is how to create smart content:

- 1.
- 2.
- 3.
- 4.
- 5.



b. SEO content writing guidelines

It is critical that websites employ SEO best practices for search engines such as Google to rank a website higher for relevant search queries.

What is smart content?

It is content that works organically and is easily searchable and discoverable by your audiences. Here is how to create smart content:

- 1.
- 2.
- 3.
- 4.
- 5.

Establish the focus/target keywords for the article

Do: Select 2 or 3 core keywords from our list of recommended keywords (this can be found under each topic)

Identify the keywords in your content before writing, as this will help search engines understand its purpose and better match it to your audiences' needs. Ensure that your keyword appears naturally in the titles, headings and body copy where appropriate. Refer to our list of recommended keywords ([page 24](#)) and pick 2 or 3 keywords that are most relevant to your content.

b. SEO content writing guidelines

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- 2.
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- 4.
- 5.

Create meaningful, non-ambiguous meta tags

(page titles, meta description, rich snippets)

Ensure that text in your Page Title has strong correlation to broad topic keywords and strong implied or contextual relationship.

Choose title text that reads naturally and effectively communicates the content, and include keywords that you had selected in the first step. Ideally, the title should also include a related keyword to boost the listing of your article.

Accurately describe the page's content

Meta description is a short, relevant and specific description of the topic/contents included in your article. Search engines use the meta description to generate a 'rich snippet', which is the short text that describes your page content on search results. This gives your readers a quick overview of the contents of your article, therefore persuading them to click further and read it.

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- 2.
- 3.
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- 5.

Create meaningful, highly searchable anchor texts

What are anchor texts?

Anchor text (also known as link text) is the visible text of a hyperlink within your page. This text tells people and Google something about the page you are linking to.

Ensure a descriptive, concise and relevant anchor text

It provides context for the link and sets the expectation for your readers. Having good anchor text, allows both users and Googlebots to navigate and understand what the page you're linking to is about.

Good anchor texts contain highly searchable queries or intents

For example, "Read more on the [effects of alcohol](#)" is preferred to "Read more on the effects of alcohol [here](#)" as the former option links the phrase that reflects a search query, instead of a generic "here", which renders the anchor text almost useless.

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It is content that works organically and is easily searchable and discoverable by your audiences. Here is how to create smart content:

- 1.
- 2.
- 3.
- 4.
- 5.

Employ a healthy ratio of internal and external links within a page

As a rule of thumb, every page you create should contain several links that lead to other pages on your website, as well as external links that lead to other websites. This helps to boost your website's SEO by indicating to search engines the relevance and interconnectivity of your content.

Do: Cross-reference your own content

For best results, it is recommended to include 2 to 3 internal links within an article.

Tip: External linking to other websites is beneficial too

Linking out to external websites will help establish trustworthiness and credibility to your website. Only link out to good domain authority websites (e.g. .gov.sg websites or reputable and established domains). For best results, it is recommended to include 2 to 3 external links within an article.

Check the site's ranking globally and in Singapore on www.similarweb.com. The lower the number, the better the site is.

b. SEO content writing guidelines

It is critical that websites employ SEO best practices for search engines such as Google to rank a website higher for relevant search queries.

What is smart content?

It is content that works organically and is easily searchable and discoverable by your audiences. Here is how to create smart content:

- 1.
- 2.
- 3.
- 4.
- 5.

Frontload your strategic content creation efforts

Do: Summarise and highlight key learnings in the first two paragraphs

Think of Googlebot as impatient with a short attention span. While the search engines crawl your website, they do it in a left to right, top to bottom highlight motion.

Your first paragraph should set context on the primary intent of your content, what it sets out to achieve, and perhaps a glimpse of information in a nutshell. And because Google crawls links to gauge relevance and trustworthiness, ensure that your focus keywords and anchor texts for both internal and external linking are adequately and naturally placed within the first two or three paragraphs.

Tip: Use bullet points and short phrases

Long sentences are not favoured. They are also particularly unsuitable on a website. Short bulleted points that show a hierarchical, natural flow are preferred as they also improve the user experience at the same time.



c. Tools and software for smart content

There are many ways to understand the user's interest and content demands.

This section helps to understand what related content people are searching for. By understanding the interest, intent and mental models of our users, we are able to create more appropriate content to meet their needs. This also helps us fill the content gaps we may have.

Here are some tools that can help you plan for content:

Use paid SEO Intelligence Tools such as *SEMrush*, *Moz*, *Ahrefs*, or *DragonMetrics*

Subscribe to *Google Alerts* and stay in the know of all of the web's latest content

Use free tools such as *Google Keyword Planner*

Explore and compare topics on *Google Trends* to uncover past trends and forecasts, as well as past queries on related search finds

Check the *People Also Ask* section on *Google Search Engine Results Pages*

CLICK THUMBNAILS
TO ENLARGE

Here are some tools that can help you plan for content:

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5 Establishing Content Governance

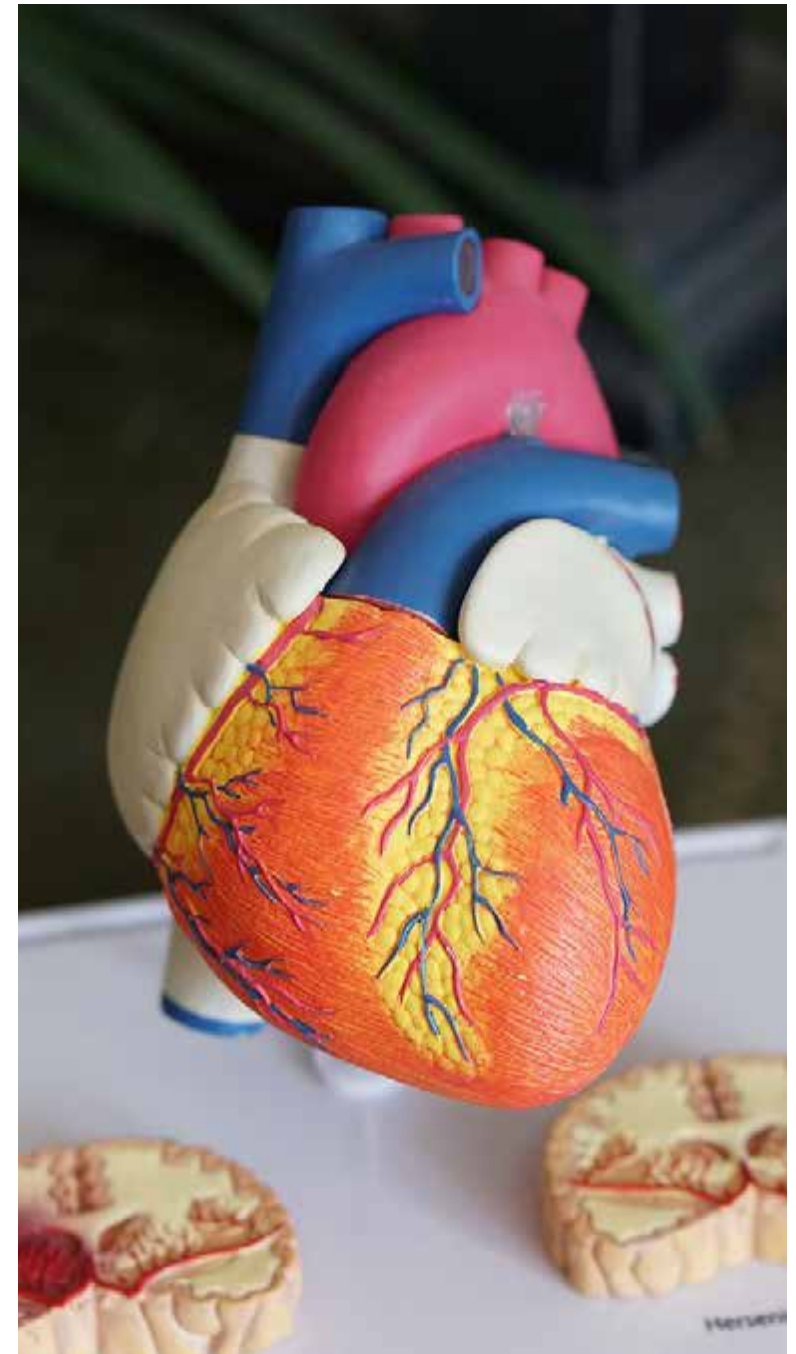


a. Content Governance Framework

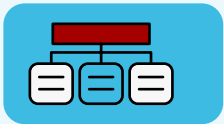
What is content governance?

Content governance is a series of guidelines and manual or automated quality control processes that ensure every piece of content you produce and publish is on-brand, accurate and of good quality.

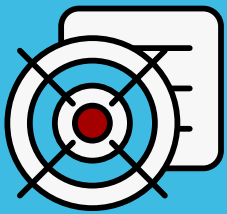
It can be in the form of a content playbook, guideline or a document sheet that details how to manage content from strategy to analytics, and the roles and responsibilities of everyone involved.



b. Roles and responsibilities



b. Roles and responsibilities



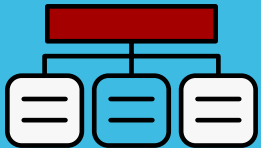
Content strategist

Develops the content strategy and ensures that it aligns with the organisation's goals and objectives. They also oversee the implementation of the content governance framework.

This role will be undertaken by the HealthHub team.



b. Roles and responsibilities



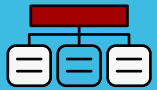
Content manager

Oversees the organisation and management of content, including the content workflow, content storage and content distribution. The content manager is responsible for the final check of a content page before it is published on Sitecore XP.

This role will be undertaken by the HealthHub team.



b. Roles and responsibilities



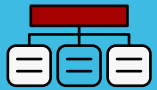
Author.....

Responsible for creating text and visual content within the Content Hub using a predetermined set of templates. The author will also be the final check for content completeness and accuracy before submitting it for publishing.

This role will be undertaken by content contributors who will be the owners of the content and responsible for its future maintenance.



b. Roles and responsibilities

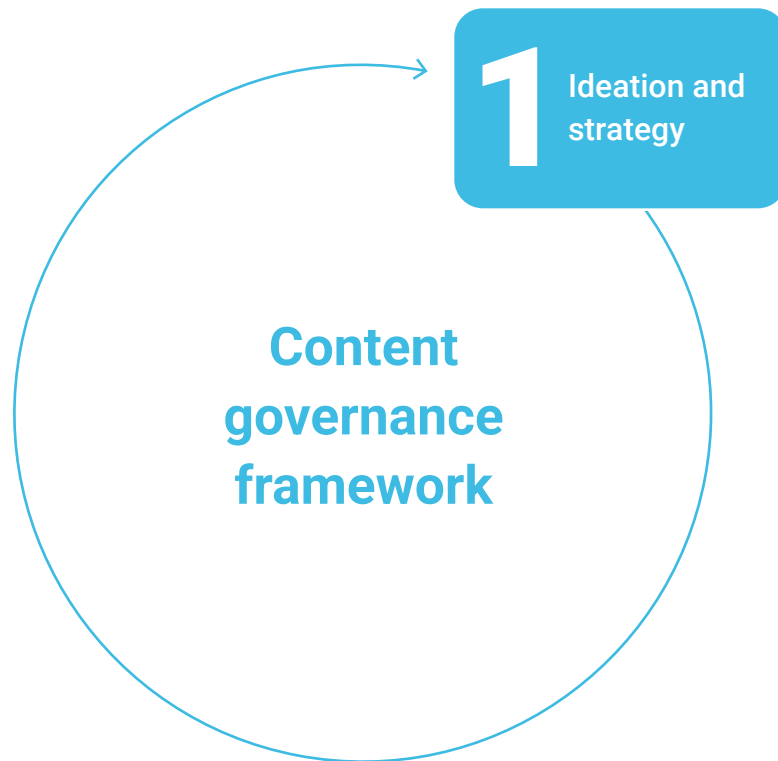


Reviewer.....

Reviews the content after it is submitted by the author to ensure that it is accurate, complete, and aligns with the established content standards and content strategy.

This role will be undertaken by the HealthHub team.

c. Content governance process



1 Ideation and strategy

Conceptualising content that aligns with the content playbook's established standards.

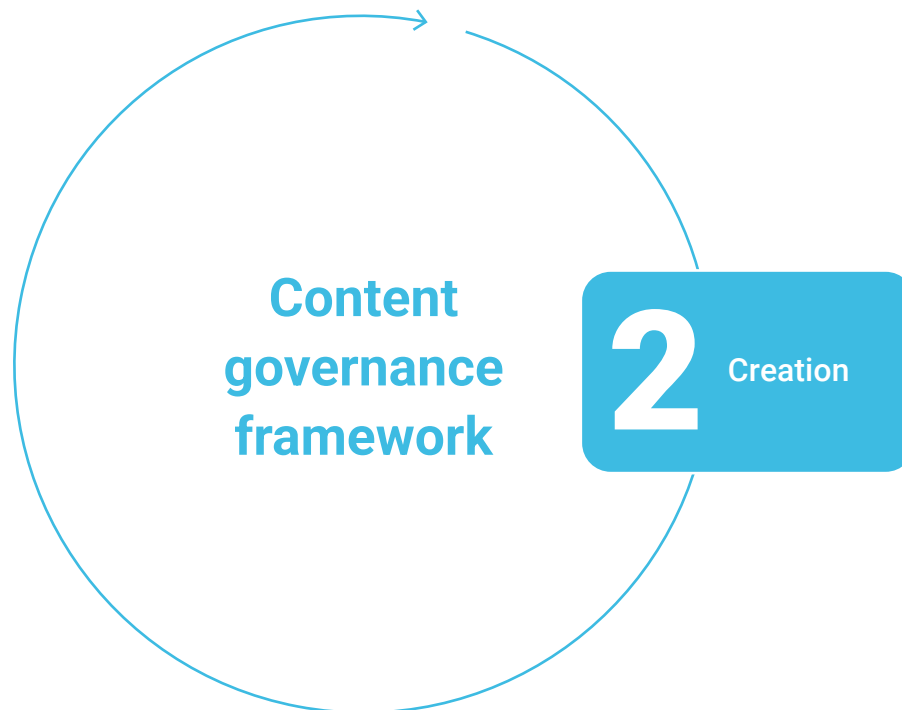
Role(s)

Content strategist (HealthHub)

Guidelines

HealthHub to work with content partners to align their content strategies with the content playbook, utilising the predetermined topics as a foundation for generating fresh and innovative content ideas.

c. Content governance process



2 Creation

Developing written and visual content, including researching, writing, editing and reviewing.

Role(s)

- Author (Content partners)
- Reviewer (HealthHub)

Guidelines

HealthHub to brief Content partners on content creation guidelines based on the content playbook and potential content topics for consideration.

c. Content governance process



3 Content management

Organising, storing and maintaining the content within the content management system.

Role(s)

Content manager (HealthHub)

Guidelines

HealthHub to maintain full control over managing of content and all media assets through Content Hub.

c. Content governance process



4 Publishing

Ensuring all content is formatted correctly, tagged appropriately, and optimised for search engines.

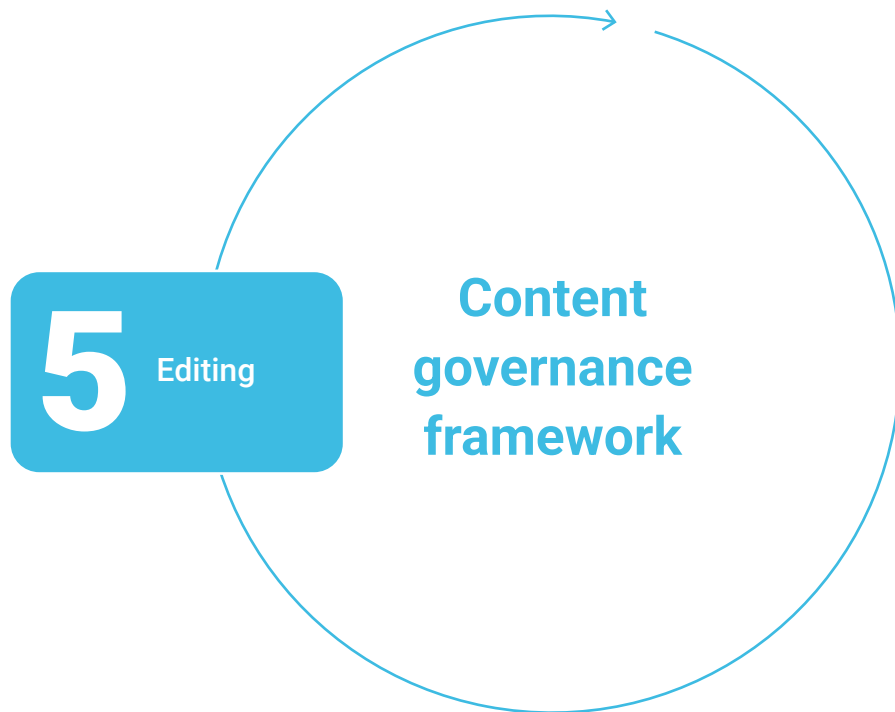
Role(s)

Content manager (HealthHub)

Guidelines

HealthHub to be the final gatekeeper of all content that goes live on the website.

c. Content governance process



5 Editing

Updating content to maintain relevance.

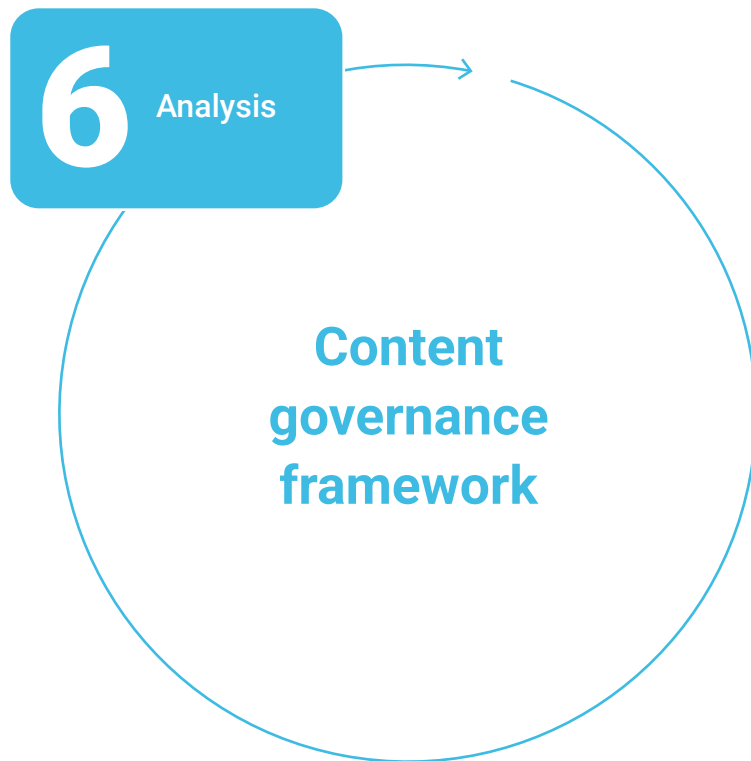
Role(s)

- Content manager (HealthHub)
- Reviewer (HealthHub)
- Author (Content partners)

Guidelines

HealthHub to work with relevant partners and agencies to update content on a predetermined schedule or ad-hoc as needed.

c. Content governance process



6 Analysis

Tracking and analysing content performance, and optimising the content based on data and analytics.

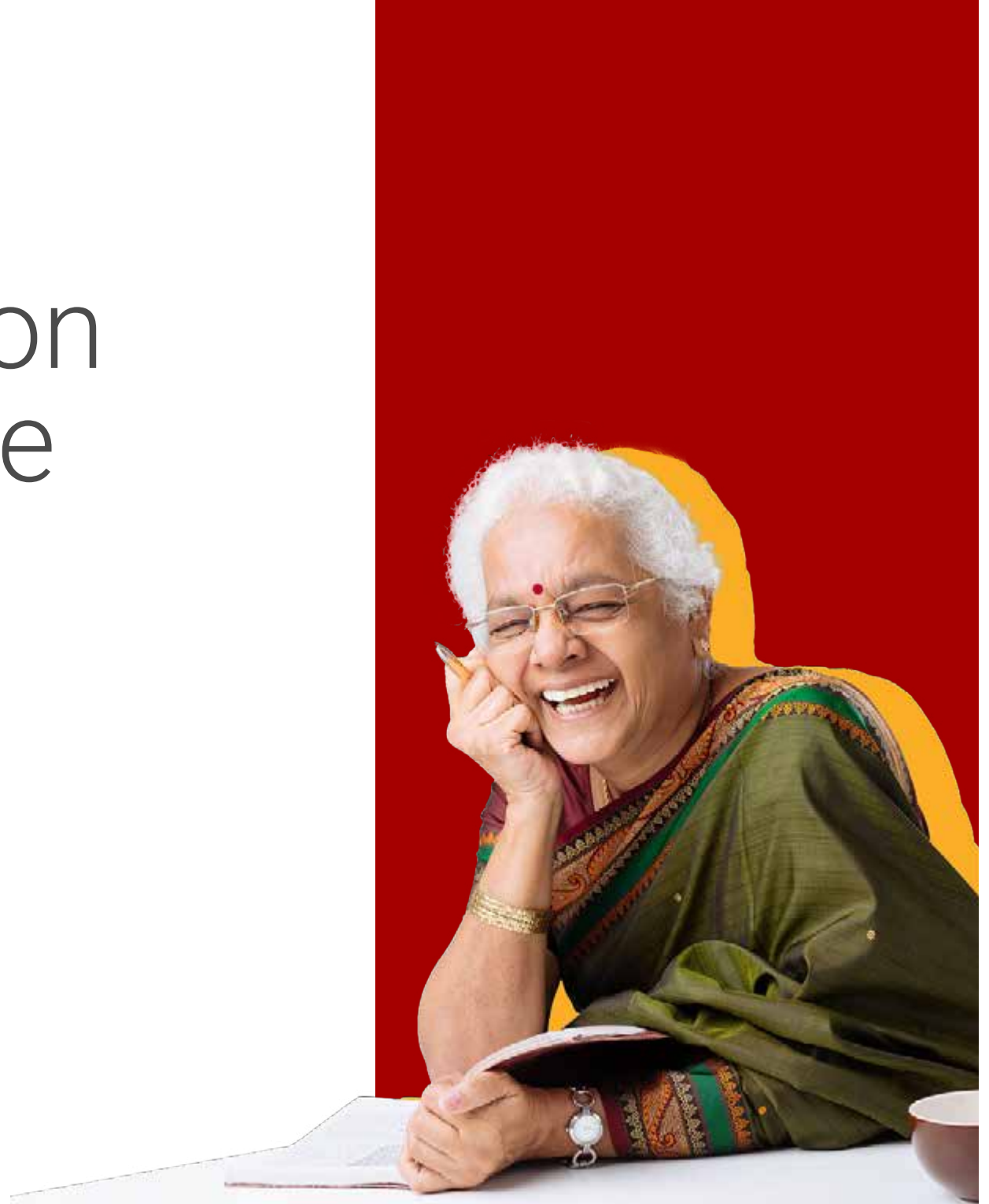
Role(s)

- Content manager (HealthHub)
- Reviewer (Content partners)

Guidelines

HealthHub to track content performance using Google Analytics or Sitecore Analytics.

6 Guidelines on Writing Style



Abbreviations

Abbreviations

Abbreviations are shortened forms of words. They are formed by leaving out letters from the ends of words.

Limit the use of abbreviations in text. But use them where space is limited, such as in tables. Explain them in notes below the tables if necessary.

Do not use full stops after abbreviations.

minute → min

kilogram → kg.

Spell out Latin abbreviations in text.

e.g. → for example

etc. → and so forth

i.e. → that is

v. → versus

Acronyms

Acronyms

Do not use full stops after acronyms or initialisms.

Acronyms are shortened terms formed with the initial letters of full terms. They are pronounced as words.

Acquired immunodeficiency syndrome (AIDS)

Initialisms are terms that comprise initial letters. They are pronounced as letters, not words.

- National Childhood Immunisation Programme (NCIP)
- Electrocardiogram (ECG)

If the full terms are less well known, use the acronyms or initialisms first, then write out the full terms in parentheses.

- CPR (cardiopulmonary resuscitation)
- CT (computed tomography) scan

Apostrophes

Apostrophes

For proper names that end with the letter “s”, add ’s to show possession.

Chris’s condition

For two or more nouns with individual possession, add ’s separately to show possession.

Singapore’s and Malaysia’s teams

For two or more nouns with joint possession, add ’s to the second noun to show possession.

Adam and Lisa’s children

Generally, don’t use apostrophes for plurals

dos and don’ts / 1970s / MBAs

But for single letters and single-digit numbers, use apostrophes for plurals.

mind your p’s and q’s / 0’s and 1’s

Use apostrophes for noun phrases about time. (Use an apostrophe even if you can replace the apostrophe with “of”.)

three months’ notice
[three months of notice]

But don’t use apostrophes for adjectival phrases of time.

eight months pregnant

Capitalisation

Do not use block capitals. They are difficult to read and you also sound like you are shouting.

Capitalisation

Use title case for headlines and subheadings.

Capitalise these words:

- the first word of the headline or subheading
 - the first word after a colon, dash, full stop or question mark
 - important words
 - words of four or more letters
- All You Need to Know About Childhood Immunisations
 - Get Smart: Debunking Drug Myths
 - Health Benefits of Fibre

Use lower case for generic medical terms unless they begin with proper names.

- dementia
- paracetamol
- caesarean section
- Alzheimer's disease

Colons

Use colons to introduce examples and details.

Colons

Start subtitles of headlines and titles with colons.

Diabetes Complications: The Road to Recovery After Amputation

Start the word following a colon with a lower-case letter, unless it is the first word of a full sentence or a proper name.

Wear sun-protective clothing and accessories: long pants, long-sleeved tops, sunglasses and wide-brimmed hats.

The first step in healthy weight loss: Use the energy calculator in the Healthy 365 app to calculate your daily energy requirement.

Commas

Commas

In a series of three or more items, do not use a comma before “and”, “or” or “nor”, unless it prevents ambiguity.

fat, salt and sugar

In a series of three or more items, if the last item combines two words or phrases with the word “and”, use a comma before the last item.

Find out how self-care, support groups, and supportive friends and family can help everyone affected by the disease.

Use a pair of commas to set off a phrase that is not essential to the sentence’s meaning.

A well-stocked first-aid kit, kept within easy reach, is a necessity in every home.

Contractions

Contractions

Use contractions such as “you’ll”, “you’re”, “what’s” and “there’s”.
These contractions make your content sound friendlier.

Do not use “should’ve”, “could’ve”, “would’ve” and “they’ve”.
These contractions are harder to read.

Date and Time

Date and Time

Use this date format.

20 January 2023

Spell out days and months in full. But abbreviate them where space is limited, such as in tables.

- Tuesday
- December

Use these time formats.

- 10am
- 10.30pm
- 12 noon
- 12 midnight

Use “to” for time and date ranges, not hyphens or dashes.

- The centre is open Monday to Friday, 9am to 5pm.
- from 1 to 30 April 2021
- from 2011 to 2021

Exclamation Marks and Full Stops

In general, use exclamation marks sparingly. If you need them for emphasis, use only one at the end of the sentence.

Exclamation Marks and Full Stops

Do not use full stops at the end of headlines, subheadings, captions and units of measurement.

Hyphens and Dashes

Follow the hyphenation rules in the Oxford Dictionary of English <www.oed.com>.

Use hyphens for compound words and adjectives (phrases with 2 or more words) that come before the nouns they modify. Do not use hyphens when the phrases come after the nouns.

- a girl who is 12 years old
- 12-year-old girl
- a method well known for
- a well-known method

Do not use hyphens for compound adjectives with adverbs ending with “-ly” that come before the nouns they modify.

adequately hydrated

Use a pair of en dashes to indicate a break in the flow of thought or a clear pause. Leave a space before and after the en dash.

According to some estimates, 90% of people with insomnia – a sleep disorder characterised by trouble falling and staying asleep – also have another health condition.

Use the minus symbol for a hyphen.

Italics

Use italics for titles of creative works, such as books, journals, films, television programmes and artworks, in text.

For non-English words and phrases that have been accepted into English, write these words without italics or accents.

- bona fide
- de rigueur

Check the Oxford Dictionary of English <www.oed.com> to see if you need to italicise a word of non-English origin.

For everyday Singaporean terms that are non-English in origin, write these words without italics.

- char kway teow
- mee goreng

Lists

Use bulleted lists to make your content easier to read. There are three types:

Lists with a lead-in line

Introduce a list with a lead-in line ending with a colon. Start each bulleted item with a lower-case letter. Do not use a full stop at the end.

Include a variety of protein-rich foods:

- eggs
- poultry
- seafood
- dairy products
- soy products
- nuts and seeds

Full sentence lists

Introduce a list with a subheading or a sentence, but each bulleted item stands on its own. Start each point with a capital letter and end with a full stop. The following example is a list of “dos” in a guide to infant medicines.

Dos:

- Check the medicine dosage.
- Dispose of any expired medicine.
- Keep the medicine locked away safely in a cabinet.
- Check if the medicine needs to be kept in the fridge.
- Keep your baby hydrated.

Numbered lists

Use a numbered list if you need to guide people through a step-by-step process. Start each point with a number and a capital letter, and end it with a full stop. You can introduce the list with a subheader or a sentence, but do not use a lead-in line.

Make your plate healthy and balanced in 3 steps.

1. Fill half your plate with fruit and veggies.
2. Fill a quarter with whole grains.
3. Fill a quarter with meat and other lean proteins.

Numbers

Basic numerals

Use numerals for 2 and above in text, headlines and subheadings.
Spell “zero” and “one”.

Spell out ordinal numbers up to “ninth” in words. For “10th” and higher, use numerals.

Write out very large numbers in words.

6 million people

Use commas in numbers with 4 or more digits.

1,235 / \$24,000

Numbers

Currency

Use the relevant currency symbol followed by numerals. Do not put a space between the currency symbol and the numerals.

\$1,400

For amounts less than \$1, write them as decimal values or cents in whole numbers

\$0.25 / 25 cents

Numbers

Measurements and Units

| Use the metric system

| Write measurements in the following format:

8km / 12kg / 37.5°C / 70ml

- Do not use full stops after units of measurement.
- Do not capitalise units of measurements.
- Do not add "s" for plural forms of units of measurement.
- Do not have a space between the number and the unit of measurement.

| Write fractions as words in text.

Baby blues occurs in two-thirds of women. / Fill a quarter of your plate with whole grains.

Numbers

Percentages

Use numerals followed by the percentage sign. Do not leave a space between the number and the percentage sign.

20%

If a precise amount is not needed, you can represent percentages in words.

About half the population / 1 in 10 children / three-quarters full

Numbers

Telephone Numbers

Space digits to help readers read telephone numbers.

Do not use hyphens.

6744 1809 / 1800 650 6060

Quotation Marks

Use double quotation marks to show direct speech.

"If left untreated, decay on the primary tooth can affect the developing permanent tooth," said School Dental Service senior deputy director Eu Oy Chu.

Use single quotation marks to enclose a quotation within a quotation.

"Her latest blood test results, according to her doctor, were 'pristine'. Better than mine!" her son Samuel Tan, 75, quips.

Use double quotation marks to draw attention to words.

A new report in May has highlighted the growing threat of drug-resistant "superbugs".

References

Provide a reference list at the end of your content, where necessary. Refer to the Reference Lists in the APA Formatting and Style Guide on this site: <[t.ly/YYBy](#)> for more templates and examples.

Below are commonly used reference types.

Book by two or more authors, print or online



**Last name, A. A. & Last name, A.A. (Year of publication). *Title of work:*
Capital letter also for subtitle. Publisher Name. URL/DOI (if available)**

Tan, T., Tan, K., Tan, H., & Tee, J. C. (2008). *The new art and science of pregnancy and childbirth: What you want to know from your obstetrician.* World Scientific.

References

Provide a reference list at the end of your content, where necessary. Refer to the Reference Lists in the APA Formatting and Style Guide on this site: <[t.ly/YYBy](#)> for more templates and examples.

Below are commonly used reference types.

Article by two or more authors in an electronic journal



Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. *Title of Periodical*, volume number (issue number), pages. URL/DOI (if available)

Saraei, F. H., Hatami, H., & Bagheri, F. (2016). Effectiveness of Stress Management on Glycemic Control and Change of Some of Mental Health Indicators (Depression, Anxiety, Stress, and Quality of Life) Among Patients with Type 2 Diabetes. *Mediterranean Journal of Social Science*, 7(4), 258–265. <http://www.mcser.org/journal/index.php/mjss/article/viewFile/9319/8999>

References

Provide a reference list at the end of your content, where necessary. Refer to the Reference Lists in the APA Formatting and Style Guide on this site: <[t.ly/YYBy](#)> for more templates and examples.

Below are commonly used reference types.

Article written by an organisation, online



Group name. (Year, Month Date). *Title of page*. Site name. Retrieved Month Date, Year, from URL

Mayo Clinic Staff. (2014, Feb 8). *Desk stretches: Video collection*. MayoClinic. Retrieved April 30, 2016, from <http://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/office-stretches/art-20046041?pg=2>

Spelling

Use UK spelling, not US spelling.

Check spellings and meanings in the Oxford Dictionary of English* if you are unsure.

Words ending in -ise

organise

Words ending in -yse

paralysed

Words ending in -re

fibre

Words ending in -our

flavour

Words ending in a vowel plus l Words spelled with double vowels

travelling | leukaemia paediatric oestrogen

Nouns ending with -ence

licence

Nouns ending with -ogue

dialogue

Lie/lay

To lie is to assume a horizontal position; to lay is to put something down gently. But the past tense of "lie" is "lay", while the past tense of "lay" is "laid".

Compliment/complement

Compliment your child on their good teeth-brushing habits.

These treatments are not to be used in isolation, but complement other non-drug measures such as music therapy and art therapy.

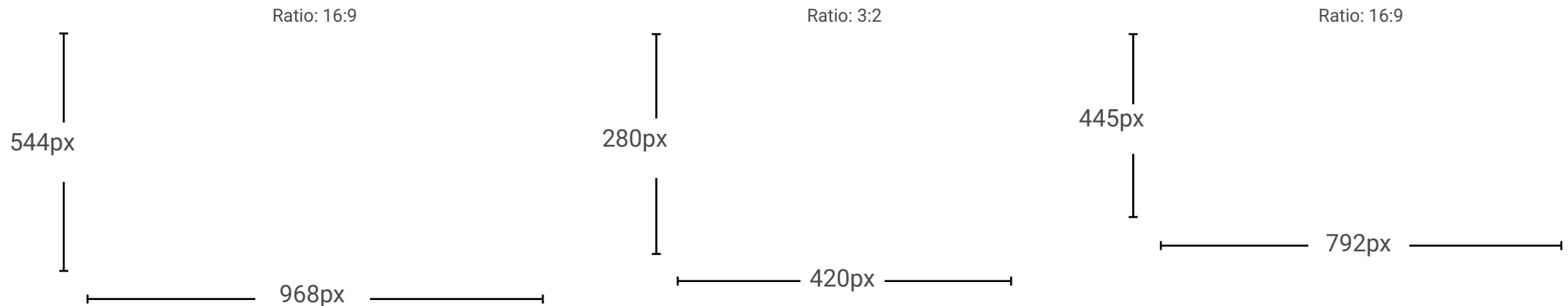
7 Guidelines on Photography, Infographics and Illustrations



a. Image specification guidelines

- At least 2 images
- 1 for the main article
- 1 for the carousel image (for Well-being & lifestyle section only)
- In JPG, GIF or PNG format

CLICK IMAGES BELOW TO VIEW PREVIEW



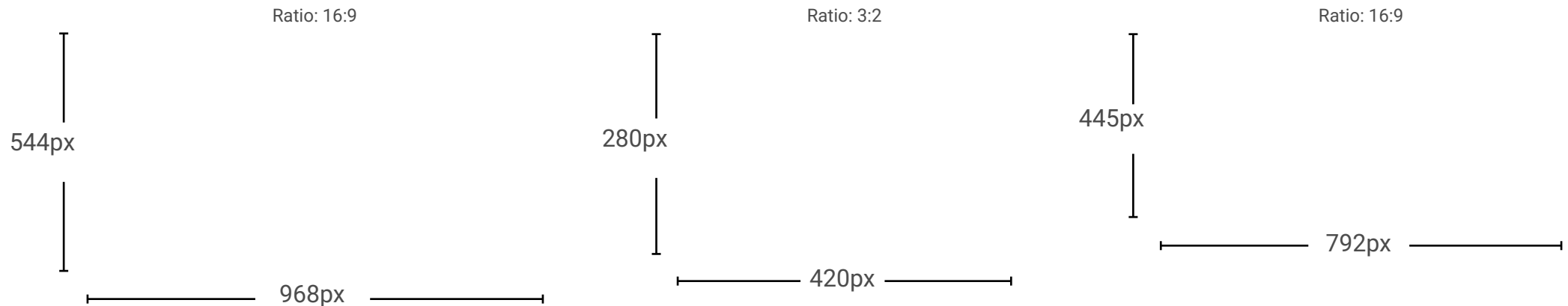
Article description for the carousel banner:

Title = 255 characters,
Descriptions = 160 characters before
it gets truncated

a. Image specification guidelines

- At least 2 x images:
- 1 for the main article
- 1 for the carousel image (for Well-being section only)
- In JPG, GIF or PNG format

CLICK IMAGES BELOW TO VIEW PREVIEW



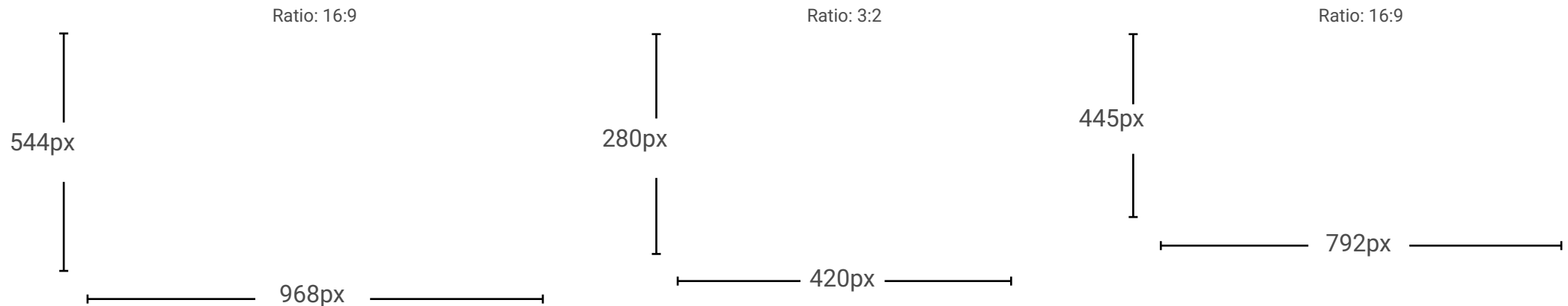
Article description for the carousel banner:

Title = 255 characters,
Descriptions = 160 characters before
it gets truncated

a. Image specification guidelines

- At least 2 x images:
- 1 for the main article
- 1 for the carousel image (for Well-being & lifestyle section only)
- In JPG, GIF or PNG format

CLICK IMAGES BELOW TO VIEW PREVIEW



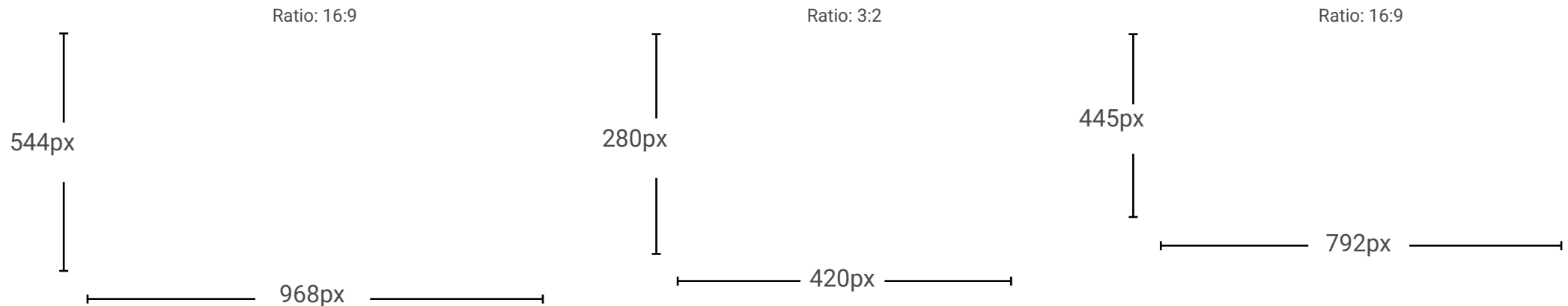
Article description for the carousel banner:

Title = 255 characters,
Descriptions = 160 characters before
it gets truncated

a. Image specification guidelines

- At least 2 x images:
- 1 for the main article
- 1 for the carousel image (for Well-being lifestyle section only)
- In JPG, GIF or PNG format

CLICK IMAGES BELOW TO VIEW PREVIEW



Article description for the carousel banner:

Title = 255 characters,
Descriptions = 160 characters before
it gets truncated

b. Choosing Imagery

i

Choose images that are relevant and supportive of the article's main topic or message.

ii

For health-related articles, **ensure any medical or health-related images used are accurate and factual.**

iii

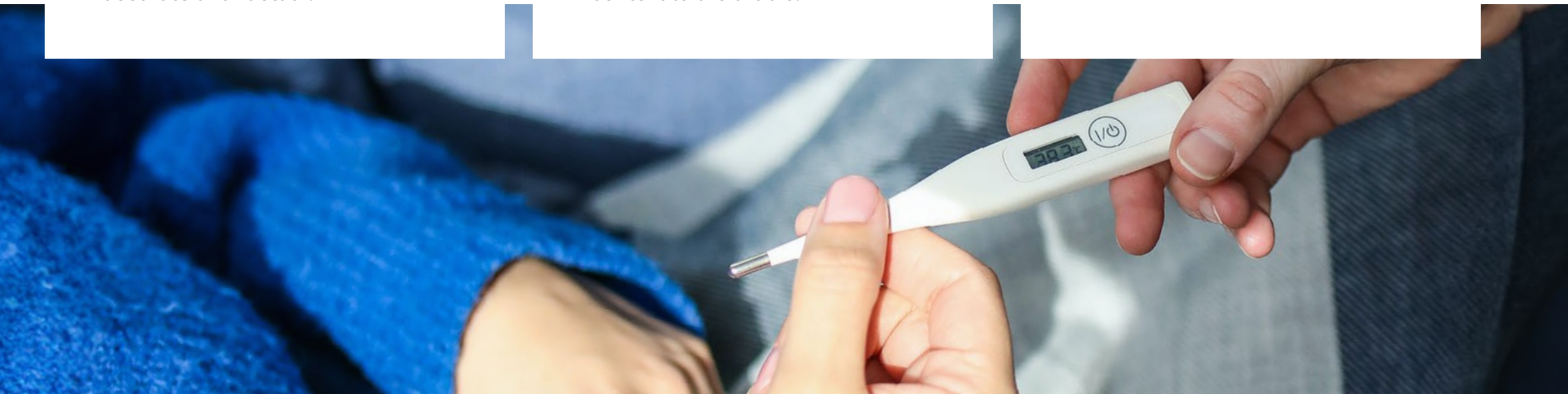
Aim for a balanced ratio of images to text in your articles, such as around 1 image for every 1000 words of text.

vi

Avoid using unrelated images or stock photos that do not provide any additional value or context to the article.

v

Lifestyle images are used for the main article and carousel images, and they can be more generic and visually pleasing. For inline article image(s), it can be more graphical and specific to the conditions.



b. Choosing Imagery

vi

Respect copyright laws and intellectual property rights by avoiding the use of logos or logomarks that may unintentionally appear in the background or on clothing.

vii

The image should complement the article and enhance the reader's understanding of the topic.

xi

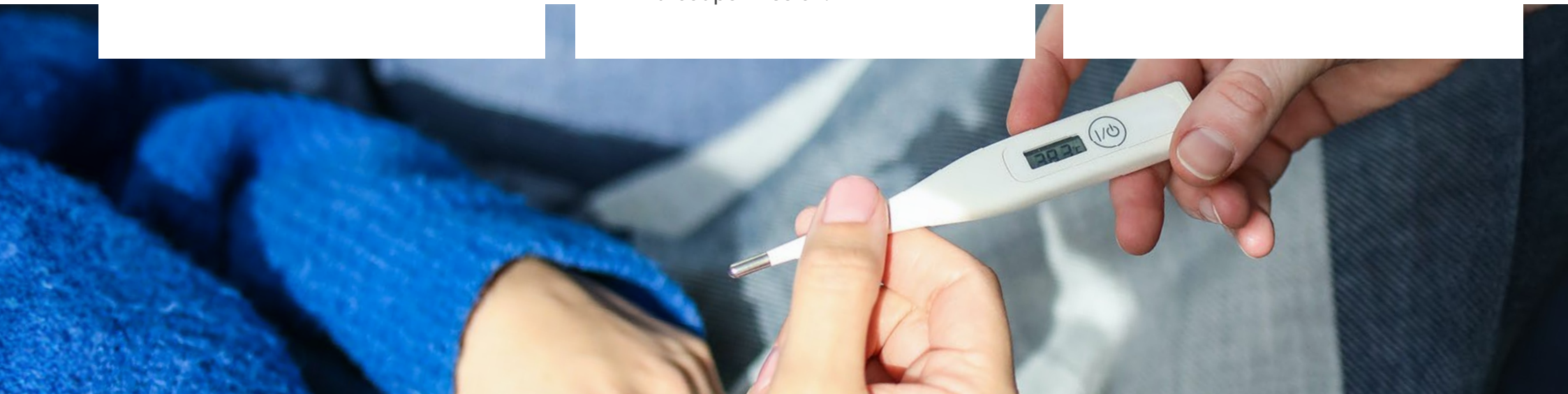
Avoid perpetuating stereotypes or stigmatising certain conditions or individuals through the use of inappropriate or offensive images.

xii

Don't violate any copyright laws or intellectual property rights by using someone else's images without permission.

x

Please ensure that all the images are royalty-free.



c. Photography Guidelines

✓ Do use photos with subjects that:



Are natural and relatable.



Are easily understandable.

✗ Don't use photos with subjects that:



Are overly staged or styled.



Look fake or too abstract-looking.

d. Illustration Guidelines

- ✓ Do utilise illustrations that incorporate flat colours, dark outlines, simple graphics and a singular focus on one subject matter.



- ✗ Please avoid using illustrations with complex graphics and multiple subject matters or any unreal 3d illustration style.



e. Infographic Guidelines

When using an Infographic template, consider the following best practices:

1.

Organise the information

Tell a story in a logical sequence or guide the readers' understanding from start to finish.

2.

Keep the design simple and uncluttered

Avoid overwhelming the audience with excessive information or graphics.

3.

Ensure that the text is easy to read

Use legible fonts and appropriate font sizes.

4.

Consider for SEO

Provide descriptive alt text to help search engines understand and index your images.

5.

Prepare for web accessibility

Provide descriptive alt text to ensure that users with visual impairments or those using assistive technologies can understand the infographic content.

Click on the thumbnails on the right to view specific guidelines.

Multiple-Data Infographic

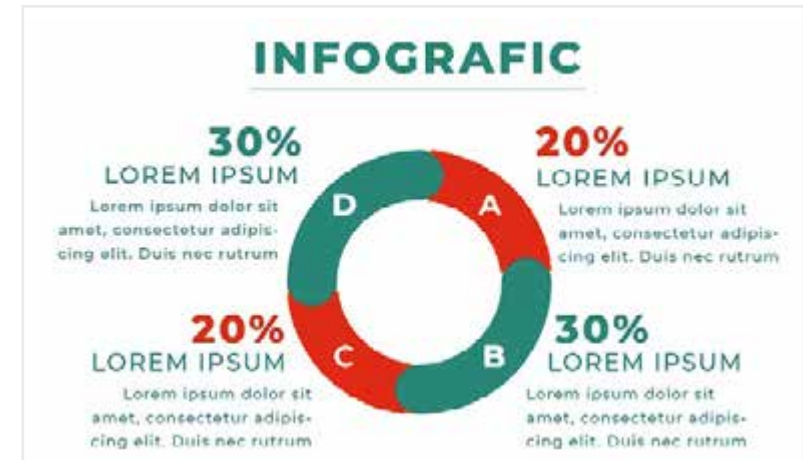
Single-Data Infographic

e. Infographic Guidelines

Multiple-Data Infographic

- Aim for a simple design when creating infographics with multiple elements.
- Use outlined icons and limit the colour palette to no more than four similar tones.
- Keep data points short and succinct.
- Use clear and readable fonts, if unsure, use sans-serif fonts with a bold weight.
- Ensure appropriate font size and sufficient colour contrast on a white or solid background.
- Ensure font sizes are legible:
 - Main article image = not recommended
 - Inline article image = minimum 8px size
 - Carousel image = minimum 8px size

Multiple-Data Infographic



Single-Data Infographic

e. Infographic Guidelines

Single-Data Infographic

- Use an illustration style to highlight prominent statistics or data points.
- Use this design approach for header graphics or when featuring key statistics.
- Keep data points short and succinct.
- Use clear and readable fonts, if unsure, use sans-serif fonts with a bold weight.
- Ensure sufficient colour and size contrast on a white or solid background.
- Ensure font sizes are legible:
 - Main article image = minimum 12px size
 - Inline article image = minimum 10px size
 - Carousel image = minimum 10px size
- Aim to use less than 30% of the image area for text

Multiple-Data Infographic

Single-Data Infographic



8 Design System



COMING SOON

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