Content Governance Guidelines

27 June 2007

Revision history

Revision	Date	Author	Changes
0.8	22 June 2007	Roy Sablosky	First complete draft
1.0	26 June 2007	Roy Sablosky	Final
1.1	27 June 2007	Roy Sablosky	Small tweaks, add t.o.c.
1.11	28 June 2007	Roy Sablosky	Swapped in new NavArts logotype

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Introduction

Managing content with the kajeet CMS

As kajeet.com grows and evolves, parts of it inevitably become outdated, trivial, inaccurate, misleading, or inappropriate. Of course we fix these embarrassing features as soon as we can. But until now, every word and every graphic has been hard-coded into the site by the web development team. This is of course inefficient, error-prone, and slow (and for the developers, boring). To improve this process we are implementing a content management system (CMS). The CMS is a software application, running on its own server, that gives us two key benefits. First, the people responsible for certain kinds of site content will be able to update it directly, by themselves. And second, we will be able to reuse bits of content that appear on more than one page (headers and footers for example), so we can edit them in one place instead of on hundreds of separate pages.

Any change made in the CMS is visible to other users of the CMS but invisible to customers, until an explicit decision is made to "activate" it. Only then does it appear on kajeet.com — either immediately, or according to some predefined schedule.

Obviously, changing our public-facing web site is a big deal. This is the kajeet customer experience we're talking about. So there have to be clear rules about who can change things, what kinds of things they can change, and who gets to say what actually goes live. We need a unified set of simple, sensible rules and processes that authors and managers can (and must!) follow when adding, updating, and removing content. This document describes those rules and processes. We hope it can also serve as an introduction to the larger topic of content management systems in general: what they are, what they are supposed to accomplish, and how people generally use them.

Before going on, we should define the word content. In this document, it refers to anything that can be presented on a web-page: words, images, animations, links, and so on. It does not include markup such as HTML, executable code such as JavaScript, or presentation details like fonts and colors. If you think about it, the overwhelming proportion of "content" is simply text. A reusable chunk of content is called a content object. Each content object is stored in the CMS and can be used on any number of pages in the web site, usually for some strictly-defined purpose. Practically speaking and from an author's point of view, a content object is usually a chunk of copy (**Use it for good**, for example) or a single graphic (an **Add to Cart** button, for example).

Scope of the first phase

Implementation of the CMS will be incremental. This, the first phase, will not involve the entire web site. Our new rules and processes will cover just four areas:

- The Home page
- Promotions
- Jobs
- Press releases

(For details, see Content types in this release, below.)

More content types will be added later. The plan is that, eventually, almost all the words and images throughout kajeet.com will be stored, edited, and managed in the CMS.

Standard roles in content management workflows

A CMS workflow involves at least one person, usually more. (If there are no people involved, it's not a workflow.) Each person has a specific role in the process. Those involved have to be identified in advance, and trained in their new roles, before anything is published out of the CMS.

The following definitions are general in character. They are meant to set the stage for the more specific descriptions in [Content types in this release](#), below.

Contributor

Contributors create, edit, and delete content. (They could be called *authors* or *editors*, but the Magnolia system calls them contributors.) A contributor has permission to log into the CMS, find an item that needs to be changed, and change it. Typically a contributor's editing permissions are restricted to a particular content area. When a contributor saves her changes, they become visible to other users of the CMS — but *not* the visitors to kajeet.com. That is a separate step, carried out by a different person.

Reviewer

As of this writing the kajeet system does not have reviewers, but the idea should be mentioned because we might use it in the future. Reviewers can look at a contributor's new contributions and say Yes or No. But they cannot edit the content directly, nor can they push it live or prevent its going live. They only get to register their opinion.

Content owner

A content owner is responsible for the information in specific content area. The role is similar to that of *section editor* at a newspaper or magazine. At **kajeet** there might be, for example, a content owner for News, another for About Us, another for the e-commerce flow, and so on. When a contributor changes something, the CMS automatically sends an email notice to the corresponding content owner, who can then accept or reject the change. Typically she also has contributor permissions, so she can revise the revision as well as approving it.

But a change approved by the content owner is still not "live." That step is up to the publishing manager.

Publishing Manager

By definition, there is exactly one Publishing Manager in the organization. He or she has final authority over what gets pushed out from the internal Magnolia server (the "authoring environment") to the public-facing server (where kajeet.com lives). *Only* the Publishing Manager is enfranchised to post content to kajeet.com.

By the way, the Magnolia environment refers to this step as *activation*. In Magnolia, *publish* only means "post to the CMS," not "make this public." To make something public — to make it show up on kajeet.com — is to *activate* it.

The activation process does not have to be formal. It could be something like, "Hey, Miranda, I added a news item, can you make it live?" — "Sure." — *Click*. But the division of labor should be strictly observed. "Can't I make my own pages public?" — no, because no single individual should have permission both to make changes to the site *and* to immediately publish those changes to the whole world. (Exception: there has to be a backup person for the rare cases when something needs to be changed quickly and the usual person is not available.)

Combined roles

In a small organization some of these roles can be merged. For example, two of the content owners might be the same person. Or, the content owner for News might also be the only contributor for News. And so on. On the other hand, it's best if the Publishing Manager has no other role in the workflow. He or she would then be able to make changes and immediately push them live, with no oversight. kajeet management will have to make the final determination on this.

CMS roles at kajeet

The preceding section described roles *typically* assigned to team members using a CMS. This chart summarizes the current consensus on which people will actually be in which roles, at least to start with.

	Contributor(s)	Content owner
Home	• Flash content for the Home page "hero" area is assembled by a designer and vetted by JoRoan before being submitted to the CMS. • Home page promotion blocks have the same contributors as Promotions (see below) but JoRoan as the content owner.	JoRoan
Promotions	Craig, Leslie, Alice , Nickie	Alice
Jobs	Craig, Kristoffer	Craig
Press releases	Craig, Leslie	Craig

It is legitimate for some people to have multiple roles, and for some slots to have multiple members. And given kajeet's size and culture, we need not give content owners explicit *approval* responsibilities. The CMS exists mostly to make publishing easier, as opposed to supplying ways to prevent it. The contributors are a team; they create and edit things together; and then the Publishing Manager approves them (or not). The approval process does not have to be any more elaborate than that, at least for now.

Furthermore, there is consensus that the rules expressed on the previous page concerning the role of Publishing Manager do not have to be followed precisely. JoRoan, for example, might have to be a contributor and the Publishing Manager at the same time. And we'll have to trust him.

Publishing Manager — day to day	Emergency backup
JoRoan	Kristoffer, Alice

Content types in this release

Introduction: about content types and workflows

A *workflow* is a set of rules and procedures governing how a given type of content gets created, edited, published, and retired. Workflows can be simple or intricate. As mentioned, ours are simple, at least in concept. Each content type has its unique details, but they share a simple outline:

1. a team of contributors adds, edits, or deletes some text and graphics
2. when all the contributors agree that this chunk of editing is done, they tell the Publishing Manager
3. the Publishing Manager looks at what's been done and activates it (or doesn't)

Here we describe the data structure for each content type — that is, what specific fields there are and what they are taken to mean. (These are the structures we are actually using, as opposed to how a CMS might work in general.)

It is helpful to notice that in Magnolia these items are called pages, and each field is called a paragraph. When you create a Job announcement, you are creating a page; and that page has paragraphs on it called Job Title, Job Description and so on.

The conceptual structure of each type of page dictates what the author's interface looks like. Details are described under Authoring interface for each of the four types.

For instructions on using the Magnolia CMS interface, see Authoring and managing content in the kajeet CMS, below.

Home page

Field definitions

Name	Data type	Comments
Hero	A single uploaded .swf file displays 3 rotating .swf files from the document repository	**Flash canvas is 720 x 282 pixels**
Pitch 1	Image + Link URL + Imagemap	• The 4 "pitches" on the Home page look like the "promos" elsewhere on the site, but the pitches are elements of the Home page itself; they are not pulled in from the Promotions library. • Each pitch uses a link or an imagemap, not both. The system is set up so that only if the link is blank will the imagemap be used. If a link is present, the imagemap (if any) will be ignored. • At this time all images in the CMS are uploaded (imported) into Magnolia. None are simply referenced with a URL.
Pitch 2	Image + Link URL + Imagemap	See above
Pitch 3	Image + Link URL + Imagemap	See above
Pitch 4	Image + Link URL + Imagemap	See above

Title	Plain text (<title> tag, edited in Page Properties)	Important note. Strictly speaking, all Magnolia pages have meta tags. The meta tags for the Home page are editable. Those for the News and Jobs pages are not; they are built into the template. As for Promos, they are not "real" pages, so the issue does not apply.
Description	Plain text (<meta name="description"> tag, edited in Page Properties)	
Keywords	Plain text (<meta name="keywords"> tag, edited in Page Properties)	

Authoring interface

There is only one Home page. It resides entirely in Magnolia. To change its content, find the Home page in the authoring environment, open it, and click the Edit button for the paragraph you want to change. (Details of these steps are described below, under Authoring and managing content in the kajeet CMS.)

Workflow considerations

These five graphic objects have to work together to communicate the kajeet message. If you change one of them, make sure it's still in sync with the others.

Promotions

Field definitions

Name	Data type	Comments
Image	Image	Pixel size is defined elsewhere
ALT text	Plain text	Required for accessibility
Link URL	Plain text	• **Absolute** (not relative) URL for the page the promotion is about • No imagemap (Home page promotions have imagemaps, but these don't)

How promotions are handled in Magnolia

In present context, "promotions" are small areas devoted to some kind of offer: a bundle, special, cross-sell, or what have you. They are mostly used in the right-hand column or at the bottom of the page. There is a small number of standard sizes, to make it easier for designers to swap them around the site. Each promo is essentially a flat image with a hyperlink attached — but the way they are implemented and managed is not quite that simple.

1. The promos are managed in Magnolia but not the pages on which the promos will be displayed are not. The technical solution to this requires that the promos be stored as images wrapped in links — that is, snippets of HTML like this: `<a href="link to here"><img src="use this picture" /></a>`

In the world of Magnolia such an object is called a page, as opposed to a paragraph. So our gallery of promos is stored as a collection of pages, not a folder of images. (There has to be a folder of images, too, but content authors don't interact with it directly.)

2. Promotions are organized by site-location. There is a list of all the kajeet.com pages that might carry promotions, and where promos can be placed on each page. (That list does not live inside Magnolia.) So our gallery of promo-snippets is also a list of all the available promo slots across kajeet.com. In the authoring environment that becomes a table like this:

Location in kajeet.com (page number + position letter, e.g. 4b)	Page name (optional)	Page URL in Magnolia (e.g. /sites/promos/4b.html)
1a	All phones	/sites/promos/1a.html
1b	All phones	/sites/promos/1b.html
2a	Services + rates	/sites/promos/2a.html
…	…	…

If possible, we will put together a more elegant way to choose the promotion you are going to edit. It would be a "gallery" displaying all the available promos. Schematically:

Location in kajeet.com (page number + position letter, e.g. 4b)	Page name (optional)	Promo snippet (click image to open)
1a	All phones	[Image]
1b	All phones	[Image]
2a	Services + rates	[Image]
… …		…

3. Either method gives authors access to the little promo "pages." You click a URL or an image to open the individual promo page. Once it is open, you can click **Edit** to change the image or URL that make up the promotion itself. Schematically, the editable promo looks like this:
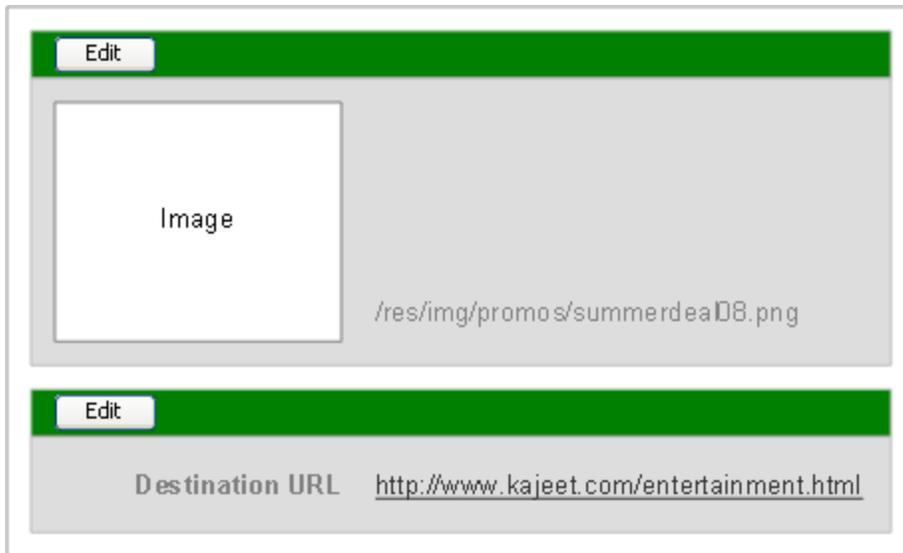
4. As of this writing it is **not** possible to preview a promotion **in place**. You cannot open a sample of the kajeet.com page where the promotion will be displayed, and see how it will look when the promotion is displayed there. This functionality will have to be developed later.

Jobs

Field definitions

Name	Data type	Comments
Job title	String. Needs to be the same as the title we use in the kajeet.com job form, so there has to be a way for the portal to know what the user has put in here	Displayed on the Jobs (list) page
Job overview	Plain text	Displayed on the Jobs (list) page
Job details	Styled text	
Job responsibilities	Plain text	
Job qualifications	Plain text	
Closing	Styled text	This is a boilerplate field, part of the template, not editable. It is for "kajeet is an equal opportunity employer" or things like that.

Authoring interface

Magnolia's "out of the box" interface would have these five fields on a page as separate "paragraphs." The author would have to open an editing panel for one, change something, Save, and then go to the next paragraph and do the same thing. We recommend a slightly customized interface that represents all the fields as five tabs in one dialog, instead of five dialogs. Clicking **Edit** or **New** gives the author a screen something like this (this is a schematic representation, not a visual design):

There is just one field per tab. (We need not illustrate the other tabs; their appearance derives strictly from the field definitions in the table above.) The arrangement is a little clumsy, but not nearly as clumsy as the built-in one.

The Jobs *listing* page aggregates all the Job objects content authors have created. The listing page cannot itself be edited.

Press releases and media coverage

Field definitions

Name	Data type	Comments
Article title	String (= page title)	Displayed on the Press releases (listing) page
Article abstract	Plain text	Displayed on the Press releases (listing) page
Article content	Styled text	
Release date	Date	Default: today
About kajeet	Styled text	Boilerplate field, part of the template, not editable
Media contact	Styled text	Boilerplate field, part of the template, not editable

Authoring interface

As with items in the Jobs category, we package all these fields as a set of tabs in a single dialog. However, we need only three tabs here, because the **About kajeet** and **Media contact** fields are stored as boilerplate. Since these items change so rarely, it is best if we consider them permanent from the authors' point of view. When they do need to be changed, someone with administrative privileges will make the adjustment. The three fields become three tabs, like this:

| Article title | Article abstract | Article content |

Article title [   ]
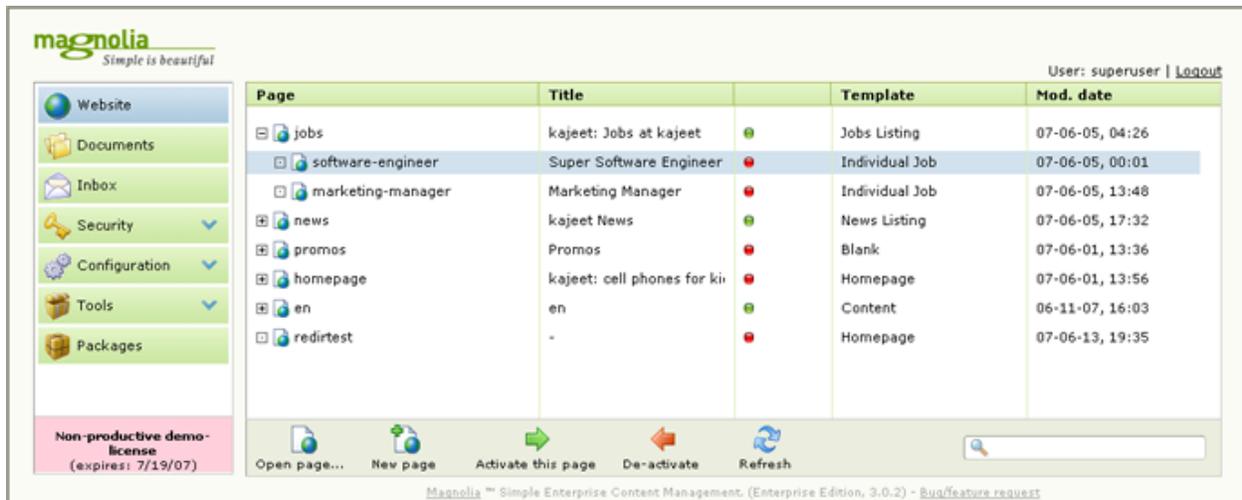
[Discard changes]   [Save changes]

There is just one field per tab. (We need not illustrate the other tabs; their appearance derives strictly from the field definitions in the table above.) The arrangement is a little clumsy, but not nearly as clumsy as the built-in one.

The Press Release *listing* page aggregates all the Press Release objects content authors have created. The listing page cannot itself be edited.

Authoring and managing content in the kajeet CMS

Getting into the Magnolia system

The Magnolia CMS is accessed entirely through your web browser. It is most reliable in Internet Explorer, but Mozilla-based browsers such as Firefox should work too. Your system administrator will give you the system's URL, and a username and password with which to log in. Once logged in, you will see an interface of the "site administration" variety:

If it is not already selected, click the **Website** tab in the left navigation bar. (Not the Documents tab.) You can now browse through the site hierarchy somewhat as you would in Windows Explorer. *However*, double-clicking does not work the way you would expect in Windows. Instead, [1] select the item and click the **Open page...** icon below the document tree, **or** [2] right-click the item and choose **Open page...** from the contextual menu. Once the page is open, the parts of it you are allowed to edit will be clearly indicated; see Text and graphics, below.

Managing pages

Adding a page

To add a page to the site tree, select the folder that the new page should be in, and click the **Add page...** icon at the bottom of the screen. The tree refreshes and you see your new page, which Magnolia has named **untitled**. To rename it, double-click the name and it will become editable. **Important:** this name will become **part of the URL** for this page. Therefore:

1. avoid caps, spaces, punctuation, and special characters
2. be aware of any URL guidelines applying to this page — for example, it might have to have the same URL that it had in the Beta site
3. once a page is referenced by a second page, you cannot rename the first page without breaking that link.

You should also give this page a Title, which is different from a Name. The Name determines (part of) this page's **URL**, while the Title determines 1. its **<title>** property (displayed in the browser window's title bar) and 2. the default header at the top of the main content area. You can set the Title either in the page tree, as you just did with the Name; or you can do it in the Properties dialog you'll find at the top-right of the page once you open it.

Finally, assign the page a template. Double-click the template name and it becomes a menu. The developers will try to make it obvious which one is correct.

After all this preparation you can right-click on the page and choose **Open page...** from the contextual menu.

Note that in most areas of the site you will not be able to add a page, either because you don't have permission, or because it doesn't make sense. There can't be two pages called "About kajeet," for example.

Deleting a page

Most of our authors will not be in a position to delete any pages. But what you do is to right-click the item (in the site tree, pictured above) and select **Delete page** from the contextual menu. An alert will warn that are about to delete a "node." *You are also about to delete all its "child" nodes.* As always, you should take such a warning seriously. And you can always *de-activate* a page, which is safer than deleting it.

Text and graphics

Getting to the form

To edit a chunk of text, or swap out a graphic, first locate the page in the site tree, and open it as described above. Above each of the blocks that you have permission to edit will be a set of control buttons. For example, the buttons for one of the promotions on the Home page would look something like this.
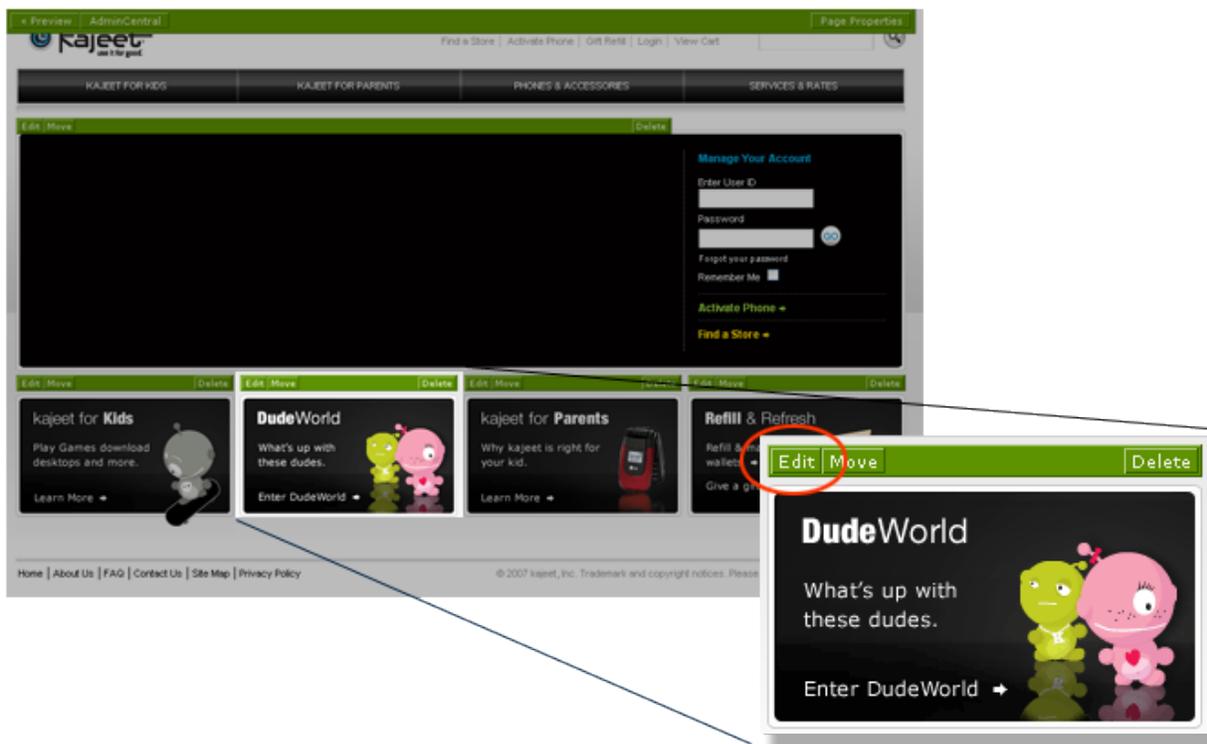
(You might not see the Move or Delete buttons. It depends on your permissions.)

To change what goes into that area, click the **Edit** button (circled in red above). A new window opens, containing the form where you actually get to make your changes. (In Magnolia you cannot make edits in a strictly "in place," WYSIWYG setting. It always happens in this kind of form.) When you are done making changes, click **Save**. The

editor window closes; the page that spawned it refreshes; and you should see your changes there. The button(s) in the green strip will look the same as before. To see the page without all the green bars, click the **Preview** button at the very top of the page.

Adding and deleting text objects

To add another item to an existing page, click the **New** button above the area you want to populate.

New

New content appears here
Width : 200 Pixel
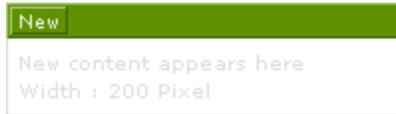
However, none of our workflows require this action as yet.

Editing text

It the item you are editing can only be plain, un-styled text, you will be typing into an ordinary text field. On the screen it's a rectangle, period. If styled text is allowed, the text entry area will have a toolbar at the top, like this:

This will let you make text bold, italic, bulleted, and so on. (The styling is added as HTML markup.) Most of the buttons here will have obvious meanings, but three deserve special attention.

- The **Paste as Plain Text** tool (a clipboard with a **T** on it) pastes the text in your Clipboard into the document after stripping out all the formatting, so that you're pasting only the characters and no styles.
- The **Paste from Word** tool (a clipboard with a **W** on it) is specifically for when you are pasting text that you copied *from Microsoft Word*. Instead of executing the paste immediately, the way the Paste Text tool does, this tool opens a dialog box. You paste your text into the text box in the dialog box, set a couple options, and click the **Save** button. The **Paste from Word** tool leaves most of your formatting intact. Its purpose is to strip out the crazy, impossible, proprietary code that Microsoft Word adds to everything and that it's very hard to get rid of otherwise.
- The Source too is at the right end of the toolbar, past the Undo and Redo buttons. This lets you see the HTML markup that the styling tools add to your text. It also lets you input your own markup directly, "by hand," if you enjoy that sort of thing. Use caution.

Graphics

It will not be possible in this first implementation ("Back to School") to add graphics to passages of text — such as job announcements — except "by hand," as described in the previous paragraph.

Approving

When an author or group of authors are done working on a page, it is saved in Magnolia, but it has not yet been transfered to kajeet.com so that all our customers can see it. Such a page is illustrated below. The amber dot means that the page has been modified from its public version; the working version has not been made public. In Magnolia, making a page public is called *activation*. To initiate this process, the author highlights the page and clicks the green **Activate this page** arrow.

This action does not activate the page immediately. Rather, it sends a notification to the Publishing Manager. In his or her Inbox, he or she will find the activation request listed as a "Workitem." The page can be previewed by clicking the **Show Content** button. To approve the request, the Publishing Manager simply clicks the green **Proceed** chevron. To reject it, he or she can click the red **Reject** button — but wait! Before you do that, add a comment so that the authors know the reason for the rejection. Click **Edit Workitem**, write something in the Comment field, and click **Save**.

This comment will then appear in the Comments column in the *authors*' Inbox so they can find out what happened.

Escalating

There is no workflow in our Magnolia implementation that allows disagreeing parties to appeal to a higher level of authority. Such an impasse requires a physical meeting with physical people. Remember: be nice. We're all in this together.

Appendix 1: best practices in web writing — a one-page style guide

Web users generally prefer writing that is concise, easy to scan, and objective (rather than promotional) in style.

– Jakob Nielsen

- **Know your audience.**
  Who will be reading, and why? Are you speaking their language (see U Speak kajeet?, below) and addressing their needs?
- **Keep it short.**
  No one enjoys reading from the screen. Some people dislike any kind of reading. For all readers, brevity is kindness.
- **Stay current.**
  Copy should reflect changing events at the earliest possible moment. Stale pages erode trust. (No one who notices that your "weekly status report" page is a month old will ever check on it again.)
- **Make it scannable.**
  Online users want to get a rough idea of what's on the page almost instantly, without having to, like, read all the words. To facilitate scanning:
  - lead with the gist ("inverted pyramid" style)
  - write meaningful headings, sub-heads, and captions — rather than clever ones
  - use bulleted or numbered lists
- **Get to the point.**
  Strike the thanks-for-visitings and have-a-nice-days. Answer your visitors' questions, and get out of the way.
- **Be straight.**
  Web surfers despise hype, marketing-speak, and shallow claims. They want (and deserve) the plain facts.
- **Focus.**
  Stay on topic (or sub-topic). A magazine article can wander the whole world of ideas without leaving 100% of its readers behind. A web page cannot. On each single page, write about a single circumscribed subject. To invoke related ideas, use links to other pages rather than copy-and-paste. **But...**
- **Don't overdo links.**
  Hyperlinks let people surf through infospace; they also make words stand out visually. Which can be useful, but you don't want every other word emphasized.
- **Use words, not design.**
  Don't be concerned with fonts or colors. Try to do the job with just words!

[The following guidelines were created by Craig Peters. They are appended here for convenience.]

Appendix 2: U Speak kajeet? — a quick-start guide to branding and copyright

Contents
1. The voice of kajeet: What is it?
2. kajeet-izing copy: Before and after examples
3. kajeet as a trademark: How to treat it
4. Beyond AP style: Some kajeet-specific style issues
5. CARU (Children's Advertising Review Unit): A primer

1. The voice of kajeet

Tone is the way we express the voice of our brand. The words we use and the way we organize and present those words is a crucial part of developing and establishing a consistent identity. The kajeet personality and sensibility directly affects how we are perceived by our customers: kids and their parents.

Conversational, not corporate Above all, the kajeet voice is a human voice. It is the sound of a person having a conversation with another person, not the sound of a company talking to a faceless group of "consumers."

Upbeat and optimistic We see the positive nature of things and we are optimistic about kids, technology and the future. We speak in energetic words. Our tone of voice comes across with energy and a smile. We're upbeat, fun and confident.

Natural and direct We use language that is clear and concise. We avoid buzzwords. (Efforts toward avoiding buzzwords should be redoubled in internal communications and in presentations to partners and vendors.) We use language to build a relationship as much as to communicate information. We are authentic, never contrived. We are never loud, just confident and perfectly audible.

Organic, not military While this will seldom arise in communications to the public, it's an important note for internal communications and for presentations to partners and vendors. For example, we do not "target campaigns at kid consumers with an arsenal of ads" – for starters, what parent wants their kid targeted?!

Family-oriented and smart:We respect the family structure. We recognize that kids are smart, so we engage in conversation with them directly as people, never as children. The same goes for parents. We never talk at people or down to people.

Not a kid, but kid-friendly Our writing (and our brand) should always be accessible to kids as well as to parents, but we should never try and assume the role or personality of a kid. We are who we are: a company of adults -- adults who understand kids and embrace kid spirit.

2. Before and after

Here are a few examples of copy, before and after the kajeet tone of voice has been applied.

Footer copy for e-mail messages, before:
This message contains information which may be confidential and privileged. It is for the exclusive use of the intended recipient(s). If you are not the intended recipient(s) please note that any form of distribution, copying or

use of this communication or the information in it is strictly prohibited and may be unlawful. If you have received this communication in error please return it to the sender and delete the email and destroy any copies of it.

Footer copy for e-mail messages, after:
Congratulations! Receiving this e-mail means you are corresponding with someone at kajeet, the pay-as-you-go phone service created just for kids. But wait, there's more! Not only are you in the know about what's right for kids and right for parents, you also get this bonus from our lawyers: "This e-mail is intended only for the person or entity to which it is addressed and may not be read, copied, transmitted or used by any other person or entity. If you are not the intended recipient, please contact the sender immediately and delete this e-mail. Thank you."

Configurator overview text, before:
Welcome to the kajeet Configurator
The tools to manage access, budget and more are at your fingertips. Customize kajeet to fit the unique needs of your family.

Configurator overview text, after:
[name]'s Configurator
Think of this as your kajeet dashboard. Even if you have trouble getting rid of that blinking "12:00" on your VCR or microwave, customizing kajeet for everyone in your family is a snap!

3. Important thing to remember when using the kajeet™ name

- The very first time kajeet™ appears on a page, it must include a ™ after kajeet. Any use after that on the same page, kajeet can appear without a ™. The ™ must always appear in superscript.
- kajeet will always be lowercase, even when it starts a sentence.
- If an exclamation mark follows kajeet as part of its first use, then the ™ goes in between kajeet and !. For example: "The mobile phone service that's made from a kid's point of view: kajeet™!"
- kajeet should never be used as a verb. Rather, it is a trademark used to denote the kajeet service or the company.
- kajeet should never be used as a possessive: don't use kajeet's
- do not say "a kajeet" to refer to the phone, as in: "get a kajeet!" Instead, say: "get a kajeet phone!"

Similarly, kajeet is seeking trademark protection for the marks listed below and they should be treated accordingly:
- use it for good™
- kRewards™

1-866-4kajeet Whenever the Customer Care number is referenced, present it with both kajeet and the numbers, like so: 1-866-kajeet (1-866-452-5338)

4. Some specific notes about style

For all copywriting, kajeet follows Associated Press style. When in doubt, consult the AP stylebook. Here are a few of the more common issues of which you should be aware, as well as some company-specific issues to keep in mind:

airtime – The preferred phrase is "adding usage credit to your account" and not "adding airtime to your account." Do not refer to "adding minutes to your account." It is also appropriate to write the copy so that we refer to "adding money to your kajeet wallet." See also: minutes
ampersands – Never use an ampersand. Instead, use a plus sign. So: "Phones + Rates" not "Phones & Rates."
auto-refill – Hyphenated, no capitals.
child – See the style note for "kid."

"consumers" – This word should never be used in communications to the general public. We have customers, not consumers.

ContactManager – One word, capital M. Do not pluralize: "ContactsManager" is not correct.

controls – See parental controls.

"cool" – It's very likely we will never use the word "cool." There are probably a lot of reasons for this, but here's the most compelling: as soon as you call yourself cool, you're not. That goes for a whole host of other superlative adjectives, too, like "awesome" and "amazing" and so on.

Customer Care – Refer to "Customer Care" and not "customer service." Always capitalize "Customer Care." The word "Customer" is not always necessary, depending on the situation. Note, too, that our Care reps tend to be "friendly" as in these copy examples:

> Our friendly Care representatives are experts at configurating phones and can set up your service to make sure calls to you always get through.

> For assistance setting up a weekly allowance for your son or daughter, contact lists, TimeManager or auto refills, call our friendly Customer Care folks at 1-866-4kajeet (1-866-452-5338).

e-commerce, e-mail, e-learning – Always use the hyphen.

FeatureManager – One word, capital M. Do not pluralize: "FeaturesManager" is not correct.

Good Stuff – This is our name for all goods and services provided by kajeet.

IMing – That's the style: IMing

Internet – Always capitalized.

kajeet – Always use a lower-case "k" – even at the beginning of a sentence. Never make the brand name possessive: "kajeet's" is not acceptable. See the branding note above for additional examples of how kajeet should and should not be used.

kajeet Configurator – From the Web site: "The kajeet Configurator is your sweet suite of tools to customize and configure your phone and service to meet the unique needs of you and your family." It's not necessary to use "kajeet" in front of "Configurator" after the first reference, so it's all right to say, "the Configurator." Also, the verb tense is fine: "You can configure your kajeet service."

kajeet Navigator – This is our name for the CMA (content management application). It's not necessary to use "kajeet" in front of "Navigator" after the first reference, so it's all right to say, "the Navigator."

kid – kajeet is all about kids, but "kid" is a word that we want to be careful using. When copy is speaking to a parent, use "your son or daughter" if it's not awkward. "Your child" should be avoided entirely, as it sounds too kiddie. "Your kid" has a twinge of disrespect to it, depending on the situation, so be sensitive to this issue. However, talking about "kids and cell phones" is fine, as we're talking about the age group in aggregate. It's the difference between talking to someone and saying, "hey, look at those kids over there" vs. talking to a 13-year-old and saying, "Hey, kid!"

kRewards – Lower-case "k" and a capital "R" like so: kRewards.

lists – The serial comma is not used ("this, that and the other thing" is correct, while "this, that, and the other thing" is not – note the comma or lack thereof after "that").

minutes – Because money in the kajeet wallet can be used for talking, texting, downloading games and more, never talk of "adding minutes" to the phone. Instead, refer to "adding airtime" or, better yet, "adding money to your kajeet wallet."

MVNOs – No apostrophe when used as a plural.

online – One word, no hyphen

parental controls – We should never refer to "parental controls." Ever. We have a suite of tools that enable you and your son or daughter to decide together when the phone can and can't be used. We have the kajeet Configurator. Remember that the kajeet service is not designed to control: It's designed to grow with you as your son or daughter experiences greater freedom and accepts new responsibilities.

pay as you go – This, and not "prepaid," is the preferred way of describing kajeet. Be wary of the hyphens. This phrase is not hyphenated when one says, " 'pay as you go' means freedom." It is hyphenated, though, when the phrase is used as an adjective: ". . . delivering a pay-as-you-go phone service with kids in mind."

prepaid – No hyphen, but avoid using this; instead, use "pay as you go."

prepay – Never use "prepay." If the situation calls for it, refer to kajeet as a "prepaid service" (note the lack of hyphen in "prepaid") not a "prepay service" . . . better yet, call it a "pay-as-you-go service."

punctuation – See entries for ampersands, e-commerce, lists, pay as you go, quotation marks and words as words.

quotation marks – Avoid the inappropriate use of quotation marks. Writing that kids and parents negotiate in a "win-win" way implies, through the use of quotation marks in that case, that someone really isn't winning. "Air quotes" in writing should never be used.

ringtone – One word.

Sprint – Note that per the Sprint branding guidelines, when Sprint is referenced in copy to talk about "network and coverage advantages in your wireless voice offerings," the following copy is approved:

Under arrangement with Sprint, kajeet customers have access to service anywhere on the Nationwide Sprint PCS Network, reaching more than 250 million people.*

> The asterisk (*) reference after the copy must be used, and the following approved copy must also be used:
> *Although Sprint provides kajeet subscribers access to its wireless network and to its wireless services, kajeet is responsible to the kajeet subscribers for the service. Please call kajeet with any questions or comments about services.

targeting – We should avoid the word specifically, and avoid military marketing jargon ("targeting" and "campaigns" and such) generally. We are striving to build conversational relationships with our customers (never "consumers"), so use language that's organic rather than military: "communicating with kids" as opposed to "targeting kids." This is a rule that should be particularly observed in PowerPoint presentations.

texting – Always use "texting" and not "text messaging."

TimeManager – One word, capital M.

top up – Do not use the phrase "top up" as a reference for adding money to the phone. Use "refill."

URL – typically, write "kajeet.com" and not "www.kajeet.com" and, if at all possible in the layout, enable the URL text to be blue and underlined for the added visual cue of a Web link.

usage credit – See entry for airtime

use it for good. – Always all lower-case letters and always with a period after "good."

username – One word

Web site – Two words, capital "W."

Words as words – When using words as words, use quotation marks. For example: "Pay as you go" means the freedom to manage your budget as you want.

5. A primer on CARU: The Children's Advertising Review Unit

CARU has developed a comprehensive set of guidelines embodying the basic principles relating to advertising directed to children less than 12 years of age. It's crucial to keep these guidelines in mind when writing copy for any materials that are directed to kids.

The guidelines address:
- Product presentation and claims
- Placing sales pressure on children
- Disclosures and disclaimers
- Use of comparative claims
- Endorsement by program or editorial characters

Much of the material below isn't directly related to copywriting per se, but it nonetheless provides a crucial understanding of the context within which copy directed to kids needs to be written.

Sales Pressure
- Advertising should not urge children to ask parents or others to buy products.
- An ad should not create a sense of urgency (for example, by using words like "now" or "only").
- An ad should not imply that possession of a product will result in the child being more accepted by his peers.
- Advertisements should not imply that purchase or use of a product will confer upon the user the prestige, skills or other special qualities of characters appearing in advertising.
- Advertisements should not minimize the price of goods and services with words such as, "only," "just," or "bargain price" that children do not understand to be exaggeration or "puffing."

Product Substantiation
- Advertisers should have adequate substantiation for objective advertising claims, as those claims are reasonably interpreted by the children to whom they are directed. (Note: We have seen this repeatedly with superlative claims like "cheapest" and "first.")
- Comparative claims should be presented in ways that children will clearly understand, and they should be based on real product advantages.
- If objective claims are made in ads directed to children, the advertiser must be able to prove those claims.
- An advertiser must be able to substantiate all reasonable interpretations of its claims, not just the message it intended to convey.
- Ads should not mislead children about how a product will perform.

Product Presentations and Claims
To avoid inappropriate advertising to children involving product presentations and claims:
- Ads must not mislead children about a product's performance characteristics (for example: speed, size, durability or method of operation).
- Ads must not mislead children about benefits from use of a product (for example: acquisition of strength, popularity, status, growth or intelligence).
- Animation and computer-generated imagery should not create unattainable performance expectations or exploit the younger child's difficulty in distinguishing between the real and the fanciful.
- The use of a product should be shown in a way that can be duplicated by a child.
- The advertisement should not mislead children about what is included in the initial purchase.
- Advertising that compares the advertised product to another product should be based on real product attributes and be understandable to the child audience.

Material Disclosures and Disclaimers
- Disclosures and disclaimers should be made in language that is understandable by a child audience. They should be legible and prominent.
- When possible, both audio and video disclosures are encouraged.
- What is included in (or excluded from) the initial purchase should be clearly stated.
- Information about products that must be purchased separately should be clearly disclosed. These disclosures should be conspicuous in the advertising media used. For example: Online, advertisers should make disclosures clear and proximate to, and in the same format (i.e., audio or graphic) as, the claims to which they are related. In television, advertisers should use audio disclosures, unless disclosures in other formats are likely to be seen and understood by the intended audience.
- If television advertising to children involves the use of a toll-free telephone number, it must be clearly stated, in both audio and video disclosures, that the child must get an adult's permission to call. In print or online advertising, this disclosure must be clearly and prominently displayed.
- Advertisers that create or sponsor an area in cyberspace, either through an online service or a Web site, must prominently identify the name of the sponsoring company and/or brand in that area. This could be done by using wording such as "Sponsored by _____."

Blurring of Advertising and Editorial/Program Content
Extra care must be taken when products are endorsed or promoted by program or editorial characters.
- Program personalities (either live or animated) should not be used to sell products, premiums or services immediately before, during or after programs that are primarily directed to children, if the endorsing character appears in that program.
- Products derived from or associated with program content should not be advertised immediately before, during or after that program.
- In media other than television, a personality associated with the content of the media should not be used to sell services in close proximity to the content, unless the advertiser makes it clear, in a manner that will be easily understood by the intended audience, that it is an advertisement.

- On Web sites directed to children: If an advertiser integrates an advertisement into the content of a game or activity, the advertiser should make clear, in a manner that will be easily understood by the intended audience, that it is an advertisement.

Online Sales
- Advertisers who sell products and services to children online should clearly indicate to the children when they are being targeted for a sale.
- If an advertiser offers the opportunity to purchase any product or service, either through the use of a "click here to order" button or other on-screen means, the ordering instructions must clearly and prominently state that a child must have a parent's permission to order. (Note that kajeet has addressed this issue via the Configurator.)
- Online advertisers must make reasonable efforts, in light of all available technologies, to provide the person responsible for paying for such products and services the means to exercise control over the transaction.
- If no reasonable means is provided to avoid unauthorized purchases by children online, the advertiser should enable the person responsible for payment to cancel the order and receive full credit without incurring any charges.

Unsafe and Inappropriate Advertising to Children
- Products should be shown used in safe ways, in safe environments and safe situations.
- Advertisers should be aware that many childhood injuries occur from the misuse of common household products and should avoid demonstrations that may encourage inappropriate use of such products by children.

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