



[www.onthinktanks.org](http://www.onthinktanks.org)

## UNIT 6 LINKS

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**Those six little rules, The Economist, 2013**

<https://www.economist.com/blogs/prospero/2013/07/george-orwell-writing>

**Guardian and Observer Style Guide, The Guardian, 2015**

<https://www.theguardian.com/guardian-observer-style-guide-a>

**How to write actionable recommendations, Action to Research, 2013**

<http://www.researchtoaction.org/2013/07/how-to-write-actionable-policy-recommendations/>

**The famous house style guide, The Writer, 2017**

<http://www.thewriter.com/what-we-think/style-guide/>

**Associated Press style book, 2017**

<https://www.apstylebook.com>

**Style guide: how to write one, On Think Tanks, 2016**

<https://onthinktanks.org/resources/style-guide-how-to-write-one/>

**Improving the quality of a think tank's publications: lessons from CIPPEC, On Think Tanks, 2012**

<https://onthinktanks.org/articles/improving-the-quality-of-a-think-tanks-publications-lessons-from-cippecc/>

**A great video on active and passive voice**

<https://www.youtube.com/watch?v=FHPQpgkNJb0>

**Fontify: a platform to create web-based style guides**

<https://fontify.com/styleguide>

**Snowfall, The New York Times, 2012**

<http://www.nytimes.com/projects/2012/snow-fall/#/?part=tunnel-creek>

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**Finding home: how the Century Foundation took its first small step beyond the PDF, Wonkcomms, 2014**

<https://wonkcomms.net/2014/03/24/how-the-century-foundation-took-its-first-small-step-beyond-the-pdf/>

**The digital think tank, Medium, 2015**

<https://medium.com/thoughts-on-media/the-digital-think-tank-9d6dcc8de5ca>

**A permanent revolution in think tank communications, On Think Tanks, 2017**

<https://onthinktanks.org/articles/a-permanent-revolution-in-think-tank-communications/>

**Five ways to be successful in long-form: examples to inspire think tanks and research organisations, On Think Tanks, 2016**

<https://onthinktanks.org/articles/five-ways-to-be-successful-in-long-form-examples-to-inspire-think-tanks-and-research-organisations/>

**Long-form: choosing a digital platform for policy organisations, On Think Tanks, 2016**

<https://onthinktanks.org/articles/long-form-choosing-a-digital-platform-for-policy-organisations/>

**Long-form metrics: what to measure and how to measure it, Wongcomms, 2016**

<https://wonkcomms.net/2016/04/07/long-form-metrics-what-to-measure-and-how-to-measure-it/>

**Scroll Depth: a plugin to measure how far users are scrolling**

<http://scrolldepth.parsnip.io/>