

# CAMRA Learn & Discover Content Guidelines

For volunteers



Campaign  
for  
Real Ale

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## CAMRA's commitment to learning

In 2018 CAMRA's revitalisation process resulted in a groundbreaking amendment to our Articles of Association:

- Article 2 d) to play a leading role in the provision of information, education and training to all those with an interest in beer, cider and perry of any type

### **Learning & Discovery programme: CAMRA Membership and engagement = lifelong learning**

CAMRA has set to work implementing this commitment in our publications, festivals Discovery Zone tastings programme, via the Learn & Discover pages of our website, our podcast and reshaping our concept of what it means to be a member.

We have developed the concept of a CAMRA membership syllabus. Members and the general public can gain knowledge and experience with CAMRA through a mixture of formal or informal learning and by doing so develop one or more of our 7 membership attributes.

**Member attributes:** These attributes underpin our Learning & Discovery programme and should be the foundation upon which any content is developed.

**1 - A understanding:** of the ingredients and processes behind the production of beer, cider and perry from field to glass

**2 - An awareness:** of how such processes develop the unique features and characteristics that distinguish real ales, ciders and perries from seemingly similar products.

**3 - Confidence:** In their ability to discern the condition of beers, ciders and perries served in on-trade establishments and to demand a higher calibre of brewing, cellaring and dispense

**4 - Literacy:**

- in the historic, social and economic importance of pubs, beers, ciders and perries.
- in the regulatory challenges and drivers for CAMRA campaigns

**5 - Advocacy:** for pubs, producers and sellers of real ales, ciders and perries and for CAMRA, its campaigns, aims and objectives

**6 - Accreditation:** In established and respected industry training (at all levels), building credence and well-founded authority within the membership via:

- internally provided training supporting MA's 1 - 3
- facilitating access to third party training

**7 - Empowered:** to act to the best of their abilities as educational ambassadors within CAMRA volunteer roles

# Content Guidelines for volunteers

## CONTENT STRUCTURE

### CAMRA website: Learn & Discover pages

We have created a home for online, self-guided learning content within the Learn & Discover pages of the CAMRA website.

#### **Three layers/tiers of content**

The beginner, the enthusiast and the connoisseur invite visitors to create their own informal learning journey through pubs, beer, cider and perry.

Choose which level you would like to pitch your content towards. We may steer you to a specific tier to keep the amount of content in each one balanced. Use the following user profiles to guide how you pitch your content to users.

### CAMRA Learn & Discover user profiles



**Eager to learn the basics.** No presumption of much prior knowledge, open to public view and free to access. Giving people a 'leg-up to gen-up'.

**Text content word count:** 750 max.

**Tone of voice:** friendly and approachable, perhaps include humour. Unpacking jargon and welcoming people into the fold.

**Example Content themes** (this really is just a starter for 10)

- How do I identify beer faults?
- Beginners guide to beer styles
- Cider – a potted history
- A day in the life of a cider maker
- How to enhance your enjoyment of beer – the basics of beer tasting?
- How to tap a cask
- Top 10 Tips to brewing at home

# Content Guidelines for volunteers



**Is thirsty to learn more.** A more nuanced understanding of related topics. Moderate prior knowledge assumed. Could be a home brewer/cider maker. Educated consumer, lover of pubs and other venues where beer/cider are made served and consumed. Knows their basic beer styles, some cider and perry varieties. Basics of beer and cider fermentation and dispense

**Text content word count:** 1500 max

**Tone of voice:** as if you're speaking to a friend in a pub and you want them to get involved in a hobby you care deeply about. Welcoming but challenging and encouraging people to act upon their new knowledge and to look further into how their favourite drinks are produced and dispensed.

**Example Content themes** (this really is just a starter for 10)

- Understanding beer characteristics
- A guide to cider terminology
- Correct use of beer and brewing terminology
- Style and flavour diversity amongst beer styles
- Introduction to beer judging – the basics
- Cellar hygiene standards at a glance
- Cellar management for beginners
- How to become a beer sommelier
- How to brew X style beer at home

# Content Guidelines for volunteers



**Wants to discover, to be challenged and surprised by relevant detailed and credible information.** They demand a more detailed and focused exploration of everything to do with how beer and cider are made, dispensed and the culture around producing and drinking them in England and abroad. Could be a member of the on or off-trade, brewer or distributor, a long-term activist or simply someone who is in love with beer, cider, perry or pubs and wants to deepen and broaden their knowledge.

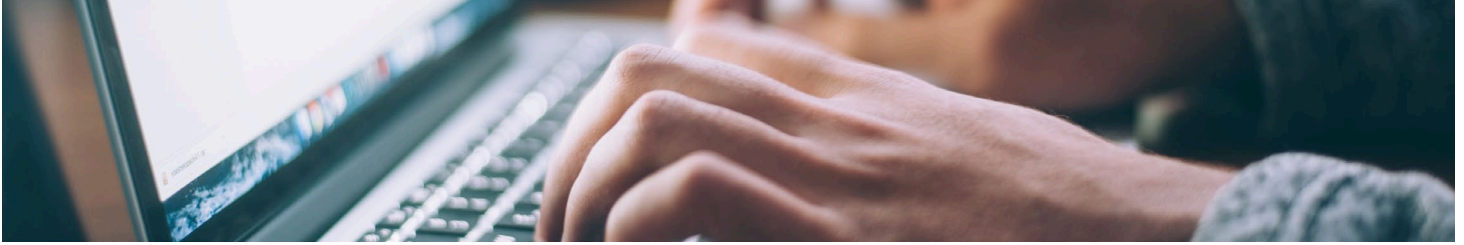
**Text content word Count:** 2500 max.

**Tone of voice:** Consistent, credible, clear reference to source materials and signposting to further avenues for learning.

## Example Content themes

- Beer judging – key standards and processes for beer competitions
- Cellar Management – the essentials
- In-depth Focus on a key beer style
- International cider styles
- Topic deep dives
- Myth busting
- The hard science behind our favourite drinks
- Detailed histories
- Long read brewer and cider maker profiles

# Content Guidelines for volunteers



## **Text and photo content submission guidelines**

### **Written tone of voice**

You should make sure to have a casual, fun and engaging tone of voice. The aim is to excite people to learn more about their favourite drinks, you're chosen topic and to bring them along on a journey with you. Don't forget to mention the benefits of joining CAMRA and a like-minded network of beer-lovers and pub-goers!

### **Imagery:**

Written content ideally should be accompanied by digital photographs illustrating the topic. In the interest of developing a consistent standard across our learning content we require photos to be of a high standard

### **By 'high standard' we mean:**

**Well lit:** either by natural or artificial means, this doesn't preclude atmospheric shots or those with contrasting light levels. We simply mean that the subject of the photo should be easily discerned and the interplay between the device you are using to take the photo and the available light has been properly calibrated. Not doing so can impact on a camera's ability to focus resulting in an unintentionally blurred and dim image.

### **Resolution:**

**Max** 3000x2000px

**MP:** 12 MP or higher

Depending on the content we may use your images for banners and other page elements other than simply as photographs to accompany text. The above specifications give us the flexibility to compress and resize according to our needs without resulting in graininess or other deterioration.

**Format:** .jpg only

### **Diversity & Representation**

If your photographs are to depict people, please ensure that you have the rights to do so and that wherever possible they include people of colour, women, people of different abilities (wheelchair users etc) and non-traditional family groups.

# Content Guidelines for volunteers



## **Volunteer Content creator agreement**

### **By submitting your content to CAMRA Ltd you're agreeing to the following terms:**

- 1) That, where possible CAMRA Ltd has exclusivity rights to the content being submitted e.g. text and photos\* created solely for CAMRA Ltd.'s Learn and Discover platform, in perpetuity.
  - You commit to not reproduce the substance, headings, imagery, structure and content verbatim and unaltered in any other channel or platform.
  - Nor will you publish the content in any other form till 30 days after publishing on CAMRA's Learn & Discover platform.
- 2) That you signpost to your content on the CAMRA Learn and Discover pages via your social media accounts and other digital channels.
- 3) That you have copyright permission to use any stock photos.
- 4) That the content you provide is original, not plagiarised in any way and explicitly acknowledges all contributing authors and sources.
- 5) Work submitted may be repurposed in modified forms for further learning content.

\* CAMRA Ltd recognises the rights and permissions of those parties whose text and photography contributes to volunteer donated content and that such resources may feature elsewhere.

## **Submissions**

Text and photo content should be sent to [peerreviewgroup@camra.org.uk](mailto:peerreviewgroup@camra.org.uk)

All volunteer content will be reviewed by a group of CAMRA members recruited from the membership specifically for this purpose.

Edits and corrections may be requested.

CAMRA and the Peer Review Group reserve the right to reject any content for any reason, particularly if:

- It doesn't align with the above guidelines e.g. Is not pitched within the content structure
- It replicates existing work(s).
- It does not adhere to CAMRA's volunteer code of conduct <https://s3-eu-west-1.amazonaws.com/www1-camra/wp-content/uploads/2019/03/29123915/Code-of-Conduct-v8-0.pdf>



# Content Guidelines for volunteers

## **Further example content ideas**

- How to homebrew
- How to make cider at home
- How to use foraged ingredients in a brew
- How to become an expert beer or cider drinker
- Getting to grips with.... ingredients series
- History of beer
- Heritage styles
- The evolution of pubs in the UK
- A virtual tour around a historic pub
- What makes a pub a 'heritage' pub in CAMRA's eyes?
- How to write about beer
- How to get a job in beer
- What type of jobs are in the beer and brewing industry?
- How to keep real ale
- How to serve a great pint
- The evolution of the pint
- Belgian beers – what are they all about?
- Exploring craft beer styles from America
- Pubs and breweries really making a difference during COVID
- Dispense and maturation container guides

## **Example Formats to appeal to a variety of learning styles**

- How to's
- Charts and Graphs
- Q&As
- Quick Guides
- Beginners Guides
- In-depth Guides
- "A Day in the Life of"
- Case Studies
- Infographics
- Interviews
- Photo Stories
- Timelines
- Checklists
- Lists
- White papers
- Downloadable PDFs