

ORGANIZATIONAL POLICY

May 1, 2015 (v2)

HOW-TO LIBRARY



The purpose of the How-To Library is to provide soap and cosmetic handcrafters with good, reliable and pertinent information that is free and clear of product promotion and sales pitches.

ACCESS

The How-To Library is publicly available through the HSCG Website. Content is available on three levels: public (all visitors), registered users, and members only. Generally, content covering beginner topics or business start-up is available to all visitors, advanced content is available to registered users and specialized topics are available to members only.

Registered users and members may also rate articles and videos and comment on their content (subject to the HSCG Website terms and conditions).

Registration is free.

CONTENT

Content for the How-To Library may be original and exclusive content developed by the HSCG or submitted to the HSCG by qualified professionals, or it may be previously published content for which the HSCG has been granted republishing rights. The intent in including both original and republished materials is to provide visitors with the widest possible variety of information in a single, non-commercial location.

- ◆ Content may be in the form of articles, videos, podcasts, webinars or other media as appropriate. In order for content to be considered for inclusion in the How-To Library it must be:
- ◆ Relevant to the craft of handcrafted soap and cosmetics OR to small business in general.
- ◆ Presented in a professional manner to the highest standards in accordance with the media being produced (e.g. articles written well and accompanied by appropriate photographs; videos with clear audio and picture quality).
- ◆ Content should clearly differentiate between opinion (e.g. “how strong a fragrance should be”) with fact (ie “the IFRA recommended fragrance usage levels”).
- ◆ Authored or presented by a professional qualified in the content subject matter.
- ◆ Free of all promotion, advertising and/or product placement.
- ◆ The contributor must have the necessary rights to the material to grant the HSCG right or license to publish the material.

ORIGINAL EXCLUSIVE CONTENT

In addition to content produced by the HSCG, the HSCG may approach potential contributors and request content or potential contributors may submit content to the HSCG for consideration for inclusion in the How- To Library.

To be accepted as original, exclusive content for the How-To Library, the material may not have been previously published in print or electronic format, and the author must grant the HSCG exclusive publication rights.

The HSCG understands the value of exclusive content and therefore will recognize the contributors as follows:

- a) Inclusion on the How-To Library Contributor's Page where Contributors will be listed in alphabetical order by contributor's name or based on the number of articles or media published, at the discretion of the HSCG.
- b) An acknowledgement on the page containing the content; such acknowledgement to include the contributor's name, business name (linked), photo, a short bio statement (150 characters) and a link to the Contributors' page.

REPUBLISHED CONTENT

Republished content may be included in the How-To Library, provided the content is pertinent and valuable to users of the How-To Library. As with original content, to be accepted as republished content for the How-To Library, the copyright owner must grant the HSCG publication rights.

In exchange for the right to publish the material the HSCG will recognize contributors of republished content by including attribution and a link to the contributor's website on the page displaying the material.

CONTENT SUBMISSION & PROCEDURES

Content must be submitted to the HSCG Office in electronic format (email, dropbox etc.). All submissions must include all necessary files (text, photos, video etc. as applicable) and sufficient information for layout and captioning of photos if required. The contributor must sign a release form allowing the HSCG to publish the material.

The HSCG Executive Director, or staff specifically assigned to the task, shall oversee the collection and publishing of materials in the How-To Library. In order to ensure all the appropriate steps are taken, the Executive Director may write or approve procedures to be followed to guide the collection, processing, approval and publication of materials in the How-To Library.

Approved May 1, 2015
by the Board of Directors

History:

May 1, 2015 (v1) Original publication date

May 4, 2018 (v2) Removed reference to committee for approval of materials. Reformatted.