

## Article Release Guidelines

### Developing your own editorial policy disaggregation guidelines

“One size fits all” is seldom true.

No one editorial policy on content disaggregation and reuse fits every publication. There are numerous questions to ask and answer before deciding

- What are the attributes of content that at some point should become free?
- What are the rules for disaggregating a newsletter into a series of posts?
- Which content gets released?
- Which content, if any, should *always* be proprietary?
- When does it become free? Ninety days? Twelve months? Thirty-six months?
- What dateline should recycled content carry?
- Should recycled content be posted to the home page, or to daughter pages?
- Should recycled content be identified as “previously published in...”?
- Should posts precede or be simultaneous with emails?

Once you can answer these questions, you can define your own editorial policy for repurposing print content online.