

## **Key Highlights of the Inshorts Editorial Policy**

We take great pride in the quality of the content created by us and are very particular about the content displayed on our app and. To ensure consistently high quality of content, we have developed strict editorial guidelines, key features of which are highlighted below.

### **1. Sourcing from multiple sources:**

- A.** We verify the facts stated in each short from at least three sources thereby ensuring their accuracy
- B.** Our creators read several articles on each short, distil the common facts which emerge and then create original content for the short.
- C.** This practice of sourcing from multiple article helps ensure that our shorts do not reflect the views from one news source and are unbiased and un-opinionated.

### **2. Multiple layers of review:**

- A.** We make sure that every short goes through multiple layers of review. The first is a self-review process whereby the creator of the short reviews each short based on a carefully designed internal checklist which ensures that the short meets the language, grammar, plagiarism and content guidelines.
- B.** At the second layer of review, a content editor again ensures that each of the guidelines is met.
- C.** Along the way, we also use state-of-the-art anti-plagiarism software which introduces another layer of review to ensure that no improper content sneaks through.
- D.** To constantly keep making our review process better, we, in May 2016, introduced an additional layer of review called SGF (spelling, grammar and fact) check to ensure that all our Shorts are error free to the extent possible.

### **3. We take plagiarism seriously:**

- A.** We believe in being creative instead of being copycats. Plagiarism is simply not acceptable and any violation is not tolerated.
- B.** We strive to use only such content as is licenced to us by our many content partners and in solely the manner agreed upon in the terms of the licence granted by them.
- C.** We apply high anti-plagiarism standards and flag use of even three consecutive words from the source as potential plagiarism. Of course, if these three consecutive words form part of a direct quote, then we do not consider it to be plagiarism.
- D.** We also use state of the art anti-plagiarism software which applies similar high standards and flags any short which does not meet this standard.
- E.** The multiple layers of review ensure that plagiarism is checked at every stage.

**4. Respecting other's IP:**

- A. We value our intellectual property and similarly respect the intellectual property of others.
- B. Our creators ensure that images used for our shorts are either based on open source material or used based on a specific license.
- C. The multi-layer review process and the internal checklist ensure that the source of each image on the shorts is appropriately recorded.

**5. Consistency in language and style:**

- A. In order to ensure consistency in language of our shorts and the style in which they are written, we ensure that they all follow grammar styles which are provided to each creator in our detailed editorial policy.