

# Partner with Mano.LK

## CONTENT PARTNERSHIP GUIDELINES



### WHAT IS MANO.LK?

Mano.LK is an initiative that aims to improve public access to reliable and relevant resources on issues related to mental health and psychosocial wellbeing for individuals and communities in Sri Lanka.

The aim of Mano.LK is to promote citizens' access to knowledge and enhance their confidence about actions they can take to support their own wellbeing and that of their families and members of their communities. The Mano.LK website and social media accounts will curate a variety of English, Sinhala and Tamil language resources with practical information for self-help and mutual help across a range of domains that impact on wellbeing.

### OUR PROCESS

Mano.LK follows an aggregator model to compile, curate and feature content from a wide range of reputed institutions, associations and individuals. Mano.LK does not create or take ownership of any content being published on the website, unless specified otherwise. Content identified from a range of sources is first screened in line with the site's content guidance. Content that meets the eligibility criteria of relevance, accuracy and appropriateness for Sri Lanka is selected for publication. Selected content is curated by themes, sub-themes and language. Curated content is then shared on the Mano.LK website and promoted across associated social media pages - currently on Instagram, Twitter and Facebook.

#### STEP 1

### COLLECT

content from multiple sources, collaborators and partners

#### STEP 2

### SCREEN

content against site guidelines by our multi-disciplinary review team

#### STEP 3

### PUBLISH

content on Mano.LK once approved

#### STEP 4

### DISSEMINATE

content on social media platforms

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## THE TEAM

Mano.LK is supported by professionals from fields relevant to mental health and psychosocial support, including psychology, psychiatry, anthropology and public health. This team plays an editorial role in screening the resources, and determining content policy for Mano.LK. In addition, a small team manages the website, social media accounts and content curation processes.

## HOW CAN YOU GET INVOLVED?

If your organisation or group provides accessible services or develops materials that improves people's capacity to deal with common issues that impact the lives and wellbeing of themselves and those around them, we are interested to hear from you. We hope to build strong relationships with local organisations and advocacy groups to support the sourcing of quality of content to be shared through Mano.LK.

We hope to collaborate with organisations, groups or individuals to support the platform as **Content Partners**.

As a **Content Partner**, you and/or your organisation will be an integral part of providing resources to the platform without an institutional affiliation with Mano.LK. Nevertheless, this pathway guarantees you and/or your organisation accreditation on Mano.LK's social media platforms through the form of tags and mentions on any social media campaigns that are run using the content provided by you. In addition, you and/or your organization will also be recognised as a **Content Partner** in the 'Partners & Collaborators' section of the website. However, in order to be qualified for this enlisting there will be a minimum requirement of 5 pieces of content to be provided to Mano.LK.

## SUMMARY OF BENEFITS AND RESPONSIBILITIES

|   |     |
|---|-----|
| Minimum number of content pieces to be provided         | 5   |
| Promotion of content via social media channels          | Yes |
| Tagging on social media when content is shared (if any) | Yes |
| Listing of partner name on website (no logo)            | Yes |
| Content verification by the Mano.LK Editorial Team      | Yes |
| Participate in Mano.LK 6-monthly review                 | Yes |

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## TYPES OF CONTENT

Mano.LK has the capacity to host a range of content on its website. Visitors to the website will either be directed to the content online or will have the ability to download and save the content as needed. The range of content formats that can be hosted on the website is given below:

- Image
- PDF
- Powerpoint
- Video ( Must be given as an external link; YouTube/Vimeo)
- Audio ( Must be given as an external link)
- Word document
- Excel document

## IF YOU ARE INTERESTED TO PARTNER WITH MANO.LK:

Let us know by filling this form and we will get in touch with you:

<http://bit.ly/partnerwithmano>

When you express interest to be a Content Partner of Mano.LK, an Memorandum of Understanding will be shared with you for your review and signature, before listing as a Content Partner.

If you have any queries, please email us on [contact.mano.lk@gmail.com](mailto:contact.mano.lk@gmail.com)