Story content template

This template is to be used by anyone whose job role involves creating story content for the University website.

Content requirements

Before you begin please read:

* the **content principles, voice and tone** and **writing guidelines** sections on the [University’s content style guide](https://www.dundee.ac.uk/brand/content-style-guide/).
* the [creating a story guide](https://www.dundee.ac.uk/guides/creating-story) for detailed guidance on creating story content for the University website.

|  |  |
| --- | --- |
| What kind of story is this?

|  |
| --- |
|  |

Choose one option from the following types.* Press release
* Feature
* News

You can learn more about story types in the [creating a story guide](https://www.dundee.ac.uk/guides/creating-story) |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Story purpose

|  |  |
| --- | --- |
| What is the purpose of the story? |  |
| Who is the audience(s)? |  |
| What do you want them to do after reading it?  |  |
| Is there a call to action link? |  |
| What is your success metric(s) for the content? E.g. do you have a target number of page visits that it should achieve after 6 months of publishing? |  |

 |

Content description

|  |  |
| --- | --- |
| Story title

|  |
| --- |
|  |

* be informative and give the reader a sense of what the content is about
* the title should make sense out of context, this helps the reader understand the content when it’s presented in search engine results (e.g. ‘John’s story’ isn’t a useful title)
* if possible avoid using a question
 |

|  |  |
| --- | --- |
| Summary

|  |
| --- |
|  |

* The story summary is usually one sentence that tells the reader what the story is about and identifies individuals or groups in the content. The length of a summary should not exceed 255 characters, including spaces.
 |

|  |  |
| --- | --- |
| Description

|  |
| --- |
|  |

This is the main body of your story. If the type of story is a feature then it should be more than 400 words. Your description should:* not repeat the summary
* use clear, straightforward language
* avoid walls of text and break the content up with headings to make it easier to scan
* avoid long sentences
* use bullet points
* break up content with images (indicate where you want an image in the content by adding the file name in brackets, e.g. [tower-building.jpg]
 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Images

|  |  |  |
| --- | --- | --- |
| **File name** | **Alt text** | **Caption** |
|  |  |  |
|  |  |  |
|  |  |  |

* Add one row per image
* Supply alt text for every image. [Learn about writing alt text](https://www.dundee.ac.uk/guides/writing-alt-text)
* If you want a caption to appear below your image please add to the caption column
* Images should be high quality (minimum 2000 pixels wide)
* Images should be suppled in your help4u ticket or shared via OneDrive
 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Video

|  |  |
| --- | --- |
| **Youtube link or video file** | **Title** |
|  |  |
|  |  |
|  |  |

* Videos should be supplied as Youtube links or via OneDrive
 |