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.

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| 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) |

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| 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

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| 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 |

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| 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. |

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| 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] |

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| 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 |

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| Video  |  |  | | --- | --- | | **Youtube link or video file** | **Title** | |  |  | |  |  | |  |  |  * Videos should be supplied as Youtube links or via OneDrive |