**Story template**

**Guidelines**

We’ve prepared this template to help gather the initial, key points about a story you want to communicate.

If you have any questions or are interested in developing a news story, please email the central Communications team at: [comms@essex.ac.uk](mailto:comms@essex.ac.uk) who can offer support and advice.

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| **Headline**  Tip: keep this short, using words which will grab attention and highlight relevance of story |
| **Intro**  Tip: The first paragraph should be concise and emphasise why the story is relevant/important/helpful to the reader – what is the main take home message? |
| **Key points/messages**  Tip: What are the top 2-3 key points you want to get across in your news story. For example, if this is about a new piece of research – what are the key 2-3 findings you want people to know about? Why is this project important/change people’s lives etc? |
| **Quote**  Tip: Try to add a quote from the researcher/person featured in the story. Try to keep it simple but engaging. Were the research findings expected/unexpected/unusual etc? What can you say in a quote which will capture the interest of the potential reader. |
| **Further information**  Tip: Do we need to mention any other academics/students at Essex and/or other institutions? Who funded the project? Are there any other details about the project worth mentioning?  Is this story linked to a particular date? |
| **Photos, other media and links**  Tip: Do you have a photograph we can use to illustrate this story? What about videos or links to other publications? |
| **Social media**  Tip: Are there any social media accounts which would be interested in sharing the story such as academic profiles/Department accounts/LinkedIn? |

**More advice and support**

Please email the central communications team at: [comms@essex.ac.uk](mailto:comms@essex.ac.uk) or call 01206 874467.