# Title

Use a maximum of 55 characters (including spaces).

|  |  |
| --- | --- |
| Title | A short title to grab the reader’s attention. |

# Summary

Use a maximum of 150 characters (including spaces).

|  |  |
| --- | --- |
| Summary | A preview of your content that entices people to read your story. It will display under the title of your news story in search results and the [news stories page](https://www.forgov.qld.gov.au/news-events-and-consultation/news/weve-moved-to-swe4-for-the-qld.gov.au-design-model). |

# Purpose

Describe what you want a reader to know after reading your story and how it can benefit them. This will help you understand what information you need to put at the start. The Government need will help you confirm if you should publish your story on *For government*.

|  |  |
| --- | --- |
| Audience need | The reader needs to know (how, what, why, when) to do something. |
| Government need | The Queensland Government (is legally required to tell, is responsible for telling, will benefit from telling) government employees about something. |

# Body

Use formatting including headings and lists as needed. Start with what your reader must know. Then explain why.

You may want to provide different messaging for different agencies. If so, copy and paste the table below and list the agencies under audience. See [For government audiences](https://www.forgov.qld.gov.au/information-and-communication-technology/communication-and-publishing/website-and-digital-publishing/publish-on-queensland-government-websites/publish-on-for-government/how-to-publish-on-for-government/for-government-audiences) for a list of agencies and more information.

|  |  |
| --- | --- |
| Body | Build on your summary and describe the news story in more detail. |
| Audience | Leave blank for all agencies. Copy and paste agencies from [For government audiences](https://www.forgov.qld.gov.au/information-and-communication-technology/communication-and-publishing/website-and-digital-publishing/publish-on-queensland-government-websites/publish-on-for-government/how-to-publish-on-for-government/for-government-audiences) to display to select agencies. |

# Readability

[Enable readability statistics in Word](https://support.microsoft.com/en-us/office/get-your-document-s-readability-and-level-statistics-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2). Highlight your content and complete a [Spelling & Grammar check](https://support.microsoft.com/en-us/office/check-grammar-spelling-and-more-in-word-0f43bf32-ccde-40c5-b16a-c6a282c0d251). If it asks you to check the rest of the document, select **No**. Word will show a readability score for your content. You can also use a free online app called, [Hemingway Editor](https://hemingwayapp.com/).

See also the [Queensland Government Web writing and style guide](https://www.qld.gov.au/forgov-dev/information-and-communication-technology/communication-and-publishing/website-and-digital-publishing/website-standards-guidelines-and-templates/write-for-queensland-government-websites/web-writing-and-style-guide).

|  |  |  |  |
| --- | --- | --- | --- |
| Style guide check |  |  | |
| Flesch-Kincaid Grade Level |  |  |  |
| 9 or less | 10 to 13 | 14 or more |
| Good | OK | Poor |

# Images, video and documents

You’ll need a feature image. This image will appear at the top of your news story and must be at least 1350 x 300px in size. If you need help, email the CX design team at [qsscxdesign@hpw.qld.gov.au](mailto:qsscxdesign@hpw.qld.gov.au).

|  |  |
| --- | --- |
| Feature image | Attach to your email when sending this content brief. |

If you’re including additional images, videos or supporting material in the body of your content, provide details here. See the [documents and media guide](https://www.forgov.qld.gov.au/information-and-communication-technology/communication-and-publishing/website-and-digital-publishing/publish-on-queensland-government-websites/publish-on-for-government/how-to-publish-on-for-government/for-government-publishing-guides/publish-documents-and-media-on-for-government) for accessibility and formatting requirements.

|  |  |
| --- | --- |
| Images | Attach to your email when sending this content brief. There are no image size requirements. |
| Video | Provide the embed code or a link to download the file. |
| Supporting material | Attach documents to your email when sending this content brief. If you have links to other web sites, list them here. |

# Category

Select 1 or more categories to display your news story under. This will help you attract the right readers.

|  |  |
| --- | --- |
| Category | Community  Facilities  Finance  Government and law  Human resources  Information and communication technology  Infrastructure  Leadership  Mail  Procurement  Property  Services  Vehicles  Wellbeing |
| Primary category | If you selected more than 1 category, tell us the primary category. |

# Publisher

Tell us who is publishing the news story. You must nominate an agency. Phone and email are optional. A group email and/or team phone number is best. These will be published. If you provide a person’s name and contact details, you need to get their consent.

|  |  |
| --- | --- |
| Phone | Optional |
| Email | Optional |
| Agency | The agency who owns or is promoting the news story. |

# Subject matter expert

The person who will approve the accuracy of the content.

|  |  |
| --- | --- |
| Name |  |
| Signature |  |
| Date |  |
| Position |  |
| Business unit |  |
| Organisation |  |
| Phone |  |

# Editor

The person (web publisher) who will review your content and provide editorial advice ***before*** you get approval.

|  |  |
| --- | --- |
| Name |  |
| Position |  |
| Business unit |  |
| Organisation |  |
| Phone |  |
| Date |  |

# Director or equivalent approval

To publish on *For government* you need to get Director or equivalent approval. If your agency requires further levels of approval, copy and paste the table below.

|  |  |
| --- | --- |
| Name |  |
| Signature |  |
| Date |  |
| Position |  |
| Business unit |  |
| Organisation |  |
| Phone |  |

# Publishing information

## Publishing date

What date do you need to publish this content? You need to give your editor appropriate time to edit, your approver enough time to review your content, and your publisher enough time to publish it—no less than 2 weeks.

|  |  |  |
| --- | --- | --- |
| Publishing date |  | More than 2 weeks from today’s date |
| Less than 2 weeks from today’s date |

## Classification

Most of the content we publish on *For government* is public, meaning anyone can see it—supporting our commitment to government transparency.

Some content we publish is sensitive or may be confusing to the public. We set this to ‘private’ and make it only available to government employees who log in. **This content won’t appear in search results.** Employees will need a link to the page or to navigate to it via the menu.

Please choose a classification:

PUBLIC—this content doesn’t pose a risk to security or reputation for the Queensland Government.

PRIVATE—this content may pose a risk to security or reputation for the Queensland Government if made public.

## Metadata

|  |  |
| --- | --- |
| Keywords | List key search terms and phrases. Separate with commas. |

## Review contact

|  |  |
| --- | --- |
| Review email | The email address of the team responsible for reviewing the content (usually a web team). |

## URL path settings

|  |  |
| --- | --- |
| URL alias | If you want a specific URL, request it here. |