



WRITING THE PERFECT NEWS STORY

If you are creating a news story for your school website, ensure it is as effective as possible using this quick and simple guide.

PERFECTING YOUR NEWS STORY

The news section of any school website is an important source of information for parents, students and the local community - so keeping it up to date with exciting, interesting and well-written stories is vital.

Regularly updating your news area is a great way to showcase success as well as being a simple and effective way of highlighting important events and changes that are happening at your school.

You can also use the news section to celebrate pupil success stories; such as beating school records at sports day or performing in a school play.

Having a frequently updated news feed on your website will help ensure your homepage stays dynamic, fresh and vibrant.

Over the next two pages, we have highlighted 6 important points that should be adhered to when writing your perfect news story.





HELPFUL HINTS AND TIPS



A good topic with an eye-catching headline is key to ensure that you get readers interested in your story. To sustain this interest, your story needs to be well organised throughout. Start by collecting the key facts: Who? What? Where? When? Why? How?



Good photography of the event will make your news article more eye-catching and exciting for the reader. If possible, try to use a camera or a high-quality smartphone to take the photos to help avoid pixelated, low resolution images on your website.



Keeping the news story simple increases its impact. If you have used any abbreviations, acronyms or school specific information make sure you have explained them, as users may not be familiar with internal or industry specific jargon. A news story should ideally be between 200 and 500 words - if it is on the shorter side, do not try to 'fill it out' with long sentences and unnecessary details as this will decrease the effectiveness of the article.



HELPFUL HINTS AND TIPS



Try to keep the story objective and remember that its main purpose is to inform. Wherever possible, use quotes from students, teachers and visitors to increase the validity of your article. Having additional view points and first-hand testimonials within your text can also help with engaging your audience.



Check your spelling and grammar before anything is published live on your website. Having someone check through the article prior to publication is helpful to make sure nothing has been missed and will help to maintain your professional integrity. Often, websites will have a draft feature, allowing you to send it to another user for approval before putting it live.



Reference external sources if you have used them. You should only reference reputable and reliable sources of information and include a link to them at the bottom of your article, as a footnote. If you use any images that do not belong to the school, you must make sure to include reference to the original source.

**IF YOU REQUIRE ANY MORE HELP
OR ADVICE, PLEASE GET IN TOUCH.**



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