



What every interesting news story should include

Creating content for your school website? Here is a quick guide to help you write the best news stories on everything from school open days to sports days.



Why does my story need to be interesting?

The news section of your school website is an important source of information for new students, parents, and the local community. Keeping stories relevant and interesting is an important task, from the variety of content to how the stories are written.

In this resource we have highlighted the ways you can refresh your school news, especially for events such as exam results day and BBC School Report.

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A great topic, and an eye-catching headline.

If your story isn't interesting to write, it won't be interesting to read. When organising your story, make sure you answer the following questions to ensure you've covered your whole story. Who is the story about? What is the story about? Where is the story based? Why is this story important, and why did it happen? When did this story happen? How did it take place?



Photography of the event. If possible, try and take photographs of the event to help explain the story, and make the article more interesting. Try using a digital camera over a mobile phone camera, as the image will be clearer, and less pixelated when enlarged on your school website.



Proof read for good grammar and spelling.

Proofing your article before it goes live on your school website is very important. Always try to get someone else to proof it, as they may pick up on errors you might miss.



Keep it simple. If your story uses any abbreviations, acronyms or school specific information, make sure you explain everything fully, to ensure every reader can understand your story. News articles should be between 200-500 words, but if your story is short don't include long sentences to fill out your article. It's best to use short sentences, and be concise, than over complicate your story with unnecessary phrases.



Be objective. News stories should be factual, so stick to the facts and use wording which doesn't show bias. If you want to make the story positive, include a comment or quote from somebody involved - a quote is the only section of the article which can be opinionated. For example, a teacher commenting on great exam grades can be positive about the results.



Reference your sources. If you need to refer to an external source, such as a local news website, you should always reference them in your story. It's best to use reputable sources, and ensure you always reference the image owner, if you use an image not already owned by the school.



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