

Federalist Academy 2017

Writing for online audiences and staying on message

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Online writing

- 90% of daily media interactions are now screen-based, with radio, newspapers and magazines only accounting for 10%
- Use short sentences and paragraphs.
- Use subheadings to break up your text
- Use meaningful, attention grabbing headlines
- Link to further information
- Website article? 300-500 words



Writing in plain English

- Structure your thoughts succinctly: get to your point quickly
- Concentrate on getting your message across quickly

- Use Everyday words that your audience will understand.
(Eliminate jargon, buzzwords, cliché)

- Be: simple, brief, direct, unambiguous

KEEP IT
SIMPLE

Writing for press



- Have something relevant, compelling and timely to say
 - Consider why someone else should care about your story, your hook
 - Think about language and words that sell copy
 - Use quotes
 - Respect word counts and deadlines
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- Once you finish, move around, have a coffee, and come back to it. Then proofread.

Developing strong messages

Message: A piece of information that you want your audience to know about and act upon

Active voice – Subject+verb+object

Use examples your audience cares about (paint a context)

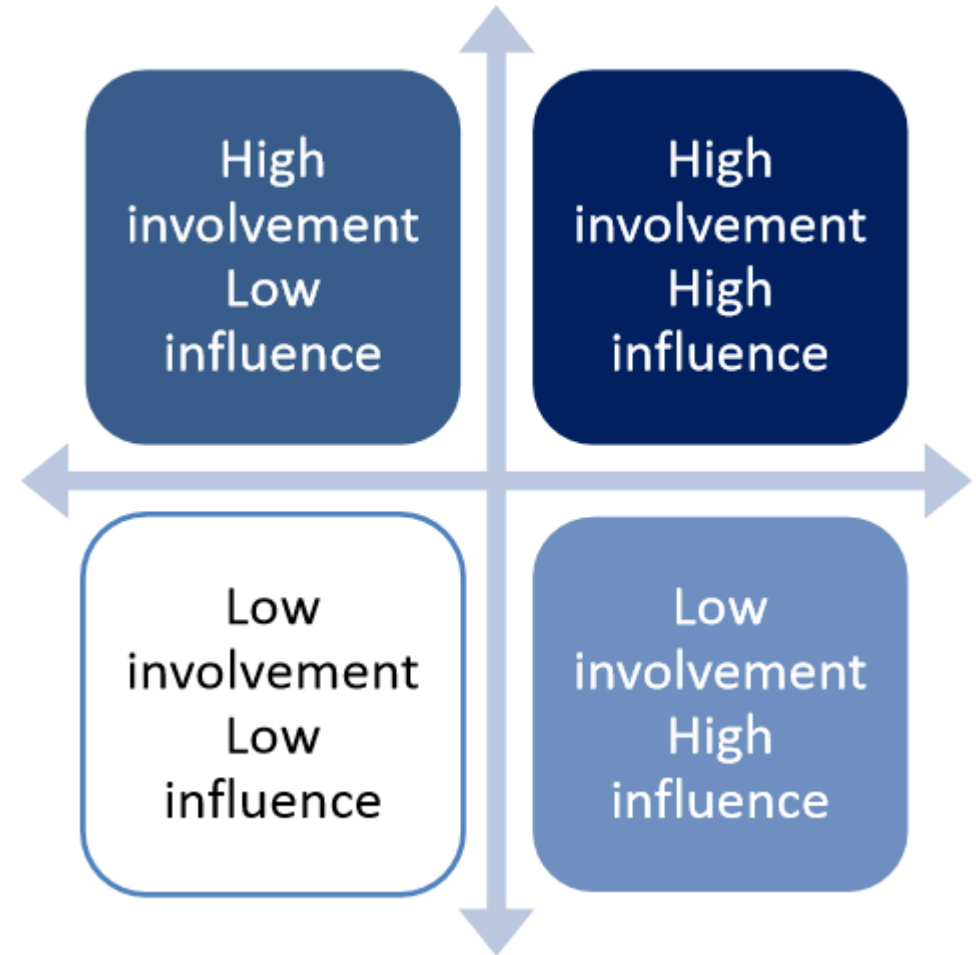
Provide supporting statements

Share proof, figures – and interpret them



Is your audience with you?

- Who are they (Who do you want to reach)
- What level of influence?
- Why should they listen?



Audience breakdown - moving opinion

- Consider, what does your audience believe now? What do you want them to believe?
- Internal: Why does it matter to me?
- External: why does it matter at all?
- Make your writing/messaging relevant

Messages are close to the people you are talking to



What is the most effective channel(s) for your audience(s)?

- How does your audience like to receive their information?
- Consider the best format for the type of story you want – it could be an opinion piece, blog, social media, video etc.

