Knowledge Network Quick Guides

Editorial guidance
The different parts to a story

When creating *News* or *Stories* on the Knowledge Network platform, there are different parts that need to be written. While some are there to make the story look better on the page, mostly they are the same components used by writers everywhere to create interesting, eye-catching content.

Title: 75 characters. Short and eye-catching: make the reader want to read more. Use the active voice.

Short description: 150 characters. Appears on the listings page and needs your keywords for searches.

Introduction: 400 characters. Give the theme of the story – tell the reader what to expect. Not just a repetition of the first lines of your story!

Main text:

Your **first sentence** summarises the whole story! In a maximum of 30 words, tell the 'Who What When Why and How' of your story in catchy, active language.

Your **first paragraph** contains all the essential information. If the reader stops there, they've caught what you wanted them to know.

Then go further:
- Continue in decreasing order. The most important information first, then the second most important, and so on.
- The least important information for your reader comes last.
- One idea per paragraph.
- If you read your story through and think the last paragraph isn't needed, cut it! Your reader has the essential information that they need.

Quote: Short, meaningful quotes from KN community members benefitting from your project.

Photos: High quality 'doing' photos that illustrate your content well. Recommend maximum file size of 200 KB, and 72 DPI is generally sufficient for the web.

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