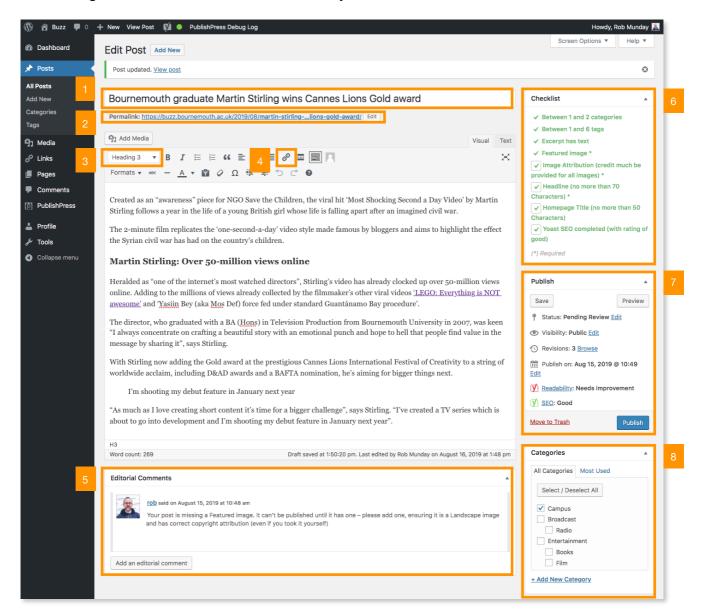# Writer's Guide 2019

BUzz

Buzz Writers Guide 2019

The Buzz website here at Bournemouth University serves a double purpose. First and foremost it is a live News site hosting stories from Bournemouth and beyond. However, it is also a teaching resource where you will learn and practice industry standard skills and submit assignments.

This Writers Guide exists to not only ensure you know how to properly format a Post on the site for an assignment, but also to ensure consistency across the entire site.

1. **Headline**: Your headline should be no longer than 70 Characters and should be written in Sentence Case (only the first world and proper nouns are capitalised - e.g. Bournemouth graduate Martin Stirling wins Cannes Festival award).
2. **Permalink**: The URL where your post will be published on Buzz. If the Permalink shows 3 dots … this means it is too long. Click on the edit button and write a custom permalink containing keywords - e.g. Martin Stirling Cannes Award.
3. **Subheadings**: Add at least one Subheading to your Post. They act like mini-headlines, grab a readers attention and improve visibility in search engines.
4. **Hyperlinks**: All Posts (except Court stories) should contain hyperlinks. Use them to prove statements made in the article & provide attribution for important info (stats, quotes etc).
5. **Editorial Comments**: Editors/Lecturers will use this area to leave feedback on your post, you can reply to their comment here

6. **Checklist**: Posts can't be published until all Checklist items are complete. Some will be automatically ticked, others will need to be manually checked,

7. **Publish**: Use this panel to Save your work, there are a number of Save options available depending on what your are working on:
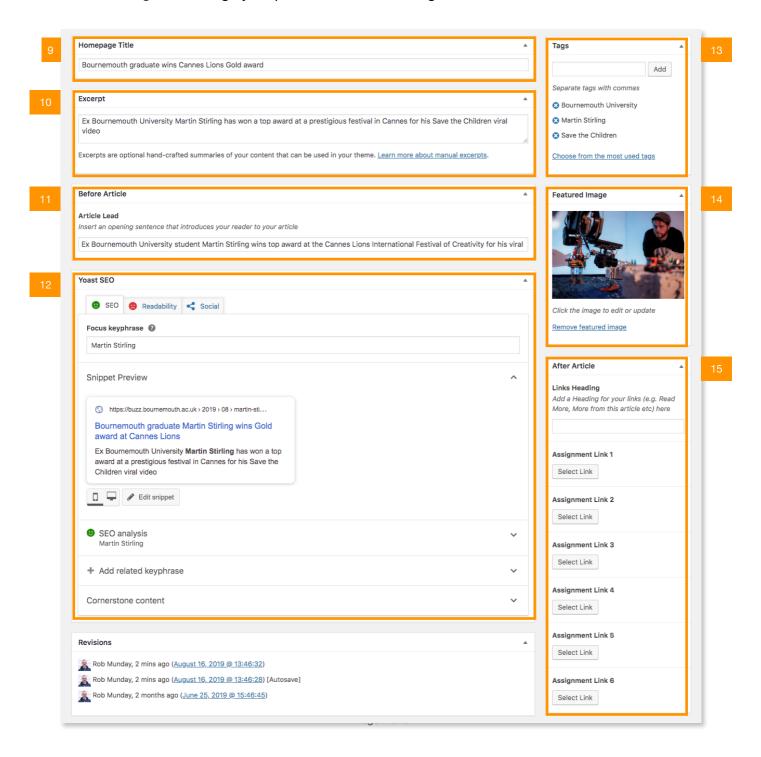
   Draft - Save your work while it is still in progress.
   Pending Review - For non-assignment work when it is ready for an editorial check
   MMP Submission - submit your MMP assignment (a lecturer will mark it before it is published to the site)
   NO1 Submission - submit your MMP assignment (a lecturer will mark it before it i published to the site)

   Please note: As a student user on the Buzz site, you won't be able to Publish work yourself. This can only be done by an Editor or member of Staff.

8. **Categories**: Assign your post to one or two categories

9 | Homepage Title

Bournemouth graduate wins Cannes Lions Gold award

10 | Excerpt

Ex Bournemouth University Martin Stirling has won a top award at a prestigious festival in Cannes for his Save the Children viral video

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. Learn more about manual excerpts.

11 | Before Article

Article Lead
Insert an opening sentence that introduces your reader to your article

Ex Bournemouth University student Martin Stirling wins top award at the Cannes Lions International Festival of Creativity for his viral

12 | Yoast SEO

😊 SEO   😞 Readability   ◁ Social

Focus keyphrase ?

Martin Stirling

Snippet Preview ︿

🌐 https://buzz.bournemouth.ac.uk › 2019 › 08 › martin-sti…

Bournemouth graduate Martin Stirling wins Gold award at Cannes Lions

Ex Bournemouth University **Martin Stirling** has won a top award at a prestigious festival in Cannes for his Save the Children viral video

📱 🖥   ✏ Edit snippet

😊 SEO analysis   ︿
Martin Stirling

➕ Add related keyphrase   ︿

Cornerstone content   ︿

Revisions

👤 Rob Munday, 2 mins ago (August 16, 2019 @ 13:46:32)
👤 Rob Munday, 2 mins ago (August 16, 2019 @ 13:46:28) [Autosave]
👤 Rob Munday, 2 months ago (June 25, 2019 @ 15:46:45)

13 | Tags

[   ] Add

Separate tags with commas

✕ Bournemouth University
✕ Martin Stirling
✕ Save the Children

Choose from the most used tags

14 | Featured Image

Click the image to edit or update

Remove featured image

15 | After Article

Links Heading
Add a Heading for your links (e.g. Read More, More from this article etc) here

Assignment Link 1
Select Link

Assignment Link 2
Select Link

Assignment Link 3
Select Link

Assignment Link 4
Select Link

Assignment Link 5
Select Link

Assignment Link 6
Select Link

9. **Homepage Title**: Write a headline specifically for the Homepage of Buzz. This should be no longer than 50 characters.
10. **Excerpt**: Insert an excerpt here. This should be a short description of your post - no more than 140 characters - that shows when your post is listed on the homepage and in category archives.
11. **Lead**: Add the lead (opening paragraph) of your article to this field. It will show underneath your Headline and above your Featured Image.
12. **Yoast SEO**: Enter a *Focus Keyword* into the field in the Yoast SEO panel and fix all the *Problems* and *Improvements* that appear in the *Analysis Results*. You'll need to have an SEO rating of Good before you piece can be published.
13. **Tags**: You must enter at least one and no more than six tags per post. Think about the topics of the post (people, places, organisations etc) and whether they will appear on Buzz again.
14. **Featured Image**: For a Post to be Published, it must have a *Featured Image* added to it. *Featured Images* should always be in a landscape orientation (never portrait) and must be under 500kb to be uploaded.
15. **After Article**: These fields should only be used for assignment articles, link your posts together by copying and pasting the URLs from the Permalink field

Further Information

For more detailed guides on using Buzz visit buzz.bournemouth.ac.uk/how-to/

For any Buzz related questions or problems, please email rmunday@bournemouth.ac.uk