

**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.

The screenshot shows the WordPress 'Edit Post' interface. The post title is 'Bournemouth graduate Martin Stirling wins Cannes Lions Gold award'. The permalink is 'https://buzz.bournemouth.ac.uk/2019/08/martin-stirling-...lions-gold-award/'. The text editor shows the main content of the post, including a subheading 'Martin Stirling: Over 50-million views online'. The right-hand sidebar contains a Checklist, Publish section, and Categories section. The Editorial Comments section is at the bottom left of the main content area.

- 1. Headline:** Your headline should be no longer than **10 words** and should be written in Sentence Case (only the first word 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

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- Checklist:** Posts can't be published until all Checklist items are complete. Some will be automatically ticked, others will need to be manually checked,
- Publish:** Use this panel to Save your work, there are a number of Save options available depending on what you 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 is 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.

- Categories:** Assign your post to one or two categories

The screenshot displays the Buzz Writers Guide 2019 interface, showing various editing panels for a post. The panels are numbered 9 through 15 on the left side of the interface.

- 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:** 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. SEO analysis: Martin Stirling.
- 13 Tags:** Bournemouth University, Martin Stirling, Save the Children.
- 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 1-6: Select Link

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)

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- 9. Homepage Title:** Write a headline specifically for the Homepage of Buzz. This should be no longer than **8 Words**.
- 10. Excerpt:** Insert an excerpt here. This should be a short description of your post - no more than **one sentence** (140 characters max) - 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 your 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/](http://buzz.bournemouth.ac.uk/how-to/)

For any Buzz related questions or problems, please email [rmunday@bournemouth.ac.uk](mailto:rmunday@bournemouth.ac.uk)