

**Writer's Guide  
2021**

**BUZZ**

# Buzz Writers Guide 2021

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 main content area contains the following text:

Created as an "awareness" piece for NGO Save the Children, the viral hit 'Most Shocking Second a Day Video' by Martin Stirling follows a year in the life of a young British girl whose life is falling apart after an imagined civil war.

The 2-minute film replicates the 'one-second-a-day' video style made famous by bloggers and aims to highlight the effect the Syrian civil war has had on the country's children.

**Martin Stirling: Over 50-million views online**

Heralded as "one of the internet's most watched directors", Stirling's video has already clocked up over 50-million views online. Adding to the millions of views already collected by the filmmaker's other viral videos '[LEGO: Everything is NOT awesome](#)' and '[Yasini Bey](#) (aka [Mos Def](#)) force fed under standard Guantánamo Bay procedure'.

The director, who graduated with a BA ([Hons](#)) in Television Production from Bournemouth University in 2007, was keen "I always concentrate on crafting a beautiful story with an emotional punch and hope to hell that people find value in the message by sharing it", says Stirling.


With Stirling now adding the Gold award at the prestigious Cannes Lions International Festival of Creativity to a string of worldwide acclaim, including D&AD awards and a BAFTA nomination, he's aiming for bigger things next.

I'm shooting my debut feature in January next year

"As much as I love creating short content it's time for a bigger challenge", says Stirling. "I've created a TV series which is about to go into development and I'm shooting my debut feature in January next year".

H3  
Word count: 269  
Draft saved at 1:50:20 pm. Last edited by Rob Munday on August 16, 2019 at 1:48 pm

**Editorial Comments**

 **rob** said on August 15, 2019 at 10:48 am  
Your post is missing a Featured image. It can't be published until it has one – please add one, ensuring it is a Landscape image and has correct copyright attribution (even if you took it yourself)

Add an editorial comment

**Checklist**

- ✓ Between 1 and 2 categories
- ✓ Between 1 and 6 tags
- ✓ Excerpt has text
- ✓ Featured image \*
- ✓ Image Attribution (credit must be provided for all images) \*
- ✓ Headline (no more than 70 Characters) \*
- ✓ Homepage Title (no more than 50 Characters)
- ✓ Yoast SEO completed (with rating of good)

(\* Required)

**Publish**

Save Preview

Status: Pending Review [Edit](#)

Visibility: Public [Edit](#)

Revisions: 3 [Browse](#)

Publish on: Aug 15, 2019 @ 10:49 [Edit](#)

Readability: Needs improvement

SEO: Good

Move to Trash Publish

**Categories**

All Categories Most Used

Select / Deselect All

- Campus
- Broadcast
- Radio
- Entertainment
- Books
- Film

+ Add New Category

- 1. Headline:** Your headline should be no longer than 70 Characters 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

## Buzz Writers Guide 2021

- 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 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 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 shows the WordPress post editor interface with several sections highlighted by numbered callouts:

- 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)
- 11:** Before Article (Article Lead: 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: Bournemouth graduate Martin Stirling wins Gold award at Cannes Lions)
- 13:** Tags (Bournemouth University, Martin Stirling, Save the Children)
- 14:** Featured Image (Image of a person working on a model)
- 15:** After Article (Assignment Link 1 through 6)

At the bottom, the Revisions section shows a list of previous versions of the post:

- 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)

## Buzz Writers Guide 2021

- 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 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/](https://buzz.bournemouth.ac.uk/how-to/)

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