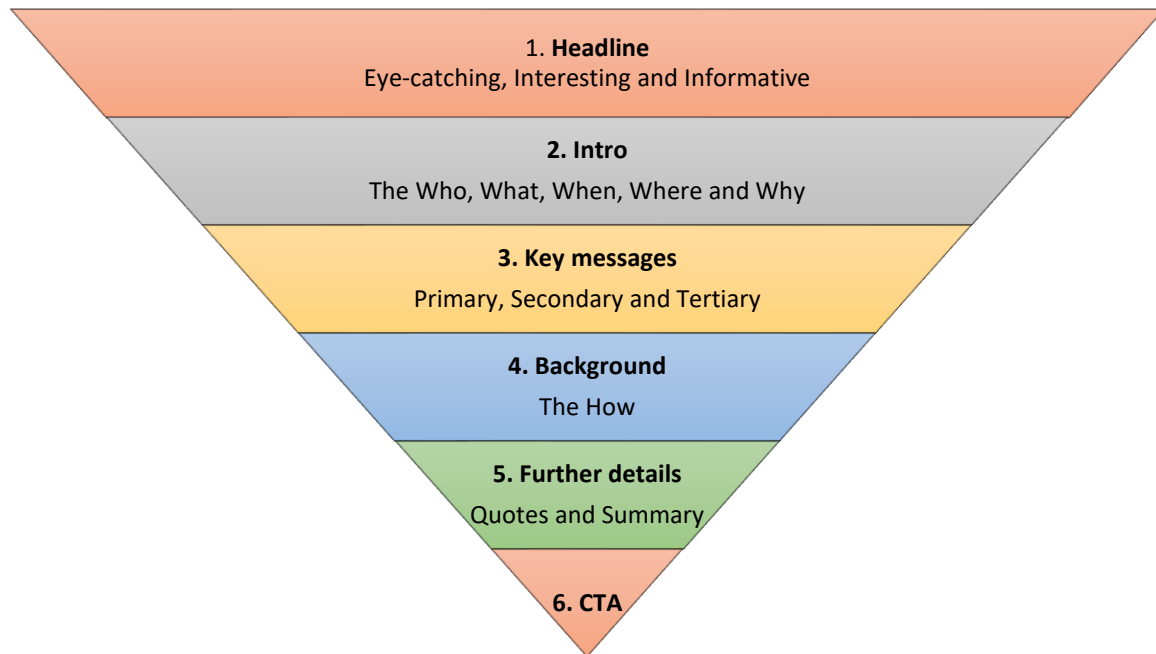


Website News Article Guidance

News articles should be short, succinct posts written to update audiences on what is happening across your IoT. This could include interesting stories or case studies from your partnership, campaign launches, new research or reports, and national IoT Network developments.

There are some basic principles for writing a news article that will help you capture and hold your audiences' attention. Ultimately, these can be summarised in six steps:



Article Checklist: Points to remember

- Before you begin, refer to the IoT [Messaging & Tone of Voice](#) guide for tips on writing style.
- Remember your audience - who are you trying to engage? What are their needs? You will need to engage your employer audience differently to your learner audience.
- Aim to get across all the key points in your article in as few words as possible.
- Have a clear call to action and link to other relevant documents/web pages where relevant.
- Add an image related to your article to engage your audience.
- Get a colleague to proofread your article before hitting publish.

1. Headline: Capture Attention

- With titles, the shorter the better!
- Avoid being cryptic. Instead, headline the key point you want to convey in a brief but complete sentence.
- If the news piece relates to a specific campaign or project, start the title with the campaign name and a colon, then continue with your headline.

Institutes of Technology: Developing a skilled workforce for the future

2. Introduction: Think the 'five W's'

- This paragraph should outline the who, what, when, where (if applicable) and why.

When → Today (16 June) sees the release of a new report produced on behalf of the
Who → Institutes of Technology Network. *The skills to succeed: Meeting the country's evolving technical skills needs* report looks at a range of challenges that communities face today, including sustainable construction and energy, and how Institutes of Technology are helping to plug the skills gaps.
What
Why

3. Key messages: Prioritise three in the first few paragraphs

- Front-load the most important point to cater to short attention spans.
- Focus on communicating one key thing in the first paragraph.
- Maintain short, clear and concise sentences.
- As a guide, it's best practice to follow your primary message with no more than two secondary ones to get clear message cut-through.
- Include further points in priority order.

Research released alongside the report shows that almost three-quarters of people in the UK (71%) would consider a home to be worth more money if it was sustainably constructed. However, despite this appetite for greener living, the report outlines that a workforce with the right technical skills is needed to make it a reality; and explores how Institutes of Technology are helping to address this.

4. Background: Explain the 'how'

- Provide proof for the headline statement, detailing how this information has been uncovered to show its legitimacy.
- This paragraph could include the details of a report you released or research you undertook, who was surveyed, example questions and other relevant factors that highlight your methods.

5. Further details: Add a 'voice' with supporting quotes

- If you have supporting quotes to supplement your story add them next.
- Lead into them with a short contextualising sentence, the name of the person quoted and their job title (or other relevant information to highlight who they are).

Commenting on the release of the report, Rosa Wells, Chair of the Institutes of Technology Network, said:

"It's positive to see that consumers are placing such importance on living sustainably and the good news is that there are many opportunities available today to improve the sustainability of our homes; from the array of renewable energy options, to increasing the efficiency of homes through good insulation.

"However, there is a pressing need for workers with the knowledge needed to meet the growing demand, which is a real challenge for employers. We can't drive forward substantial change in these areas without the workforce to carry it out, so Institutes of Technology are working closely with local communities and employers to identify exactly what the needs are, then skilling new workers and upskilling existing workers to meet them."

6. Summary and CTA: Make a lasting impression

- End your article with a short summary and simple action for the audience to do next. Examples include:
 - Clicking through to a web page or document for further information
 - A contact form or email address
 - A social media prompt
 - Signing up to an event.