# Purpose

What does a reader need to know after reading your story? How will it benefit them? This helps decide what information to include first. The business need confirms if you should publish your story on *For government.*

|  |  |
| --- | --- |
| User need |  |
| Business need |  |

# Style

How will you write your content? Follow the Queensland Government Style Manual. Your content must be professional and inclusive, and accessible to the entire *For government* audience (readability grade 9 or lower).

# Title

Maximum of 55 characters (including spaces).

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# Summary

Maximum of 150 characters (including spaces).

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# Body

Use formatting including headings and lists as needed. Start with what your reader must know. Then explain why.

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# Images, video and documents

You’ll need a feature image. If you’re including additional images, videos or supporting material in the body of your content, see the [documents and media guide](https://www.forgov.qld.gov.au/information-and-communication-technology/communication-and-publishing/website-and-digital-publishing/publish-on-queensland-government-websites/publish-on-for-government/how-to-publish-on-for-government/for-government-publishing-guides/publish-documents-and-media-on-for-government) for requirements.

|  |  |
| --- | --- |
| Feature image | Attach to your email when sending this content brief. Minimum size 1350 x 300px. For help, email at [customeronline@chde.qld.gov.au](mailto:customeronline@chde.qld.gov.au). |
| Additional images | Attach to your email when sending this content brief. There are no image size requirements. |
| Video | Provide the embed code or a link to download the file. We can host your video on our Vimeo account. |
| Supporting material | Attach documents to your email when sending this content brief. If you have links to other web sites, list them here. |

# Category Select 1 or more categories to display your news story under. This will help you attract the right readers.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Community  Facilities  Finance  Government and law | Human resources  Information and communication technology | Infrastructure  Leadership  Mail  Procurement | Property  Services  Vehicles  Wellbeing |

# Publishing date

What date do you need to publish this content? You need to give your editor appropriate time to edit, your approver enough time to review your content, and your publisher enough time to publish it—no less than 2 weeks.

|  |  |
| --- | --- |
| Publishing date |  |

# Publisher

Tell us who is publishing the news story. You must nominate an agency. A group email and/or team phone number is best. These will be published. If you provide a person’s name and contact details, you must get their consent.

|  |  |
| --- | --- |
| Phone | Optional |
| Email | Optional |
| Agency |  |

# Readability

Use [Microsoft Word’s Flesch-Kincaid readability or [Hemingway Editor](https://hemingwayapp.com/) to assess the content’s readability score.](https://support.microsoft.com/en-us/office/get-your-document-s-readability-and-level-statistics-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2)

|  |  |  |  |
| --- | --- | --- | --- |
| Readability score | Pass (Grade 9 or less) | Warn (Grade 10 to 13) | Fail (Grade 14 or more) |

# Classification

Most *For government* content is public, supporting our commitment to transparency. Some content, if it is sensitive or potentially confusing to the public, is private (only available to government employees who log in).

PUBLIC—this content does not pose a risk to security or reputation for the Queensland Government.

PRIVATE—this content may pose a risk to security or reputation for the Queensland Government if made public.

# Subject matter expert (first level approval)

The person who provides the information and reviews the accuracy of the content.

|  |  |
| --- | --- |
| Name |  |
| Date |  |
| Position |  |
| Organisation |  |

# Content designer (second level approval)

The person who provides the editorial advice and approves the content ready for publishing online.

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| --- | --- |
| Name |  |
| Date |  |
| Position |  |
| Organisation |  |

# Director or equivalent approval (third level approval)

The person who approves the content to be published online.

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| --- | --- |
| Name |  |
| Date |  |
| Position |  |
| Organisation |  |