# Title

Use a maximum of 55 characters (including spaces).

|  |  |
| --- | --- |
| Title | A short title to grab the reader’s attention. |

# Summary

Use a maximum of 150 characters (including spaces).

|  |  |
| --- | --- |
| Summary | Describe the content of your page and how it will help the reader. |

# Purpose

Describe why a reader needs to visit your page and how it can benefit them. This will help you understand what information you need to put at the start. The Government need will help you confirm if you should publish your page on *For government*. **If your purpose is to promote something, this should be a News story or an Event page; not a standard page.**

|  |  |
| --- | --- |
| Audience need | The reader needs to know (how, what, why, when) to do something. |
| Government need | The Queensland Government (is legally required to publish, is responsible for publishing, will benefit from publishing) this content. |

# Content check

Find the section of the [For government](http://www.forgov.qld.gov.au) website where you think your content should live. Identify existing pages and advise if your content will complement, replace, or change (needs editing) these pages.

|  |  |
| --- | --- |
| Section page name | Provide the section page name that you want to publish this content under. |
| Section page link | Provide the link to the section page you want to publish this content under. |

## Existing pages

|  |  |  |
| --- | --- | --- |
| Complements |  | List all pages as links. |
| Needs editing |  | List all pages as links. |
| Needs removing |  | List all pages as links. |

# Body

Use formatting including headings and lists as needed.

You may want to provide different messaging for different agencies. If so, copy and paste the table below and list the agencies under audience. See [For government audiences](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-audiences) for a list of agencies and more information.

|  |  |
| --- | --- |
| Body | Build on your summary and provide detailed information. |
| Audience | Leave blank for all agencies. Copy and paste agencies from [For government audiences](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-audiences) to display to select agencies. |

# Readability

[Enable readability statistics in Word](https://support.microsoft.com/en-us/office/get-your-document-s-readability-and-level-statistics-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2). Highlight your content and complete a [Spelling & Grammar check](https://support.microsoft.com/en-us/office/check-grammar-spelling-and-more-in-word-0f43bf32-ccde-40c5-b16a-c6a282c0d251). If it asks you to check the rest of the document, select **No**. Word will show a readability score for your content. You can also use a free online app called, [Hemingway Editor](https://hemingwayapp.com/).

See also the [Queensland Government Web writing and style guide](https://www.qld.gov.au/forgov-dev/information-and-communication-technology/communication-and-publishing/website-and-digital-publishing/website-standards-guidelines-and-templates/write-for-queensland-government-websites/web-writing-and-style-guide).

|  |  |  |  |
| --- | --- | --- | --- |
| Style guide check |  |  | |
| Flesch-Kincaid Grade Level |  |  |  |
| 9 or less | 10 to 13 | 14 or more |
| Good | OK | Poor |

# Images, video and supporting material

If you’re including images, videos or supporting material to the body of your content, provide details here. 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 accessibility and formatting requirements.

|  |  |
| --- | --- |
| 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. |
| Supporting material | Attach documents to your email when sending this content brief. If you have links to other web sites, list them here. |

# Aside content

If you want related content on the right column of the page, add this here. You may want to provide different asides for different agencies. If so, copy and paste the table below and list the agencies under audience.

|  |  |
| --- | --- |
| Type | Default  Alert  Contact  Tip |
| Title | A short title to grab the reader’s attention. |
| Text | A short statement that will build on the title. |
| Audience | Leave blank for all agencies. Copy and paste agencies from [For government audiences](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-audiences) to display to select agencies. |

# Subject matter expert

The person who will approve the accuracy of the content.

|  |  |
| --- | --- |
| Name |  |
| Signature |  |
| Date |  |
| Position |  |
| Business unit |  |
| Organisation |  |
| Phone |  |

# Editor

The person (web publisher) who will review your content and provide editorial advice ***before*** you get approval.

|  |  |
| --- | --- |
| Name |  |
| Position |  |
| Business unit |  |
| Organisation |  |
| Phone |  |
| Date |  |

# Director or equivalent approval

To publish on *For government* you need to get Director or equivalent approval. If your agency requires further levels of approval, copy and paste the table below.

|  |  |
| --- | --- |
| Name |  |
| Signature |  |
| Date |  |
| Position |  |
| Business unit |  |
| Organisation |  |
| Phone |  |

# Publishing information

## 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 |  | More than 2 weeks from today’s date |
| Less than 2 weeks from today’s date |

## Classification

Most of the content we publish on *For government* is public, meaning anyone can see it—supporting our commitment to government transparency.

Some content we publish is sensitive or may be confusing to the public. We set this to ‘private’ and make it only available to government employees who log in. **This content won’t appear in search results.** Employees will need a link to the page or to navigate to it via the menu.

Please choose a classification:

PUBLIC—this content doesn’t 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.

## Menu

|  |  |
| --- | --- |
| Menu title | Displays in the left navigation menu. If you want a different link title to the page name, request it here. |

|  |  |
| --- | --- |
| Parent item/subject area | Provide the name of the section in which the content will be published e.g. Interpreter services. |
| Other relevant areas | If you want a secondary link to this page from another section, tell us here. |

## Metadata

|  |  |
| --- | --- |
| Keywords | List key search terms and phrases. Separate with commas. |

## Review contact

|  |  |
| --- | --- |
| Review email | The email address of the team responsible for reviewing the content (usually a web team). |

## URL path settings

|  |  |
| --- | --- |
| URL alias | If you want a specific URL, request it here. |