# Purpose

Who will use this page? If you select more than 1 user, consider using an accordion page content brief with each accordion addressing a selected user (e.g. For employees, For managers).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| User | Employee | Manager | Executive | Specialist |

Why will your user visit this page? How will it benefit them? This helps decide what information to include. The business need helps you understand why you need to write this content (and not someone else).

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

# Information architecture

Where will this page live? Find the section of [*For government*](http://www.forgov.qld.gov.au/) best suited to your content.

|  |  |
| --- | --- |
| Section page name |  |
| Section page link |  |

# 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).

|  |
| --- |
|  |

# Summary

Maximum of 150 characters (including spaces).

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|  |

# Body

Use formatting including headings and lists as needed. To provide different messaging for different agencies, create additional rows and list the agencies in brackets after the content. See [For government audiences](https://www.forgov.qld.gov.au/government-audiences) for help.

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|  |

# 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.

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

# Director or equivalent approval (third level approval)

The person who approves the content to be published online.

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