Content brief

# Overview

|  |  |
| --- | --- |
| **Content brief no.** | Insert agency-specific identifier |
| **Page title** | Insert title of page |
| **Page location** | Insert location of page on host website (use URL link or IA description) |
| **Subject matter expert** | Insert name and contact details |
| **Editor** | Insert name and contact details |
| **Final approver** | Insert name and contact details |
| **Final approval date** | Insert due date for final approval |
| **Publishing date** | Insert due date for publication |

# Audience and content goal

|  |  |
| --- | --- |
| **Target audience** | Who does your message need to reach?  Include any specific information you have about your audience (e.g. personas, customer research data) |
| **Content goal** | What should the customer know or be able to do by reading this content?  Summarise the customer need for the content. If relevant, also explain what is excluded from this content. |

# Content

## [Page 1 content start]

Insert page content here. Use the template styles.

## [Page 1 content end]

# Metadata

|  |  |
| --- | --- |
| **Page description** | Describe the page content in 150 characters or less. Use keywords and complete sentences. See style guide. |
| **Keywords** | Include keywords and key phrases. See style guide. |

# Supporting materials

## Images

|  |  |
| --- | --- |
| **Accessibility** | Insert alt text  Insert caption text |
| **Other** | Image file path:  Copyright and credits: |

## Video

|  |  |
| --- | --- |
| **Accessibility** | Transcript file path  Captions file path  Audio description file path |
| **Other** | Video file path |

## Asides (right column)

|  |  |
| --- | --- |
| **Heading** | Insert heading for aside |
| **Content** | Insert content for aside |

## Features

|  |  |
| --- | --- |
| **Heading** | Insert heading for feature |
| **Content** | Insert content for feature |
| **Image** | Insert image file path |

## Social media

|  |  |
| --- | --- |
| **Facebook** | Insert content for Facebook post and due date |
| **Twitter** | Insert content for Twitter post and due date |
| **Image** | Insert location of image file |

# Index page

|  |  |
| --- | --- |
| **Index page** | Insert URL of index page and position of new thumbnail |
| **Thumbnail image** | Insert location of thumbnail image file |
| **Thumbnail content** | Insert thumbnail ‘snippet’ content |

# Updates to related pages

|  |  |
| --- | --- |
| **Secondary website(s)** | Insert list of URLs that should link to this page  Teams responsible for these pages will need to be notified when this page is published (and also if content is deleted, updated or redirected in the future) |
| **Pages to be decommissioned** | List pages that need to be redirected and decommissioned after this content is published |
| **Date to be decommissioned** | Insert date to complete decommissioning |

# Review priority and date

|  |  |
| --- | --- |
| **Priority** | **Review date** |
| High—review content every 1–3 months, or less  Medium—review content every 3–6 months  Low—review content every 6–12 months  Specific date | Insert date of next review (i.e. based on priority) |

# Publishing history

|  |  |  |  |
| --- | --- | --- | --- |
| **Version** | **Date published** | **Date reviewed** | **Description of change** |
| 1 |  |  |  |