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# PACKAGING STORIES: DIGITAL WRITING SKILLS

Writing in the digital world has changed in many ways, including new mediums (i.e. blog posts) and new ways of presenting written information (i.e. multimedia documents).

## WRITING A BLOG POST

**Task:** Using the findings from your stories produce an outline and content for a 300 – 600 blog post. Before you begin identify:

- An audience for the blog post: Who you are aiming it at
- A purpose for the blog post: Why you are writing it for that audience

Your outline should include:

1. Title of the blog
2. Voice of the blog – what will be the tone, formality register etc.
3. Introduction – How will you hook the reader in? What angle will you take?
4. Key sections/subheadings – Key points, how the angle is developed etc.
5. Conclusion – How to use the information, call to action, further interaction/discussion
6. Structuring tools – bullet points, font style and size etc.
7. SEO words and phrases
8. Key quotes from stories
9. Hyperlinks and/or cross-references
10. Structuring tools – bullet points, font style and size etc.
11. List of graphics, images, audio and/or video to be used in it

## WRITING AN INTERACTIVE REPORT

**Task:** Using the findings from your stories produce an outline for a 3 – 4 pages summative report. Before you begin identify:

- An audience for the report: Who you are aiming it at
- A purpose for the report: Why you are writing it for that audience

Your outline should include:

1. Title of the report
2. Introduction – How would you begin the report? What contextualisation would it need?
3. Key sections/subheadings (including a brief description of what they would include)
4. Conclusion – List of key findings, recommendations, links to wider frameworks etc.
5. Key quotes from stories
6. Hyperlinks and/or cross-references
7. Structuring tools – bullet points, font style and size etc.
8. List of graphics, images, audio and/or video to be used in it

## TUTORIALS AND ONLINE SUPPORT

- Hyperlinks in Microsoft Word - <http://goo.gl/3nEKbR>
- Cross-references in Microsoft Word - <http://goo.gl/Y8jicm>
- Blogging top tips – <http://goo.gl/hMgmXr>
- Basic SEO tips for blog writing – <http://goo.gl/DVYWwV>