



Template for writing web content

We are always looking for ways to share our platforms, engage with new audiences and celebrate multiple perspectives. Blogs and case studies are a great way to tell people about the variety of our local activity in action because they're short and informal. We want you to think about what you are doing in your Living Streets group, a particular event you ran or a campaign you are working on and how you could inspire others to do the same.

Here's a brief guide to writing a good web content.

Structure and tone

In Living Streets, we have a clear structure for our web content so there is consistency for the reader. We like to keep blogs short and to the point – nobody wants to read lots of text. Stick to around 350-450 words and break the text up into paragraphs. Keep the tone friendly and relaxed; try to write as if you were chatting to a friend. Avoid jargon and use simple language.

Intro

Provide a short introduction to the blog, which explains who the author is e.g “Aisha Hannibal, our Engagement Manager, talks to us about play streets and how they are spaces to make friends, share ideas and dream up the neighbourhood you want to create.” Often in the third person.

Then a short introduction in one or two sentences introducing the ‘what, where, when and why’ of the issue. This is enough to start it off. Use the first person ‘I’, ‘we’ etc. You can begin this in a creative way by telling a story in the present – “As I waited in our local park waiting people to arrive for our one-year anniversary walk, I felt excited about the day ahead...”

Title

Think about the title of your blog – ideally no more than six words to prompt people's interest. For example, "Walking with a shared purpose" – is the title of one of our blogs about regular walks that involve local people over 65 which has resulted in long lasting friendships and a strong connection.

Detail

Write about the issue, for example, unsafe school streets, and how it was solved, for example, closing streets to motor vehicles and opening it up to people at peak times. Think about your intention and impact:

- What do people need to know about the wider context?
- Why is it important, what you are doing locally?
- What have you learned?
- How can people do something similar where they live?

Quotes

Ask for two quotes from members of the group or people who are involved such as from a school or the local council. To make it easy for them you can ask them a question and use the answer as their quote for example 'what is one thing you love about coming on our led walks or why do you think it is important to talk about air pollution around the school gates?'

Stick to a maximum of 2-3 sentences. Please include the name and email contact so we can ask for consent from them before we publish.

Evidence

Think about the wider context of the issue and include statistics and facts e.g. it's taken seven years to **campaign** for safer streets

Act

Include a call to action for the reader. What can they do to help? For example, they could write to their local council or talk to the PTA group if they wanted to introduce car-free streets around their children's school.

Living Streets Connections

Are there pages within the Living Streets website which connect to your story that you would like to link to either to provide evidence for your story or our wider campaign actions that people could get involved in. Include relevant links to Living Streets website pages.

Photos

Include a couple of photos, one of the author (head and shoulders image), and one of people doing things, for example, a local group at a park. Remember to make sure

that you have permission to share the photographs. The photo consent form is found on the [Local Group Resources](#) page. The photos should be high resolution and saved as a jpeg if possible.

Timeframe

We need at least two weeks to create the blog or case study for the website so think ahead if you want a story online to highlight a campaign or share about a recent event you ran.