

## **Local groups web page copy**

### **What should we include?**

- Introduce your group and the main concerns for your area
- Details of what you do in your local area and any successes your group has had
- Details about when and where your group meet
- Contact details (e.g. Living Streets email address, website, social media etc.)

### **How should we write it?**

Online, we tend to skim read rather than digesting every word. Here are some tips of how to make the most of your page:

- Split your content down into short paragraphs. Long paragraphs are off-putting and harder to skim
- Use bullet points
- Celebrate yourselves – big up the impact that you have had on your local area
- Use simple and persuasive language

### **How long should it be?**

Keep it short and snappy - no more than 200 words.

### **What image should we use?**

Choose an image of your local area or something that feels impactful. Pictures with people in doing things are enjoying their streets work really well but you need consent from them to use the image. <https://www.livingstreets.org.uk/media/4687/image-consent-form-2019.pdf>

**Details:** High res minimum 1000 pixels, landscape image and good focus. Saved as jpeg or png.

If you need an image from our library then we can send you some suggestions.

### **What to do next?**

Send the copy with clear hyper links and your chosen image to [aisha.hannibal@livingstreets.org.uk](mailto:aisha.hannibal@livingstreets.org.uk) and she will build the page for you and send you the link.