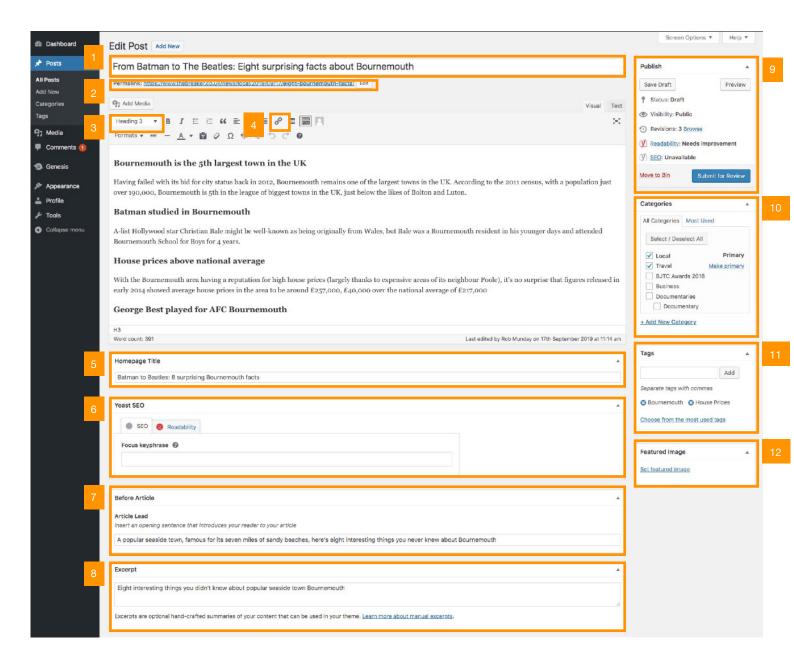# THE BREAKER

WRITERS GUIDE 2019

The Breaker - Writers Guide 2019

The Breaker website here at Bournemouth University serves a double purpose. First and foremost it is a live News site hosting stories from Bournemouth and beyond. However, it is also a teaching resource where you will learn and practice industry standard skills and submit assignments.

This Writers Guide exists to not only ensure you know how to properly format a Post on the site for an assignment, but also to ensure consistency across the entire site.

1. **Headline**: Your headline should be no longer than 10 words and should be written in Sentence Case (only the first world and proper nouns are capitalised - e.g. Bournemouth graduate Martin Stirling wins Cannes Festival award).
2. **Permalink**: The URL where your post will be published on The Breaker. If the Permalink shows 3 dots … this means it is too long. Click on the edit button and write a custom permalink containing keywords - e.g. Martin Stirling Cannes Award.
3. **Subheadings**: Add at least one Subheading to your Post. They act like mini-headlines, grab a readers attention and improve visibility in search engines.
4. **Hyperlinks**: All Posts (except Court stories) should contain hyperlinks. Use them to prove statements made in the article & provide attribution for important info (stats, quotes etc).

5. **Homepage Title**: Write a headline specifically for the Homepage of The Breaker. This should be no longer than 8 words.
6. **Yoast SEO**: Enter a *Focus Keyword* into the field in the Yoast SEO panel and fix all the *Problems* and *Improvements* that appear in the *Analysis Results*. You'll need to have an SEO rating of Good before you piece can be published.
7. **Lead**: Add the lead (opening paragraph) of your article to this field. It will show underneath your Headline and above your Featured Image.
8. **Excerpt**: Insert an excerpt here. This should be a short description of your post - no more than 90 characters - that shows when your post is listed on the homepage and in category archives.
9. **Publish**: Use this panel to Save your work, there are a number of Save options available depending on what your are working on:

   Save *Draft* - Save your work while it is still in progress.
   Submit for Review - For non-assignment work when it is ready for an editorial check

   Please note: As a student user on the The Breaker site, you won't be able to Publish work yourself. This can only be done by an Editor or member of Staff.

10. **Categories**: Assign your post to one or two categories
11. **Tags**: You must enter at least one and no more than six tags per post. Think about the topics of the post (people, places, organisations etc) and whether they will appear on The Breaker again.
12. **Featured Image**: For a Post to be Published, it must have a *Featured Image* added to it. *Featured Images* should always be in a landscape orientation (never portrait) and must be under 500kb to be uploaded.

Further Information

For more detailed guides on using The Breaker visit https://www.thebreaker.co.uk/help/

For any questions or problems relating to using The Breaker, please email rmunday@bournemouth.ac.uk