News Article Content Style Guidelines

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The Article content type is commonly used by departments to produce and display news content relevant to the department's activities.

What distinguishes an Article from the standard Page content type:

- The Article includes a date and time designation at the top of the page
- Social media sharing icons are included at the top (users can click on them to share the Article)
- Articles contain byline and blurb fields
- Articles include syndication options (association by Section and Topic)
- Articles can be embedded/displayed as part of an Article/News feed
- Articles can have related content links added to them

For Reference

News Articles in Drupal tech documentation: This document outlines how Articles are produced in Drupal, and includes details on syndication and displaying articles on other pages.

Website Image Size and Format Guide: Information on using images in Drupal

Web Content and Writing Style Guide from Communications

Associated Press Style Guide: AP Style is used for many types of official College communications, including web content.

Best Practices

- Keep in mind that while an Article may be included with other similar content in a departmental web section, not everyone who comes to a particular article will be familiar with your department or even with Bryn Mawr College in general. Thus, be sure that you're not using abbreviations or shorthand that will be unfamiliar to an audience member who isn't well acquainted with your department.
- Photos should be of good quality and of a proportional size compared to the rest of your content. Large vertical photos are typically too overwhelming to be useful, so if using a vertical photo, keep it to a smaller size. If you have questions about photo use, ask Christian Zavisca in Communications.
- Not all content will lend itself to a news-type headline, but when possible, include verbs in headlines and use active voice. (Good: Math Offers Innovative Colloquia This Fall; Not as good: September Math Colloquia)
• News Articles should be written in complete sentences and a conversational tone. Here is an example of an Article about an event that includes time/date/place and description in a story-based format: Sarah Jones Brings Her ‘One-Woman Global Village’ to Bryn Mawr College on Thursday, March 16

• Remember that web visitors are often quickly scanning a page for important information. If text can be reasonably shortened where appropriate, you'll be making the most important points stand out and make your article easier to navigate.

• Syndication (associating content using Sections and Topics) should be used in a consistent and judicious manner. If you have questions about using these tools, Christian Zavisca in Communications can help provide guidance.

• The Communications Office will typically produce News Articles on high-profile events and stories that have wide interest. If you’re wondering whether Communications is covering a news story related to your department, contact Matt Gray in Communications.