

Write text-based material for multi-platform use

Overview

This Standard is about writing text-based material for use across a range of media platforms. This can involve writing editorial content to be read on the printed page, on-line, or to post on social media. It requires varying language, content and style to suit the platform or delivery medium for which you are writing and the target audience. It involves understanding the platform or medium, its conventions and the purpose of the text.

It is about establishing and working to deadlines while ensuring compliance with relevant laws, regulations and organisational guidelines.

This Standard applies to all those who write material for multi-platform use.

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Performance criteria

You must be able to:

1. write in a style that is suitable for the target audience of the editorial content.
2. maintain a consistent style both within texts and between related texts
3. follow relevant writing conventions, style guides and organisational policies
4. structure text-based content so that it is easy to read and navigate
5. produce appropriate captions or descriptions to accompany visual assets, audio, video clips and user generated content (UGC)
6. provide clear, consistent and accessible wording for any hyperlinks
7. use search engine optimisation techniques in your writing at appropriate times
8. proof-read your copy at appropriate times correcting any spelling, grammatical, typographic and other errors
9. check that information contained in text-based material is accurate
10. make sure that the content of the text-based material complies with relevant laws, industry regulations and organisational guidelines
11. deliver text-based material to agreed lengths and to deadlines
12. inform relevant colleagues without delay if difficulties arises

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Knowledge and understanding

You need to know and understand:

1. the conventions and relevant constraints, possibilities and opportunities presented by the target medium or platform for communicating with text-based material
2. how to clarify the purpose of the text-based material, the platform or multi platforms for its distribution and the target audiences for the content
3. the principles of grammar, punctuation and spelling, and the tools and methods for checking these
4. the importance of varying language, content and writing style to engage with different target audiences
5. how to tell a story, present arguments, summarise complex information, and identify and communicate key points through well- structured writing
6. the difference between fact and comment
7. how to structure text-based material and content effectively for the target audiences and the conventions of the delivery medium
8. how to write and structure text for a non- linear medium
9. how to achieve search engine optimisation particularly through the use of key words when using the text-based material for on-line platforms
10. the availability of other assets including visual, audio, video clips or user generated content (UGC) to supplement the text based material
11. relevant law, industry regulations and organisational guidelines
12. timescales, deadlines and the amount of text required for multi-platform use

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