# PRODUCING CONTENT FOR THE WEB

As news content has moved online, the way information is delivered needs to expand and evolve to continue captivating audiences.

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# **Elements for Online Content**

#### Web audiences

- Have shorter attention spans
- 2. Scan for content
- Want information quickly and easily

## Tips

- Be concise
- Include sub-headlines
- Write accurate content geared to the audience
- Write with conversational tone in active voice (i.e. present tense and active verbs)
- \*\*Include interactive elements\*\*

# Interactive Content: Visual

- Include a combination of visual elements to make text more appealing and engage the reader
  - Photos
    - Captions
    - Galleries
  - Slideshows
  - Videos

\*reference photos, videos, and slideshows in text\*

Links to other Web sites

## Interactive Content: Audio

 Include audio clips such as podcasts and sound clips from interviews to make online content more robust and engaging

## • Interview tips:

- Ask questions that begin with who, \*what, when, where, \*why, and \*how (questions not easily answered by yes or no)
- Generate questions on everything related to the topic
- Get explanations of every detail so you can edit audio clips tha contain key information

# **Technical Tools**

#### • Audio tools:

- Digital recorder with USB or computer connection
- Phone recorder connection, smartphone recording application, or cell phone recording accessory
- Audacity, free audio editing http://audacity.sourceforge.net/

### Visual tools:

- Digital camera
- PowerPoint

# Multimedia Presentation Examples

- 2010 WEFTECCommunity ServiceProject Slideshow
  - THE WATER E TO SHARE THE THE STATE OF THE ST
- 2010 WEFTECOperations ChallengeSlideshow



"Art, sound, and video are not illustrations or add-ons. They are part of the whole story."

Quote from "Hot Text: Web Writing That Works" by Jonathan and Lisa Price