**Web Content Template**

*Author:*

*Draft date:*

*Keyword review date:*

*Edited date:*

*Approved/schedule date:*

**Storytelling Goal**

**Audience:** I want to persuade \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Goal:** I want the audience to **do, think, and/or feel** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Value Proposition:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is important to the audience stated above when considering taking action on the goal stated above.

**Medium:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the most direct medium to reach the audience stated above.

**Copy**

Headline\*:

Body Text\* (include links):

Call To Action:

**Presentation**

Visual Assets:

Photo cutline:

Photo/video credit:

If uploading a video to Youtube:

Video title:

Video description:

Video transcript: link to document or include when submitting video for publishing

Pull Quotes:

Bios:

Bio photos:

Factoids:

**Publishing & Sharing**

Customize tone and messaging for audiences on platforms.

**Social post ideas:**

**X**

Audience: Our audience on X is comprised of ­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which does/does not correspond with the audience we are trying to reach for this communication.

Copy (if using):

**Facebook**

Audience: Our audience on Facebook is comprised of ­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which does/does not correspond with the audience we are trying to reach for this communication.

Copy (if using):

**Instagram**

Audience: Our audience on Instagram is comprised of ­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which does/does not correspond with the audience we are trying to reach for this communication.

Copy (if using):

**LinkedIn**

Audience: Our audience on LinkedIn is comprised of ­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which does/does not correspond with the audience we are trying to reach for this communication.

Copy (if using):

**Email newsletter ideas:**

**(Newsletter name**)

Audience: Our audience on (newsletter name) is comprised of ­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which does/does not correspond with the audience we are trying to reach for this communication.

Copy (if using):

**(Newsletter name**)

Audience: Our audience on (newsletter name) is comprised of ­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which does/does not correspond with the audience we are trying to reach for this communication.

Copy (if using):

**(Newsletter name**)

Audience: Our audience on (newsletter name) is comprised of ­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which does/does not correspond with the audience we are trying to reach for this communication.

Copy (if using):