



Quick and dirty news post example

Make sure you address the six key questions: who, where, what, when, why, how.

Remember: most important point first, then second-most important, then third, and so on in order of decreasing importance.

The title should summarise the story's main point. Here's a basic example:

Interruption to beer supply across New Zealand

Due to the impacts of coronavirus panic-buying (WHY), we're sorry to inform you we have now totally run out of beer (WHAT).

This shortage affects all GlugGlug stores nationwide (WHERE).

According to our supplier, Beer4Eva, (WHO) new supplies of the amber fluid will be available in November 2020 (WHEN).

We apologise for any inconvenience caused by this tragic state of affairs and will keep you informed of any further developments through email and media updates (HOW).

About quotes

This is a bare-bones example. If you want to include a couple of quotes from your company spokesperson, place the first one after the second paragraph—no earlier.

IMPORTANT TO NOTE

The example is a light-hearted one because we could all do with a wry grin right now but I'm **NOT** suggesting that you adopt a light tone with your own post. The point is to show you how to address the six key questions in an economical way.

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