The Case for Smart Brevity

[Tease]
Serve your audience, not your ego

[Image]

[Lede]
Audiences are tuning out the content we produce. We can re-engage them by delivering content they need on devices they use daily.

[Bulleted highlights]
- Deploy subheads to direct readers' attention
- Signal important elements with bullets
- Provide opportunity to read more (links)
- Foster audience engagement with calls to action

[Learn more]
- Framework supports content creators + audiences
- Content is short; not shallow
- Helps align storytelling with institutional priorities
- Calls to action include: learn more; give now

A Flexible Framework

Audience-first
Storytelling to meet the needs of busy, distracted audiences. Designed for mobile devices; more like skimming than reading.

Method
Story template, designed for mobile devices, includes:
- Teaser (headline; six words or less)
- Image (with caption)
- Lede (one sentence to engage readers)
- Bulleted highlights (provide context)
- Call to action: learn more

Subheads
Tease the text that follows
- Move readers through the story
- Provide context
- Examples: "by the numbers," "go deeper," "learn more"
- Drive action: What's next

Links
Drive audiences to related content on news.vt.edu, video.vt.edu, unit-owned channels

Examples from Virginia Tech News
College Access Collaborative; Two networks, two realities, one big problem; Growth and impact highlight FY'23 research numbers