**[Project name] article brief**

|  |  |
| --- | --- |
| Deadline | *When is this project due?* |
| Publish location | *Where will this article be published?* |
| Word length | *How many words will the article be?* |
| Title | *What is the title of your project?* |

**[Project name] objective**

*What is the primary objective of this article?*

**[Project name] key messaging**

*What is the key message for this article?*

**[Project name] call-to-action (CTA)**

*What action do you want users to take?*

**[Project name] target audience**

*Who are you targeting?*

**[Project name] keyword**

*Add any keywords and internal/external links that should be included in the content.*

|  |  |
| --- | --- |
| Primary Keywords | *Add any primary keywords* |
| Secondary Keywords | *Add any secondary keywords* |
| Internal links | *Add any internal link requirements* |
| External links | *Add any external link requirements* |

**[Project name] structure**

*What content will be included in this page? Make sure to include headings, images and other features.*

*Extend this section to include everything you need.*

**[Project name] media**

*What imagery, videos or audio will be included in your article? Provide links if necessary.*

**[Project name] resources & research**

*What resources or research should be referenced in the article.*