iMatter – A Guide to Writing your Team Story

1. Keep your story simple. Use plain English. Avoid acronyms and operational jargon that readers in other specialties or professional groups may not understand.

2. The title of your iMatter Team Story should make people want to read your story. It should also summarise the most interesting thing about your story.

3. Try to limit the title to no more than six words.

4. **Tip: Decide what you're going to call your iMatter Team Story after you've written the main story, you will find it easier.**

5. Use your opening line as a way to hook your audience.

6. There are some key questions you need to think about before you write your story:

   - What is the background to this story?
   - Why is it important that people know about this?
   - What is the one thing you want the reader to know?
   - What do you want the reader to either do or feel?
   - How does this link to, and support our business values?
   - Is there a call to action or something you want people to do?

7. Keep your stories to a maximum of 250 words. Don't assume your readers have time to read more. If a photo is relevant then this should be included.   Can you use tables or diagrams?

8. Include links to supporting documents i.e. Intranet pages, policies, documents saved online etc

9. Make sure your story answers the classic news story questions; who, what, where, when and how? And try and order your points in importance - the most important first down to the least important.

10. **Tip: when you've finished writing your story read it aloud and listen to how it sounds. Share it with your team and make sure they agree it represents your iMatter journey so far.**

11. **And finally, include a photo of your team along with your story. We want you to be proud of sharing your story with everyone else.**