

Content Creation Worksheet for ctoec.org

Here are the recommended steps for creating content for ctoec.org:

1. Review the [Writing Style Guide](#).
 2. Fill out this worksheet.
 3. Draft the content.
 4. Use the [Content Approval Checklist](#) to see if your draft is ready for review.
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The main audience is:

The main message is:

The need-to-know information that supports the main message includes:

Content Approval Checklist

[Our Approach](#)

- The main audience is clear.
- All of the information is necessary to support the main message.
- Sentences are no more than 15 to 20 words long.
- Paragraphs are no more than 2 to 3 sentences.

[Word Choice](#)

- The content is free of jargon, acronyms, and complex terms **or** all of the included jargon, acronyms, and complex terms are needed and clearly defined.

[Formatting](#)

- Text for links sets expectations well.
- Users will be able to understand the main message by scanning the headings.
- Lists are used effectively.

[Our Style](#)

- All content is in active voice.