

# Making the most of your pages

## Guidance on the best practice in requesting a piece of content.

### Noticeboards

Branches/Groups/Divisions can have a noticeboard added to their landing pages. The noticeboard is a way of highlighting topical information within your pages – similar to a Twitter feed. For example, it could be used to draw attention to a new event added to the calendar or any updates to an existing event, or it could highlight a call for prize nominations or that a new newsletter was added.

The information from each Branch/Group/Division's noticeboard is automatically fed in to the noticeboard on the main IOP website [homepage](#).

When you submit a request via the ticketing system you will have an option to request that information be added to the noticeboard. Please see the [ticketing system guidelines](#) for more information.

Noticeboard entries are made up of the following elements:

- Title of noticeboard item (which is also a link to the corresponding page). The title of the entry is identical to the header of the page to which it links
- Descriptive text underneath this title (maximum 10 words)

Noticeboard entries link to content on the IOP website only, not to any external websites.

### Writing news stories

Try to answer as many of these key questions as possible in your first sentence.

- What is the story about?
- Who is involved?
- When did it take place?
- Where did it take place?
- Why is it significant?
- How did things come about?

It's rarely possible to fit all of these answers into your first sentence, but it's useful to try – it is to give readers an immediate flavour of what the story's about.

It's useful to try and write in short and concise sentences. As a general rule, sentences should not be much longer than 25 words.

Avoid big paragraphs as it is not good web practice; users will avoid reading content this way. Break bigger paragraphs into smaller paragraphs, and aim to keep each paragraph to no more than two sentences.

Consider your audience – will they understand any scientific “jargon” used? If possible, try to include information in laymen’s terms as well.

Keep all writing within IOP’s [style guide](#) (PDF, 360 KB), and make sure that each document has been checked thoroughly for spelling or grammatical errors. This is essential.

It is useful to have at least one image related to the news story. Please see the section “[Use of images](#)” below for further information on sourcing images and IOP’s policy on image use.

Branches/Groups/Divisions are advised to create and submit news content regularly, and avoid submitting several news stories on the same day. This ensures a steady stream of news throughout the year and will improve the user experience.

Please refer to IOP’s [news section](#) for examples of writing good news stories.

## **Use of images**

### **Permission to use**

You should always ensure that you have permission to use an image when submitting it for use on IOP’s website.

If you know the photographer, please make sure that they are fully aware of how their image will be used. If you don’t know the photographer, you should always ensure that you use images belonging to someone you can contact to clear permission.

Please don’t use images found in Google searches. It is bad practice to do this, even though the likelihood of being “found out” from the copyright owner is minimal.

You have access to two, large royalty-free images libraries – [Shutterstock](#) and [iStockPhoto](#). You can search their catalogues for free online. Contact the [Corporate Communications Officer](#) to download any images found on these libraries.

Images that include children under the age of 16 will need to be cleared for use by the children's parents (unless the photos are from a library). This can be a complicated process, so it is best to avoid it as much as possible.

Remember that you have access to IOP's photo resources, which include photos of classroom situations that are pre-emptively cleared for use by the PR team. To access these images, e-mail our [Corporate Communications Officer](#). Please note that IOP's photo resources are currently limited and we are continuing to build a pool of photographs.

## **Quality**

Landscape photos fit the website template better and can be cropped more easily, so try to avoid portrait shots as much as possible.

The standard size at which photos appear on the website is 138 px (h) × 208 px (w) – 3.65 cm × 5.50 cm – for the main image and 86 px × 86 px – 2.28 cm × 2.28 cm – for the thumbnails. Bear these sizes in mind when choosing the right image – shots from far away, for example, will be hard to make out at this size. If larger images are provided, the web team can crop them to the right dimensions.

Photographs need to be clear, with good focus and definition to make an impact on the website.