**ED app content template “Good practice”**

**Author(s)/credits**:

**Title**: [short, catchy title that fits on one line on a phone screen]

**Subtitle**: [descriptive subtitle, can be a few words longer/two lines on a phone screen]

**Main content** (written copy: usually max 250 words; audio/video: clip of max 3 min length):

**Additional copy**: [where applicable, insert sentence on where to find more about this content, incl. link]

**Image (for articles)**:

**Style notes:**

“Good practice” pieces…

* play to users’ needs for solutions.
* are “practical think pieces”: solution-focused but give background and take the users through the thinking needed before implementing a solution.
* focus more on “why?” than on “how?”.
* might link to resources outside the app.

**Please indicate which of these search tags applies to this “Good practice” submission:**

* Recruit
* Create content
* Commission
* Finance
* Accessibility
* Network
* Online
* Inclusive work cultures
* Research
* Age
* Class
* Disability
* Caring, pregnancy, maternity
* Gender and identity
* LGBTQ+
* Location/Region
* Race
* Relationship status
* Religion
* Animation
* Film
* Post-production
* Television
* Games
* VFX
* Small business
* Freelancing & Self-employment
* England
* N. Ireland
* Scotland
* Wales