**ED app content template “Features”**

**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 250-600 words, in exceptional cases longer; audio/video: clip of max 7 min length):

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

**Image (for articles)**:

**Style notes:**

“Features” …

* play to screen practitioners’ nosiness about what others are doing (well) and what one can learn about/from them.
* tell an industry story with direct quotes (ideally from more than one person), concrete examples, short sentences, engaging writing.
* Audio/video content should have the feel of talking to another person, getting a glimpse of the case. No high production values needed.
* are meant to be encouraging. They don’t need to report world-wide change; small but meaningful initiatives that users can learn from for their own practice are welcome.

**Please indicate which of these search tags applies to this “Feature” app 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
* Wale