

Antelope Media Content Briefing Template

Content format - blog - article - infographic - eBook/PDF download - curated content - video - eNewsletter - media/press release - guest article - advertisement		Distribution channel - Website - Blog - LinkedIn - Facebook - Twitter - YouTube - Email list - Media list - Email capture download	
Content due date		Publication date	
Key audience Who is your target audience - who do you want to read or see this?		Content/Service area Which of your company's services or products is this content related to?	
Author/ byline/ attribution		Word limit / template	
Links Any links to your website or other articles/websites that the article should reference or link to? Examples of similar content?		Image/ Design required? What of? Supplied by?	
Topic/heading		Subheading	
Key message What is the key message you wish this content to convey? What is it about?			
Notes Eg: What should be included? What should not be included? Bullet point list/notes of any key points content must cover. Preferred angle if known? If interview is required who should we interview or what data/sources should we consult? Are there SEO keywords? Does it need to appear in AI search? Are there brand/style/tone of voice guidelines?			
Call to action What do you want people to do after they've read it?			