



# Guide to writing press releases

We like to promote news of the good work that is being done by businesses around the North-east of Scotland.

The Chamber website has upwards of 15,000 visitors every month, with the news pages among the most heavily trafficked: [www.agcc.co.uk/helping-your-business/news-opinion](http://www.agcc.co.uk/helping-your-business/news-opinion)

Has your business won new work, been recognised in the industry, won an award, moved premises, recruited new staff, taken part in a new initiative? Share your successes with the rest of the North-east business community.

If you're keen to put together a news item on your business, here are our top tips to help:

- Get the most important information in the first two paragraphs – the who, why, where, what and when.
- Write in the third person – no 'we's or 'I's (if you're writing your opinion, we'd recommend our blog page).
- It shouldn't be a sales pitch on the news pages so avoid marketing phrases and jargon. Instead, focus on facts and back up with evidence – no wild unsubstantiated claims please.
- But it needn't be over-complicated. The ideal news release is between 300 – 400 words long – just long enough to have your punchy intro, a couple of paragraphs of descriptor giving more detail and a quote from someone in your organisation.
- To make your press release stand out from the crowd you need a short, catchy but informative headline, ideally eight words or less so it can run in full on social media - and make sure it contains the most important piece of information you want people to know.
- Brighten up the article with a relevant image – attach it as a high quality jpeg, don't embed it, and remember to include a caption with who, what and where is in the picture.
- The news article should be submitted as a word document or email text.
- Include contact details, in case there is a query.

And you're ready to go – email your news through to [bulletin@agcc.co.uk](mailto:bulletin@agcc.co.uk) and it will be up on the site within the next working day or so.