



The College of New Jersey

## **Tips for effective writing for the internet and site management**

### **Don't overwrite:**

Keep in mind that your website has a very broad target audience, ranging from prospective student-athletes, current students, parents, relatives, the media and SIDs from other institutions as well. If a reader sees a story that makes them scroll down several times, chances are they are not going to read it and move to a different site. By keeping your releases a reasonable length, you will maintain their interest and they are more likely to return to your site.

### **Keep using the hometowns and high schools for you student-athletes:**

This has always been a valuable tool in trying to get all types of media know aware of the successes your student-athletes achieve. More and more reporters, whether it's the print media, internet bloggers or television reporters, they are doing more of their own research and that little bit of information lets them know right away if there is a local angle they can hit. If a majority of your student-athletes are from out of state, at least use their hometown when doing releases.

### **Create links to box scores, results or complete all-conference teams:**

This helps in two areas. 1) All the information about a particular game or honor can easily be accessed in one place by the user. 2) It does some of the work for you. These links will allow you to focus on the student-athletes that stood out during the event or reached a milestone so you don't have to worry about giving a goal-by-goal or run-by-run recap since all of that information is click away at the top of the page.

### **Using another SID's story:**

This is totally acceptable, just give that person credit. Even if you adjust the lead to indicate "your team won" rather than "their team lost," they still did the work and should be credited with that.

### **Consolidate post-season honors:**

With all of the additional places student-athletes can be recognized with post-season honors, add those honors to the release already posted on your website (NSCAA all-region then d3kicks.com all-region). Then change the headline to read "Smith receives various post-season honors." You can still send out a press release to the media, but by consolidating the honors for an individual, other student-athletes are still highlighted on the website.

### **Don't be afraid to use your content in other areas:**

You have already written a nice piece on the latest class going into your institution's athletic hall of fame for your athletic site; why not get more mileage out of it. Save the bio of a basketball player who was inducted and include that in the upcoming media guide. The alumni office may also be interested in highlighting that event in their magazine.

### **2008 ECAC-SIDA held in Saratoga Springs, NY**

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