

Yearbook Copywriting Best Practices

Good copy in the yearbook elaborates on the stories told in the pictures. Follow these best practices for copy that tells the whole story.

- Cover all perspectives of the story
- Expand upon the “promise of the lead” by providing the facts, quotes and details that the reader wants to know
- Be factual, as in a news story
- Provide a personality sketch or personal experience
- Provide information that helps the reader see, smell, hear, taste and feel what is occurring
- Be truthful, fair, honest and unbiased

Style

- Use clear, concise sentences and short paragraphs
- Use words that the audience will understand and that best express your ideas
- Use precise, specific language instead of general descriptors
- Use third-person and active voice
- Verbs must be specific, active and stand without support of adverbs
- Use concrete nouns and verbs
- Use specific language (i.e., use “Doberman” vs. “black dog”)
- Use active voice and strong verbs
- Incorporate quotes to move the story forward

Quotes and Sources

- Include multiple sources for each story
- Triple-check quotes and names for accuracy
- Make sure you’ve talked to all sources
- Be aware of your sources’ biases
- Be aware of your own prejudices
- Listen for quotable statements and other angles
- Get more information than you could possibly use