

### Publication Title

Does your publication title contain the following essential information:

- The set of statistics being published?
- The point in time or period to which the statistics relate?
- The geographical coverage?
- The frequency of the release?
- If relevant, whether the results are provisional or final?

**A good title allows the reader to identify whether the release contains information of interest to them. It should stand alone as a description of the publication.**

### Key Messages / Headline Figures

- What are the most interesting, relevant and useful messages?
  - Could your key messages stand alone in a newspaper without further explanation?
  - Are the messages from the last publication still the most relevant and newsworthy? Should they be reconsidered?
- ✗** Avoid simply inserting new figures into the text unless appropriate!
- ✗** Do not seek to summarise all the findings in the publication.

**This section is critical to ensuring that the key messages of the publication reach the user.**

### Front Page Layout

- Don't include too much text. Some white space is important.
- Use colour to draw in reader's attention. What section do you want the reader to focus on?
- Would a graphic or chart help?
- Would a table of contents help the reader? (depending on length)
- Have you included appropriate 'Nat Stat' or departmental logos, and contact details for media / responsible statistician?
- Text boxes can help draw people to important information and remember to use plain English wherever possible.

**The layout of the front page can have a huge impact on how much information the user takes in, and whether they decide to read on further.**

### Don't Forget...

- A short introductory paragraph is very useful in setting the scene, explaining what the release covers, who uses the statistics and why.
- Consider who the users are and why they should be interested in the publication. What do you want your front page to communicate?
- Seek user feedback on how easy your front page is to understand. Or, ask a colleague who is unfamiliar with the publication to review it.
- The GSS guidance on preparing first releases can help you: <https://gss.civilservice.gov.uk/statistics/presentation-and-dissemination/>
- Have you considered how you communicate the change and uncertainty associated with your statistics? This is important for users.

**Think about your users! A good front page should leave them well informed about the meaning and relevance of the data.**