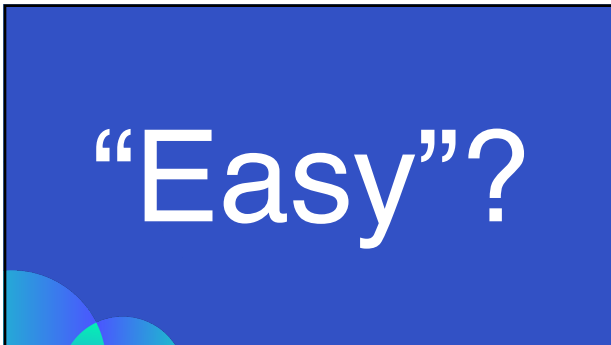




1




2




3

Tip 1
Know whether
you are writing
a lobby or a
room




4

Know whether you're writing a lobby page or a room page




5


Some web pages are lobbies; some are rooms



Main lobby: Navigating
How do I get to my destination?
What types of help are available to me here?
[Home page](#)

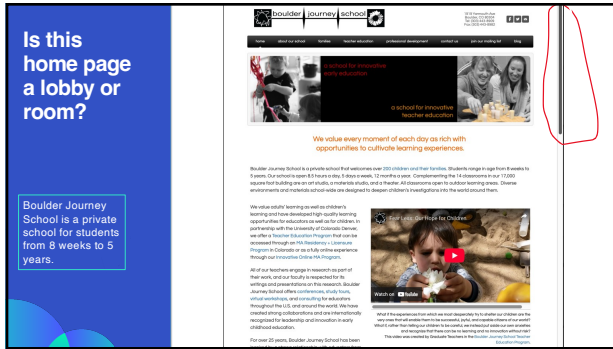


Small lobby:
How do I get to my (now very close) destination?
What types of other very relevant content are available to me here?
[Landing page](#)

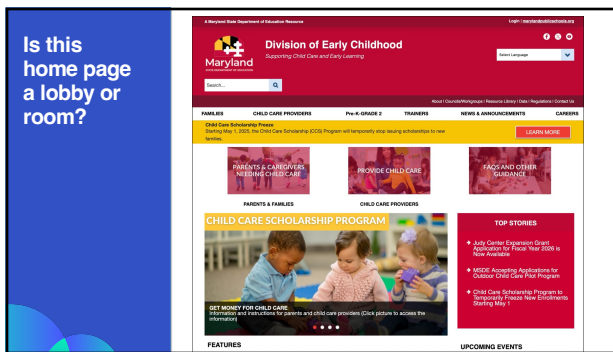


Room: Arrival & Reading
I've found what I was looking for!
I'll scan then read. I'll click the links.
[Content page](#)

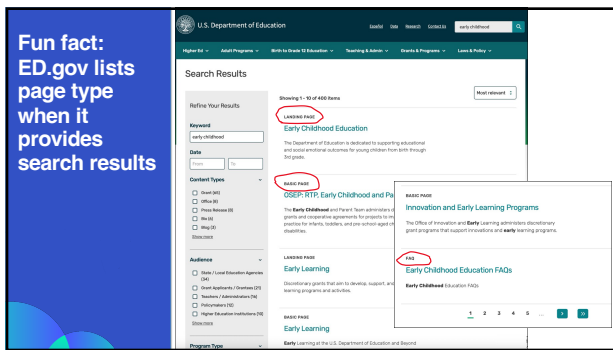
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Tip 2

Use the “Bite, Snack, Meal” approach

1996


10

What is “Bite, Snack, Meal”?



How hungry for content is my reader?

11



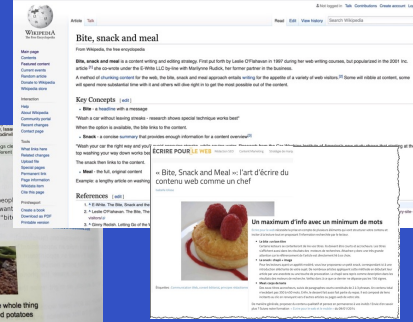
How to Write for Content-Hungry Readers Online

LESJUE O'FLAHAVAN

3. Think “bite, snack, meal”

If you have a lot of information on a topic, but some people want the “bitesize,” others want a little more, and a few want the whole thing, you can satisfy all three conversations by thinking “bite, snack, meal.”

Bite: the kernel
Snack: the main fruit
Meal: the whole thing - meat and potatoes



Bite, snack and meal

How hungry is the conversation?

Bite, snack and meal is a content writing and editing strategy. First put forth by Lesjue O'Flahavan in 1997 during her web writing courses, but popularized in the 2007 era, it's a method of chunking content for the web. The bite, snack and meal approach entails writing for the appetite of web readers. Some will nibble on content, some will devour it, some will eat it with a side of... well, you get the idea. It's not about the content, it's about the reader.

Key Concepts (and...)

- Bite: a headline with a message
- Snack: a core without boring details - research! (don't forget technique workbooks!)
- Meal: a complete summary that provides enough information for a content overview

References (and...)

- 1. 12 Bite, The Bite, Snack and Meal
- 2. Lesjue O'Flahavan: The Bite, Snack and Meal
- 3. Lesjue O'Flahavan: Lesjue O'Flahavan

Un maximum d'info avec un minimum de mots

12

What is
“Bite,
Snack,
Meal”?

Different amounts for different readers:

- **Bite:** A message-oriented title
- **Snack:** A short summary
- **Meal:** The full content—a, blog post, video, press release, report, landing page, etc.

13

Bite, Snack, Meal examples

DC DMV

Department of Motor Vehicles

What are you looking for today?

Manage Your Tickets on the Go

Parallel Parking

Know Before You Go!

Bites

Snacks

14

Bite, Snack, Meal examples

DC DMV at Your Fingertips


DC DMV at Your Fingertips

Virtual Hearings

Meals


15

Bite, Snack, Meal examples



NIH RESEARCH MATTERS

February 10, 2023 (continues)



COVID-19 vaccines induce immune response by activating B-cells that produce antibodies to fight the virus. However, the immune response for many individuals is at a plateau.

More Stories

Feb 10, 2023 | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009

Study suggests COVID-19 vaccines do not reduce fertility

Study suggests COVID-19 vaccines do not reduce fertility

February 8, 2023 — COVID-19 vaccination did not reduce the chances of conception in a study of more than 2,000 couples.

Treatment for opioid use disorder in jail reduces risk of return

February 8, 2023 — Men in a rural jail who received medication to treat opioid use disorder had a reduced likelihood of being arrested or returning to jail or prison after release.

Oral immunotherapy for peanut allergy in young children

February 8, 2023 — Giving daily doses of peanut flour to young children with peanut allergies desensitized most and induced remission of the allergy in 21%.

Study suggests Epstein-Barr virus may cause multiple sclerosis

February 1, 2023 — Infection with Epstein-Barr virus, scientists found, dramatically increased the odds of developing multiple sclerosis.

Study reveals brain networks critical for conversation

February 1, 2023 — Researchers identified brain networks involved in planning responses during a conversation.

Gut cells distinguish between sugar and artificial sweeteners

February 1, 2023 — Researchers found cells in the small intestines of mice that communicate with the brain and influence the preference for sugar over artificial sweeteners.

16

[1. Study suggests COVID-19 vaccines do not reduce fertility](#)
COVID-19 vaccination did not reduce the chances of conception in a study of more than 2,000 couples.

[2. Treatment for opioid use disorder in jail reduces risk of return](#)
Men in a rural jail who received medication to treat opioid use disorder had a reduced likelihood of being arrested or returning to jail or prison after release.

[3. Oral immunotherapy for peanut allergy in young children](#)
Giving daily doses of peanut flour to young children with peanut allergies desensitized most and induced remission of the allergy in 21%.


[4. Study suggests Epstein-Barr virus may cause multiple sclerosis](#)
Infection with Epstein-Barr virus, scientists found, dramatically increased the odds of developing multiple sclerosis.

[5. Study reveals brain networks critical for conversation](#)
Researchers identified brain networks involved in planning responses during a conversation.


[6. Gut cells distinguish between sugar and artificial sweeteners](#)
Researchers found cells in the small intestines of mice that communicate with the brain and influence the preference for sugar over artificial sweeteners.

17

Write a better bite and snack



GEORGIA DEPARTMENT of DRIVER SERVICES




What's on my card?
Understand all the information and symbols that you see on your driver's license or ID.
[License Card Information](#)

Latest Press Releases

JUNE 17, 2022
Georgia Motorcycle Safety Promotes Motorcycle Safety With 'Ride To Work Day' Ride Your Motorcycle or Scooter to work on June 20, 2022
Join the Department of Driver Services (DDS) as we celebrate the 31st Annual International Motorcycle and Scooter Ride To Work Day on Monday, June 20, 2022.
[Read more](#)

JUNE 17, 2022
Department of Driver Services (DDS) Reminds: Never Leave Kids or Pets in a Hot Vehicle
The Georgia Department of Driver Services (DDS) reminds all Georgians that it is NEVER safe to leave a child or pet alone in a hot car. During our state's brutal heat wave it is especially critical that everyone do their part to keep the most vulnerable safe.
[Read more](#)




Did you Know?
DDS issues Voter IDs that can be used for voting purposes in Georgia. For more information, visit [Voter ID](#)

Did you Know?
DDS issues Voter IDs that can be used for voting purposes in Georgia. For more information, visit [Voter ID](#)

18

Write a better bite and snack



Georgia Department of Driver Services

Latest Press Releases

Georgia Motorists Safety Process
Motorists Safety With 'Safe To Work Day' Risk and Motorists of November to work on June 16, 2022

What's on my card?
Understand all the information and services that you can use from your Driver's License or ID

Do you need a Voter ID?
DDS issues Voter IDs that can be used for voting in Georgia. Learn what kinds of documentation you need to get a free Voter ID and how to apply online or in person.

Voter ID

Georgia's Voter ID is a 4x6 inch laminated card that is used to verify your identity at the polls. It is a requirement for all voters in Georgia to have a valid Voter ID when they go to the polls on Election Day.

What Do You Need to Get a Voter ID?


- A Georgia Driver's License or ID
- A Georgia Statewide Voter ID
- A Georgia Statewide Voter ID
- A Georgia Statewide Voter ID

What Do You Need to Get a Voter ID?

- A Georgia Driver's License or ID
- A Georgia Statewide Voter ID
- A Georgia Statewide Voter ID
- A Georgia Statewide Voter ID

19

Head Start uses the Bite, Snack, and Meal approach...




HeadStart.gov

Head Start uses the Bite, Snack, and Meal approach...

...but they could do a LOT better

20

Head Start could write better Bites and Snacks



HeadStart.gov

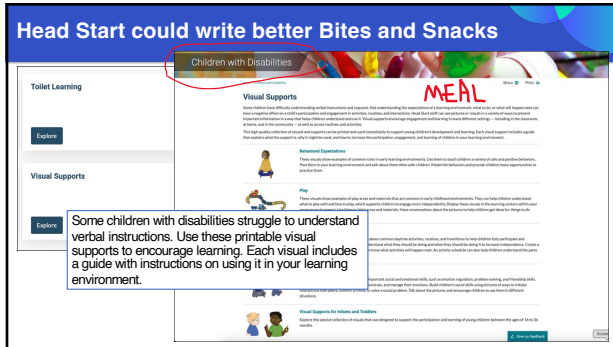
Spotlighting Programs: A Panel Discussion on Exceptional Nutrition Service Delivery

A Panel Discussion on Exceptional Nutrition Service Delivery

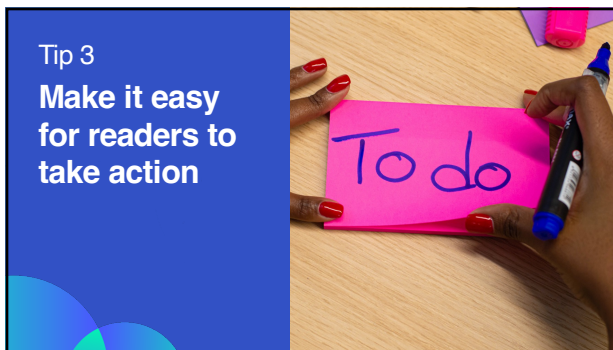
In this webinar, OHS leaders spoke with exceptional Head Start programs who shared effective nutrition strategies and inspired others to promote healthy eating.

Read More

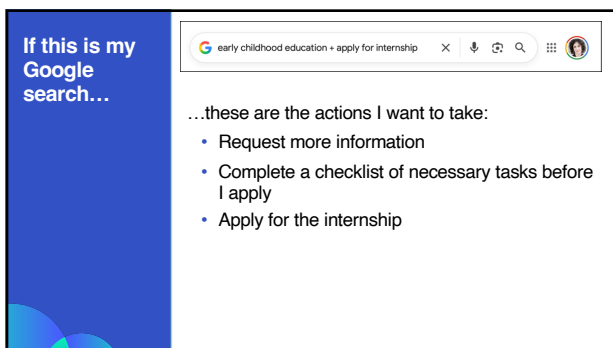
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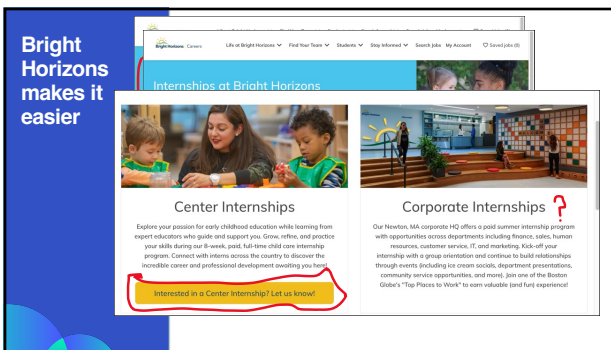
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26



27

So. Much. Jargon.

- **Early Years Foundation Stage (EYFS):** This is a framework that sets standards for the learning, development, and care of children from birth to age 5 in England.
- **Child-led play:** Play initiated and directed by the child, rather than an adult.
- **Developmentally Appropriate Practice (DAP):** A framework that promotes children's optimal learning and development by considering their individual needs and stages at the [National Association for the Education of Young Children \(NAEYC\)](#).
- **Cognitive development:** Refers to the intellectual development of a child, including how they learn and use knowledge.
- **Physical development:** Includes growth, gross motor skills (like running and jumping), and fine motor skills (like using scissors).
- **Social-emotional development:** Focuses on how children learn to interact with others, manage their emotions, and build relationships.
- **Communication and language:** Covers both spoken language and non-verbal communication skills.
- **Literacy:** Includes skills like reading, writing, and understanding language.
- **Mathematics:** Involves early math concepts like counting, shapes, and patterns.
- **Understanding the world:** Encompasses children's exploration of the world around them, including science, history, and geography.
- **Expressive arts and design:** Involves creative activities like art, music, and drama.
- **SENCO:** Stands for Special Educational Needs Coordinator, a person who supports children with special or additional needs.
- **LEA:** Stands for Local Education Authority, the education authority in your area.

28

The variable burden of jargon

Positive Young Minds

Advice for teachers, SENCOs, Support staff and
Find support with inclusion, SEND, and other
mental health by Lora How 'The Wellbeing'

SENCOs: Raising The Profile of These Unsung Heroes

Posted on January 2, 2022 by LHow

Do you suffer from any of these symptoms in your role?

- Your headteacher and SLT having no clue what you do.
- Your colleagues in class can't understand why on earth you are so busy.
- Parents of children can't understand why their child isn't getting help despite a diagnosis.
- Parents of children with EHCPs can't understand why there is not an adult velcroed to their child now they have this 'golden ticket'.
- Your post pandemic SEND register has got larger.
- Pupil wellbeing is at an all time low with no SEMH specific support available.
- Your LEA writes ridiculous statements on EHCPs.
- Your LEA appears to think mainstream is suitable for everyone.
- You haven't been able to get hold of an educational psychologist for 6 months.
- Regardless of how much you work at home, your work is never done.

29

If you use jargon, explain it

Trying to get it right

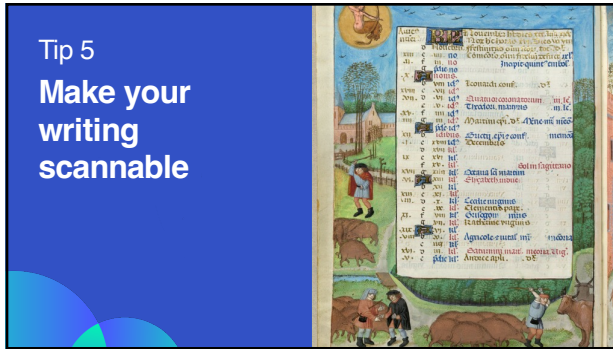
What DAP Looks Like

If your child is enrolled or is enrolling in early learning programs, ask your provider how they incorporate DAP into their day-to-day work. Parents and caregivers are also encouraged to incorporate developmentally appropriate activities and methods with their children at home. In developmentally appropriate environments, your child will:

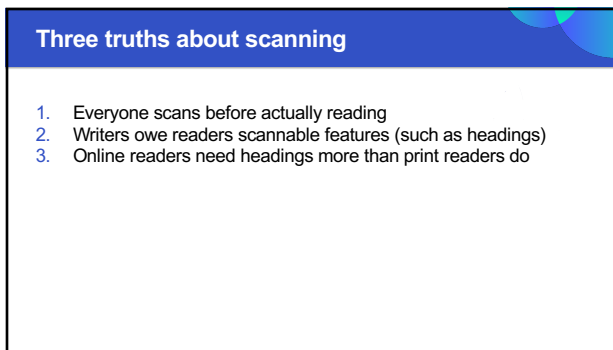
- move around rather than wait;
- speak rather than listen passively;
- use their creativity to create their own books and art;
- follow a schedule based on their needs;
- attempt to solve their own problems;
- explore their own interests;
- have opportunities to make their own choices; and
- learn through experience rather than mechanical repetition.

To view the full list, [download our printable DAP Guide for Families \(PDF\)](#).

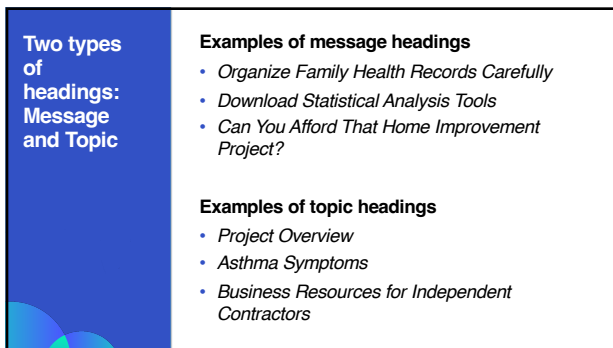
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31




32



33

Headings enable us to scan for Know vs Do



Employer-provided childcare credit

If you provide childcare services to your employees, you may be eligible for the credit.


The credit is an incentive for taxpayers to provide childcare services to employees.

Qualified childcare facility expenditures include:

- Costs associated with acquiring, constructing, or reconstructing a qualified childcare facility.
- Qualified childcare facility expenditures are support childcare workers through training, employees with higher levels of childcare to provide resource and referral expenditures.

How it works

The employer-provided childcare credit is 25% of qualified childcare facility expenditures plus 10% of the amount paid or incurred during the tax year.



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Qualified childcare facility expenditures include:

- Costs associated with acquiring, constructing, or reconstructing a qualified childcare facility.
- Qualified childcare facility expenditures are support childcare workers through training, employees with higher levels of childcare to provide resource and referral expenditures.

Who is eligible


To be eligible for the credit, an employer must provide childcare services to employees.

Qualified childcare facility expenditures include:

- Costs associated with acquiring, constructing, or reconstructing a qualified childcare facility.
- Qualified childcare facility expenditures are support childcare workers through training, employees with higher levels of childcare to provide resource and referral expenditures.

Qualified childcare facility

A qualified childcare facility is a space that is used or intended to be used for the care of children.



Qualified childcare facility expenditures

Qualified expenditures for a childcare facility are amounts paid or incurred for:

- Acquire, construct, rehabilitate or expand property that is:
 - To be used as part of a qualified childcare facility of the taxpayer.
 - Responsible for amortizable property.
 - Not part of the principal residence (within the meaning of IRC Section 121) of the taxpayer or any employee of the taxpayer.
- Operate a qualified childcare facility of the taxpayer. This includes training employees, providing scholarship programs, and providing increased compensation to employees with higher levels of childcare training.

Qualified childcare facility expenditures do not include expenses over the fair market value of such care.

Qualified resource and referral expenditures

These are amounts paid or incurred under a contract to provide childcare resource and referral services to your employees. The provision of the services (or the eligibility to use the services) must not discriminate in favor of highly compensated employees (within the meaning of IRC Section 441(a)(2)).

How to claim the credit

To claim the credit, see [Form 8881, Credit for Employer-Provided Childcare Facilities and Services](#).

The credit amount claimed may not exceed \$100,000. You may deduct eligible expenditures that exceed the amount of the credit determined. See Form 8881 General Instructions.

No double benefit allowed


You must reduce these items by the amount of the credit determined:

- The basis of the qualified childcare facility.
- Certain business deductions and credits.

34

Tip 6

Use an engaging tone



35

Use an engaging tone

Use personal pronouns

- Use *we* and *you* liberally.
- Use *your/yours*, and *our/ours*.

Adapt conversational patterns to written content

- Write shorter sentences.
- Use the occasional fragment.
 - A practical choice.*
 - Not really.*
 - Hardly.*
- Use contractions.
- Add a mid-paragraph question.
- Use colloquial diction, when appropriate.
 - The Boston mayor was wicked smart about workforce development.*
- Use cultural references.

36

Which writing choices shape the tone of this content?

The early childhood certificate program is designed to prepare students to work in a variety of child care settings with children from infancy through age eight. The curriculum consists of ten courses: a core of seven courses directly related to early childhood education, plus three foundation courses in psychology and communications. The curriculum is designed to be completed within two semesters or over a longer period of time if a student chooses. Students may apply earned credits toward an AAS in early childhood education.

MC MONTGOMERY COLLEGE


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HOME / ACADEMICS / PROGRAMS / EDUCATION / EARLY CHILDHOOD EDUCATION

Early Childhood Education Certificate

REQUEST INFO → APPLY → VISIT →

The early childhood certificate program is designed to prepare students to work in a variety of child care settings with children from infancy through age eight. The curriculum consists of ten courses: a core of seven courses directly related to early childhood education, plus three foundation courses in psychology and communications. The curriculum is designed to be completed within two semesters or over a longer period of time if a student chooses. Students may apply earned credits toward an AAS in early childhood education.



Program Outcomes

Upon completion of this program, a student will be able to:

37

Which writing choices shape the tone of this content?

ASHWORTH COLLEGE

Questions on enrolling? We're here 9am-5pm ET Mon-Fri

ENROLL NOW REQUEST INFO

Undergraduate Certificate

Early Childhood Education

Earn your Early Childhood Education certificate online

Helping shape young minds is the kind of challenging, yet rewarding career that requires both compassion and discipline. Earn your Early Childhood Education certificate online and gain an understanding of what it takes to work with children—from curriculum development to health, safety, and nutrition. Upon graduation, you'll be able to apply your studies to the 120 hours of professional education you need to earn your Child Development Associate (CDA) Credential™.

Our Undergraduate Certificate in Early Childhood Education is further set apart by its flexibility. You'll have the opportunity to set your own pace and fit your studies in alongside your existing obligations. With online classes, you can complete the one-semester program from anywhere and choose to proceed to an Associate Degree in Early Childhood Education right away.

38

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ASHWORTH COLLEGE

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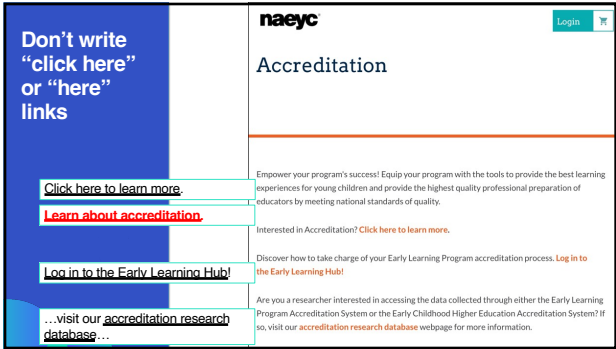
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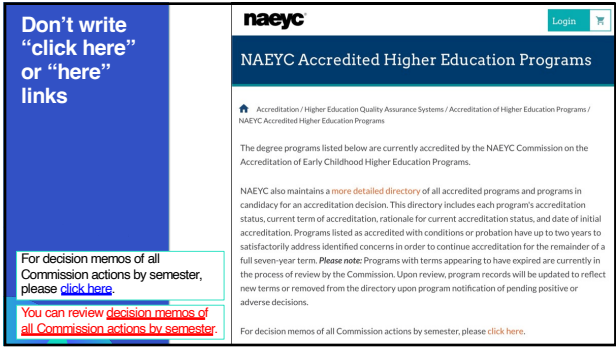
39



40



41



42

Tip 8

Offer bullets instead of paragraphs

43

Bullets would make this content easier to read

VMFA

VIRGINIA MUSEUM OF FINE ARTS

VISIT

EXHIBITIONS

COLLECTIONS

CALENDAR

LEARN

PROGRAMS

TOUR

Overview

Youth

Family

Teen

Adults

College

Educators

Members

Statewide

Programs » For College Students » Internships » Early Childhood Education Internships

Early Childhood Education Internships

Early Childhood Education (ECE) internship responsibilities include a blend of research, administrative, and instructional elements. Interns engage with students, ages 3 months to 5 years old. They gain teaching and public speaking experience through assisting and teaching classes. They develop lesson plan components including story time, gallery enrichment activities, sensory activities, and art projects. They perform research on works of art and artists represented in the VMFA collection and present tours for adults. They hone their organizational and administrative skills, keeping the studio spaces clean and orderly, performing data input, creating binders for classes, preparing materials for upcoming lessons, and keeping track of paperwork. During the summer, they gain framing experience by helping with preparation for the ECE annual student show. At the end of the internship, individuals exit the program more confident, skilled, and qualified.

Students applying for ECE internships should have some experience and/or interest in teaching young children, or currently seeking a degree in early childhood education, art education, or studio arts. Applicants are encouraged (but not required) to submit their Philosophy of Teaching statement.

The number of hours varies depending on whether students are receiving academic credit from their schools for the internship and depending on the program, project, and staff requirements. For the fall and spring semesters, a minimum of 8-12 hours are expected. Some evenings and weekends may be required. During the summer, the internships range from 24-40 hours per week. No stipends are provided.

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Bullets make this content easier to read

VMFA

VIRGINIA MUSEUM OF FINE ARTS

VISIT

EXHIBITIONS

COLLECTIONS

CALENDAR

LEARN

PROGRAMS

TOUR

Overview

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What do ECE interns do?

- Engage with students, ages 3 months to 5 years old
- Gain teaching and public speaking experience
- Develop lesson plan components including story time, gallery enrichment activities, sensory activities, and art projects
- Research works of art and artists represented in the VMFA collection and present tours for adults
- Hone their organizational and administrative skills, keeping the studio spaces clean and orderly, inputting data, creating binders for classes, preparing materials for upcoming lessons, and keeping track of paperwork
- Gain framing experience by helping with preparation for the ECE annual student show

Who should apply for an ECE internship?

- Students with experience or interest in teaching young children
- Students currently seeking a degree in early childhood education, art education, or studio arts

How many hours per week does an intern work?

The number of hours varies depending on the program, project, and staff requirements and whether students are receiving academic credit from their schools for the internship.

- For the fall and spring semesters, interns work 8-12 hours per week. Some evenings and weekends may be required.
- For the summer, interns work 24-40 hours per week.

45

15

Tip 9
Give each
downloadable
file a worthwhile
name

No

Document.pdf

46

Give each
downloadable
file a
worthwhile
name

- Downloadable files appear out of context in search results
- Bad file names are a mistake the user will inherit

U.S. Department of Education

Page 12 | Add Programs | Early Childhood Education | Training & Adult | Grants & Programs | Links & Help

Search Results

Showing 15 - 30 of 450 items

Reset filters

Document

hhs-od-03-early-childhood-mental-health-20220915.pdf

Yes

Summary

Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP)

The discretionary grant program is designed to increase the number of low-income students who are prepared to enter and succeed in postsecondary education.

Document

ny12-early-childhood-school-for-science-technology-ps-130-q.doc

Yes

Document

ny12-early-childhood-school-for-science-technology-ps-130-q.pdf

Document

early.pdf

What?

Summary

Interdisciplinary Preparation of Early Intervention, Special Education, and Related Services Personnel Serving Children With Disabilities Who Have High-Intensity Needs (84.325K)

47

Tip 10
Proofread
your content

Early Childhood

Why this matters | About us | Our work | Help & resources

Communicate with others

How we receive and share feelings, thoughts and information

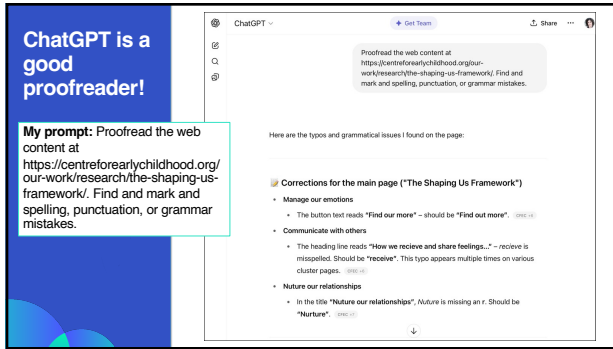
Find out more

Nature our relationships

How we get along and build relationships with others

Find out more

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50
