

Creating a YR Media Listicle worksheet

Headline (e.g. “5 Job-Seeking Tips to Identify Creepy, Sexist Employers”)	
Main image [Photo/GIF] This image will be featured with the headline.	
Introduction paragraph Why this list connects to a bigger trend or takeaway.	
Transition Sentence This is a one or two sentence section where you tell us in a very straightforward way what the list we’re about to read is all about.	
Item 1 Title (e.g. “Ask People Who Work There”)	
Item 1 image This image will illustrate Item 1. The image is ideally 1120px (width) and between 600-900px (height).	
Item 1 short description Tell us in a few sentences why this item is in the list.	
Item 2 Title	
Item 2 image	
Item 2 short description	

Item 3 Title	
Item 3 image	
Item 3 short description	
Item 4 Title	
Item 4 image	
Item 4 short description	
Item 5 Title	
Item 5 image	
Item 5 short description	

YR Media Listicle Checklist

Does your listicle have these essential elements? Use the checklist below to make sure your final project has all its required components.

Directions: Right click the checkbox to replace it with a check mark.

- ☐ A super-focused angle— You may want to check out [DIY: Perfecting the Pitch](#) to see exactly what we mean by this.
- ☐ A conversational/light tone— [DIY: YR Media News Tone](#) can help you out here
- ☐ Insight or surprise — Don't tell people what they already know.
- ☐ A personal angle — Good listicles are grounded in your experience or expertise. They may even incorporate a first-person voice.
- ☐ The right number of items — At least five is a good goal. Odd numbers are better than even numbers. It's too many things if you're repeating yourself or if you feel you'd get bored reading your own list.
- ☐ Great visuals — Choose your GIFs wisely. Avoid stereotypes. If you are featuring people in your images, consider the balance of race/gender/location in your choices. Keep it fresh and avoid old, tired tropes.
- ☐ Solid sources — [DIY: Delivering the Accuracy](#) is your friend.
- ☐ At least one sample Instagram post and one sample Twitter post (with image and caption) promoting your piece.