# digital.gov.bc.ca blog template – success stories

Thanks for submitting to the digital.gov.bc.ca blog!

We want to hear the story of a recent project or team initiative you’re proud to share.

Please fill out the following fields. Once you’ve finished, submit to do.contentdesign@gov.bc.ca along with any supplemental images or video links we can embed in the post. If you submit a photo of yourself or a member of your team, please include a completed [release form](https://www2.gov.bc.ca/gov/content/governments/services-for-government/service-experience-digital-delivery/web-content-development-guides/web-style-guide/visual-design-guide/copyright-consent).

* Write short, concise sentences in plain language
* A personal, first-person perspective will get your readers more invested
* Don’t leave out the challenges, difficulties and obstacles you encountered. They make for a more interesting story

## Author info

* Name, job title and organization

Click or tap here to enter text.

## Pitch

* In a few sentences, how would you describe your story to a friend outside government?

Click or tap here to enter text.

## Title

* A good blog title is 3 to 7 words long and uses plain language

Click or tap here to enter text.

## Introduction (about 100 words)

* Introduce yourself, your team and your project focus. What do you do, why is it important and how does it help people?
* We suggest starting with something intriguing like a surprising fact, a provocative question or a short, compelling scene to immediately engage your reader’s interest

Click or tap here to enter text.

## Challenges (about 200 words)

* Help the reader understand barriers your team identified, and show how people were being negatively impacted
* These could be related to service delivery and policy, legacy systems, organization and structure, natural disaster and emergency response, a Cabinet priority, etc.

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## Your process (about 400 words)

* Share insights and lessons learned in an informal, conversational tone. Tell us why your process is important and how your team thought it would add value for people
* This can be a chance to connect your work to the [Digital Code of Practice](https://digital.gov.bc.ca/policies-standards/dcop/) or [Digital Plan](https://digital.gov.bc.ca/policies-standards/digital-plan/)

Click or tap here to enter text.

## Real-world impact (about 200 words)

* Share a true story or case study to illustrate the effectiveness of your work
* Tell us how the work improved lives of people in B.C.

Click or tap here to enter text.

## Conclusion (about 100 words)

* Wrap up the journey with key lessons and a look at what comes next. Sharing a personal reflection can make your conclusion especially effective
* Has your team, branch or division changed the way it does things? Did you find a new passion or career path, or do you want to grow and learn more?
* Share next steps or resources, or make a call to action. If you have a team email, include it as a way for readers to follow up with you

Click or tap here to enter text.

 Have questions? Contact us at do.contentdesign@gov.bc.ca.