

Tips to get your story selected

Here are some recurring themes and subjects that prove popular with BBC audiences.

1 Surprising or quirky

Intriguing hooks that draw users in and entice them to click. These include mysteries solved, myths debunked and feats of human endeavour. Using former Soviet submarines to transport oil was one...

2 Case studies

Any story with an attached case study and a guest who can talk about the subject stands a much better chance.

3 Content that has broad appeal

Content which appeals to a wider audience. Stories that affect household income, spending or debt all fall into this category.

4 Talking points and trends

Topical or 'viral' stories that divide opinion or spark debate. Brexit is the obvious one, but also topics like executive pay.

5 'How does this affect me?'

Consumer stories that strike a universal chord and relate to everyday life. For example scams, money, transport, job interviews, hidden dangers, etc.

6 Unique or exclusive

First-look programme content. Insights, investigations or interactive features that only the BBC would produce, featuring trusted brands, presenters and programmes.

8 Listicles

Formats that are quick and easy to digest such as lists, maps or infographics linked to location e.g. the UK's most/least affordable places.

7 Short-form, snackable content

Audio or video clips for mobile. Content that works as stand-alone pieces with strong, clear angles. Clips between 2 and 4 minutes work best e.g. a drone exploring Crossrail tunnel was a huge hit.

9 Interactive

Content that provides interesting answers, quizzes that prove how much you know on a given subject or calculators that show how you are affected by a big story.

It should be noted that, while these topics consistently do well, good content will always rise to the top, even if it doesn't exactly fit into these categories.