Content Needs Document for

Client

prepared on X

**KEY**

BLACK = Section label, word count, instructions; does not need to be edited

PURPLE = Starter text; review/edit as needed

RED = Content forthcoming or needed

GREEN = Final approved content

BLUE = Images & graphic assets; please save to corresponding folder on Google Drive and name with desired [ALT Text](https://docs.google.com/document/d/14znZUDVyHPoKlRg83z8hMv-GtWDaF8VJ/edit?usp=drive_link&ouid=112621667557173946821&rtpof=true&sd=true)

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*Featured image for the page*

**SIOP Advocacy**

<HEADER AREA>

* + Image
  + [HEADLINE]
  + [PARAGRAPH]
  + [BUTTON] CTA [LINK TO X]

<MAIN CONTENT AREA>  
*Repeat these sections as many times as needed*

* + Image
  + [HEADLINE] 3-5 words
  + [PARAGRAPH] 25-30 words
  + [BUTTON] CTA [LINK TO X]
  + Image
  + [HEADLINE] 3-5 words
  + [PARAGRAPH] 25-30 words
  + [BUTTON] CTA [LINK TO X]
  + Image
  + [HEADLINE] 3-5 words
  + [PARAGRAPH] 25-30 words
  + [BUTTON] CTA [LINK TO X]

<UNIVERSAL CTA SECTION>

* + [HEADLINE] Join Us
  + [PARAGRAPH] SIOP has multiple memberships to support the many paths to success as an I-O psychologist. Learn about the benefits of becoming a Professional, Student, or Affiliate member of SIOP.
  + [BUTTON] Become a Member [LINK TO MEMBERSHIP PAGE]
  + Image: [shutterstock\_2212415553.jpg](https://drive.google.com/file/d/1UgZ-csa1VF50-0glegf4psX6W3TyFPU5/view?usp=sharing) alt text: coworkers of various ages gathered around a computer in an office

<FOOTER>