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Anything that doesn't follow this format will need manual intervention, by which time the opportunity may have already been lost.

HEADLINE AND CAPTION IN IPTC METADATA

TOP TIPS

- 1 Date format must be DD MMM YYYY, e.g. 29th Mar 2024
- 2 Description should **only be one or two sentences long**, detailing who is in the photo from left to right, what they're doing, why they're doing it and any relation to a news story.
- 3 Your credit must not contain a website or contact details and should be written as:
Credit: your credit/Alamy Live News
- 4 If the images are about the UK weather, the headline must be prefixed by "UK Weather:" e.g. UK weather: Sunset in Penzance, Cornwall. All other countries are standard.
- 5 Remember to check your spelling.
If you're unsure, **put your captions through spellcheck.**

