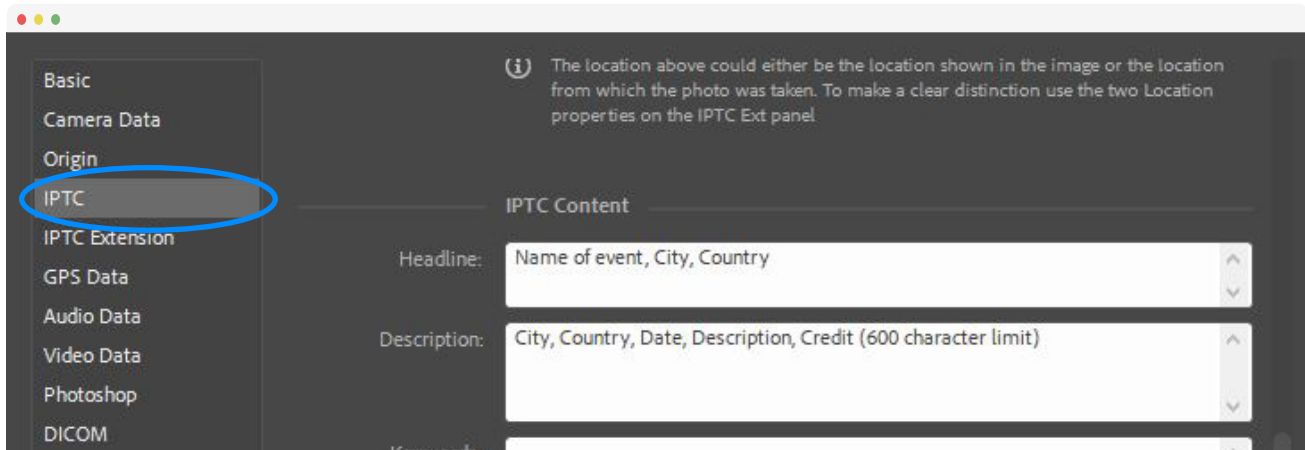# alamy | Captioning guide

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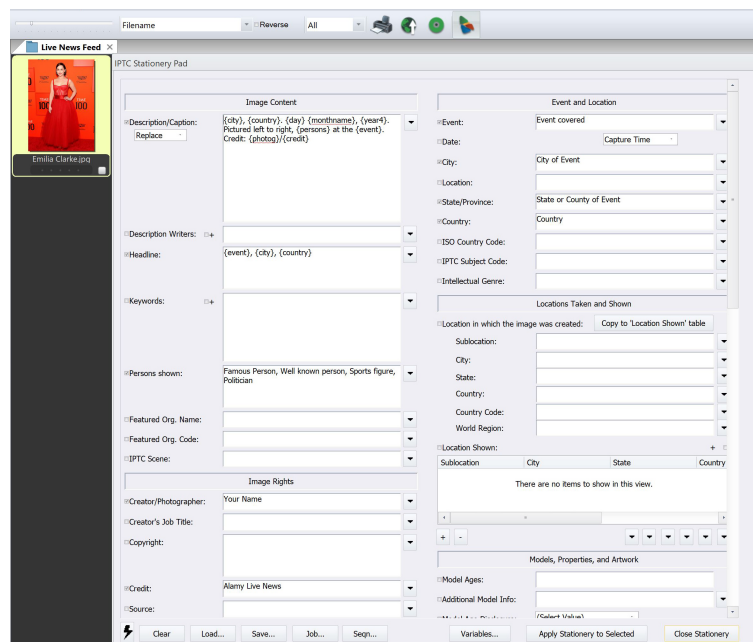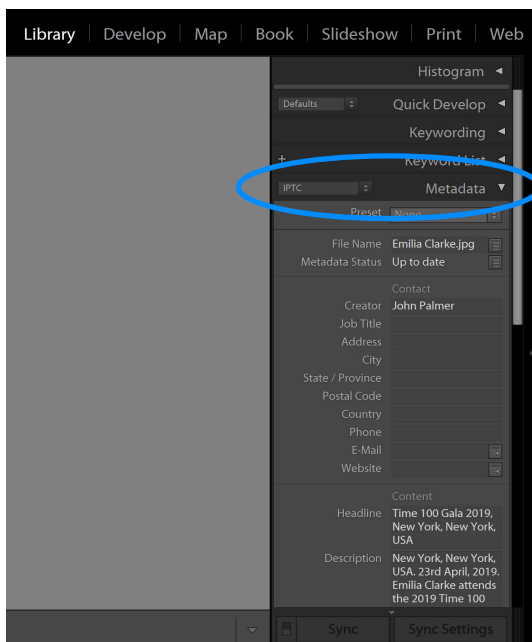
Headline and caption in IPTC metadata

Top tips

Date format must be like so:
DD MMM YYYY
e.g. 29th Mar 2019

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.

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More tips

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