

INTERNAL COMMUNICATIONS WRITING AND STYLE GUIDE

Internal communications at UEA

There are a number of internal communications channels at UEA:

- **Staff e-bulletin** – sent weekly on a Tuesday lunchtime. Contains news and other important information for staff.

More information: <https://portal.uea.ac.uk/arm/internal-communications/weekly-ebulletins>



- **Student e-bulletin** – sent weekly during standard undergraduate term time, and monthly outside of this period. Contains news and other important information for students.

More information: <https://portal.uea.ac.uk/arm/internal-communications/weekly-ebulletins>



- **Portal** – the internal homepage of the University. News and information will be flagged in the section at the top of the page. Where emerging and last-minute information will be posted if important but not warranting an all-staff or all-student email.

More information: info@uea.ac.uk



- **The Loop** – an internal communications system for cascading information to staff. It is designed to improve the two-way flow of information at UEA and improve staff awareness of how their own work relates to the University's wider objectives.

More information: <https://portal.uea.ac.uk/arm/internal-communications/loop>



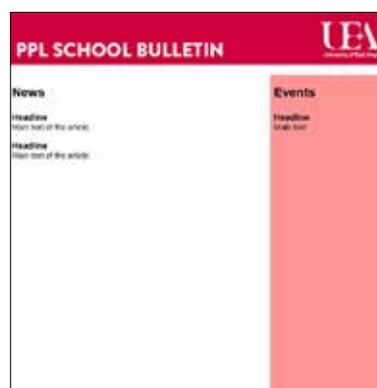
- **Media coverage email** – a daily email summary of UEA's coverage in the local, national and international media, sent out to internal subscribers.

More information: mediacoverage@uea.ac.uk



- **School e-bulletins** – every school has a school-level summary e-bulletin, sent out to staff, students or both at regular intervals.

More information: <https://portal.uea.ac.uk/arm/internal-communications/school-ebulletins>



- **@UEAstudents Twitter account** - run by the Communications Office for the purpose of communicating with current students.

More information: <https://twitter.com/UEAstudents>



General house style guidelines

In order to produce information for the various internal communications channels, it is worth familiarising yourself with the general style guidelines.

- Remember the audience: although you might know all about the subject, the audience may not. It is therefore important to include the basic information, and explain the story clearly and concisely - limiting the amount of jargon.

- Always include a web link or contact details for more information where available.

- Don't use 'please'

Not: 'For more information, please visit www.uea.ac.uk'

but: 'For more information, visit www.uea.ac.uk'

- Acronyms

When the story is for internal communications, it is fine to use well-known acronyms and abbreviations, e.g. MED, ARM, VCO, NBS, NRP, HEFCE

- Titles

Not: prof, Prof. or Professor,

but: Prof

Not: Dr.,

but: Dr

- Capitals

Job titles are capitalised, as is the word 'University' when referring to UEA.

- Dates

Not: 'Thursday June 20th' or '20th June 2012'

but: 'Thursday 20 June' or '20 June'

There is no need to include the year if the date is in the current year.

- Time

Not: 14.00, 2.00pm or 2pm – 4pm

but: 2pm or 2-4pm

- First/second/third person

I, we, our and us do not feature in internal communications at UEA. The primary reason for this is to ensure clarity when messages

from across the university are coming from the Communications Office. You, he, she and they can be used.

Not: 'We would like to invite you to an information session'

but: 'ARM would like to invite you to an information session'

Articles may be changed to adhere to house style or if the Communications Office feels it is appropriate.

If you have any questions, email info@uea.ac.uk.

E-bulletin / UEA intranet

To submit stories for the e-bulletin, email info@uea.ac.uk by 1pm each Monday.

This is how stories appear in the e-bulletin:

Headline (which also links through to the rest of the article online)

Introduction

The screenshot shows the 'STAFF E-BULLETIN' header with the UEA logo. The main content is titled 'University News' and includes several articles with headlines and introductory sentences. On the right, there are three vertical sidebars: 'THE LOOP' with a large graphic, 'ESTATES' with a photo of a building, and 'CSED' with a list of terms: POTENTIAL, BRANCH OUT, HORIZONS, BLOSSOM, and CREATIVITY.

STAFF E-BULLETIN UEA University of East Angles

University News

The Loop
This month's Loop features news on campus redevelopment plans, next steps for the Aurora network of European universities, Changing the Culture recommendations and UEA website developments.

What next for UEA and you, post-EU?
Staff and students can hear the latest on the higher education sector's Brexit negotiations with the government at a free event on campus this Thursday.

UEA gig list
To mark the 40th anniversary of the Sex Pistols LCR gig, which was controversially cancelled, UEA has launched a new web page celebrating the fantastic gigs held on campus over the past 50 years.

Difference Campaign
After raising £53 million in philanthropic funding in just three years, UEA's Difference Campaign is doubling its original target with the aim of raising £100 million by 2021.

British Academy visit UEA
Three representatives from the British Academy will visit UEA on 13 December to discuss UK and international research funding opportunities.

THE LOOP

The LOOP

ESTATES

CSED

POTENTIAL
BRANCH OUT
HORIZONS
BLOSSOM
CREATIVITY

Headline

In the bulletin, headings must be kept to a minimum – they should not go on to two lines. The maximum number of words is around five, depending on how long they are.

Not: 'Switched-on environmental campaign wins prestigious green energy award',
but: 'Switched-on campaign wins award'

Introduction

Due to limited space, the introductory sentence must be concise and sum up the main point of the story in one sentence. Aim for fewer than 25 words.

Not: 'The Thomas Paine Society Lecture, which was established through the generosity of Mr Jesse Collins, a member of the Thomas Paine Society, will be given by former MP James Purnell in the Thomas Paine Study Centre on Thursday 10th May at 7pm.'

But: 'James Purnell, former Labour MP and cabinet minister, will give this year's Thomas Paine Society Lecture on campus on 10 May.'

This is shorter, more concise, and provides the basic what, when, who and where. The article can then go into more detail further down.

Main article

Events

For articles about events, the following always need to be included somewhere in the text:

Where – where is it being held?

Title – what is the event called?

Audience – who can attend? (i.e. open to public, just staff, students, etc)

Tickets – do people have to book tickets, how much are they, where can they buy them, etc

When – time, date

Contact – where can more information be found – a website, by contacting a person, etc

This is an example of a typical event article in the bulletin:

 **Before the Flood**

SustainableUEA and CarbonCrew Students Society are screening Leonardo DiCaprio's new film *Before the Flood* for free on 2 November.

If you could know the truth about the threat of climate change — would you want to know? *Before the Flood*, presented by National Geographic, features Leonardo DiCaprio on a journey as a United Nations Messenger of Peace, traveling to five continents and the Arctic to witness climate change first-hand.

He goes on expeditions with scientists uncovering the reality of climate change and meets with political leaders fighting against inaction. He also discovers a calculated disinformation campaign orchestrated by powerful special interests working to confuse the public about the urgency of the growing climate crisis. With unprecedented access to thought leaders around the world, DiCaprio searches for hope in a rising tide of catastrophic news.

You can watch the trailer for the film at www.youtube.com/watch?v=D9xFFyUOpXo.

The film screening takes place on 2 November at 6.30pm in the Enterprise Centre lecture theatre. Be aware that seating may be limited, and is available on a first-come, first-served basis. For more information visit www.facebook.com/events/1759167991012683/.

Watch the film for free this week only through the film's website at www.beforetheflood.com/screenings/.

News

Keep the article as brief as possible, and include contact details or a web link.

This is an example of a typical news article in the bulletin:

AMA film wins award

A film made by Dr Tim Snelson, lecturer in media history in AMA, won an Arts and Humanities Research Council's (AHRC) 2016 Research in Film Award last month.

The film, called 'You Can't Move History', won in the Best Research Film of the Year category. It was produced as research for the AHRC-funded project 'You Can't Move History. You Can Secure the Future: Engaging Youth in Cultural Heritage', led by Dr Snelson and colleagues from the universities of Sussex, Glasgow and Newcastle.

The Research in Film Awards celebrate short films about the arts and humanities and their influence on people's lives.

Hundreds of films were submitted for the awards, with the winners announced at a ceremony at BAFTA in London. The winning filmmaking team for each category received £2,000 towards their film-making.

The film and more info on the project can be found at www.youthandheritage.com.

Studies looking for volunteers

Studies frequently take place on campus that require a call for volunteers. These can be publicised if they have ethical approval.

This is an example of the way a call for volunteers would be written in the bulletin:

The article should include the purpose of the study, what will be expected of volunteers, whether there is any payment/compensation for participants, and who to contact for more information.

Motherhood study

PSY researchers are looking for first time mothers or those becoming a mother for the first time for a study on the transition to motherhood.

The research is looking at how women's experiences, feelings and appraisals of your child, and of being a mother or becoming a mother, are related to significant relationships in your life.

Participants need to be in their third trimester (28+ weeks) of pregnancy or have a child who is 11-14 months

You will be asked to fill out questionnaires and complete a short task. The questions ask you about significant relationships in your life and about your transition into motherhood.

If you are currently pregnant, you will take part in a task looking at pictures. If you are the mother of an 11-14 month old, you will visit UEA with your child and participate in a behavioural observation where researchers can see how your child reacts to your comings and goings.

If you would like to participate or have any questions email Jessica.Brennan@uea.ac.uk or phone 07481 961924.

This study has been approved by the School of Psychology Ethics board.

