

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



- **Digital screens** – this network of screens is centrally controlled by the Communications Office. There is a central loop of 20 slides that show on all screens, and then each individual screen can show a number of local slides.
More information: <https://portal.uea.ac.uk/arm/internal-communications/signage>



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

Introduction

Link through to the rest of the article online

STAFF E-BULLETIN

University of East Anglia

University News

Countdown to launch has begun
As mentioned in last week's e-bulletin, significant changes will be made to the UEA website this week on 26-27 August. [Read more](#)

USS consultation update
Following a lengthy consultation earlier this year, the Universities Superannuation Scheme (USS) has announced changes to the pension scheme. [Read more](#)

UEA Literary Festival
The exciting Autumn Literary Festival line up has been announced and tickets are now on sale – this year's speakers include Emma Healey, Richard Dawkins and Vince Cable. [Read more](#)

'Night bus' to stay
Following discussions between bus operator First, UEA and the Union of UEA Students (UUEAS), proposals to cease the overnight operation of Service 25 have been reviewed. [Read more](#)

Deans and Heads list
An updated Deans and Heads of School list has been released. [Read more](#)

Edith Cavell centenary lectures

ESTATES

CSED

EVENTS

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'

More details can be included in the introductory sentence.

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:

ResNet talk

Imperial College London's (ICL) Head of Chemistry, Tom Welton, will give a talk about the equality initiatives they have put in place to win an Athena Swan Gold Award.

The Athena Swan awards recognise commitment to advancing women's careers in science, technology, engineering, maths and medicine in higher education and research.

This event has been organised in association with UEA Equality and Diversity and takes place on Monday 3 November between 12.15-2pm in the Council Chamber.

Book your place by contacting resnetbookings@uea.ac.uk or 01603 593269.

All are welcome and lunch is provided. ResNet especially encourages men to attend.

For further information visit www.uea.ac.uk/resnet.

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:

New cycle stands

Works will commence this week to install 40 new covered cycle stands near the grassy square outside the LSB building.

The works are expected to take two weeks and staff should expect some noise as workmen will be drilling and using concrete mixers.

The main contractor access to the area will be from Chancellors Drive. The contractor will ensure that banksmen are used to ensure the safety of passing pedestrians, cyclists and vehicles as they manoeuvre their equipment and vehicles around.

Contact estates.listening2u@uea.ac.uk with any queries.

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.

Students needed for psychology research

Students can receive £8.50 for taking part in a research study about how people understand graphs and diagrams.

Participants will be asked to look at line graphs and diagrams, and then answer questions about them or describe what they show. The study will take place on campus and take approximately 1 hour 15 minutes. You will receive £8.50 in recognition of your time.

To take part you need to be an undergraduate student and proficient in English.

For more information and to sign-up, contact Jordan Harold (PhD researcher) at jordan.harold@uea.ac.uk.

Digital screens

The digital signage system around campus provides information about University events and activities for staff, students and visitors. Slides can be displayed campus-wide or on a specific screen.

Digital screen guidelines:

- Screens are available to advertise university events only and content should be relevant to the campus audience. External advertising is not permitted and the Communications Office reserves the right to reject inappropriate slides.
- There is extremely high demand for slides to be advertised across campus, particularly in term time. Therefore all slides will be uploaded in strict date order, when spaces become available.
- Artwork should ideally be provided as a Powerpoint file with page dimensions 1920px x 1080px - standard widescreen size (landscape). You are advised to use one of the templates available online at <https://portal.uea.ac.uk/arm/internal-communications/signage> when designing your slide.
- Ensure your slide contains UEA branding. For information on branding and to download logos visit <https://portal.uea.ac.uk/arm/publications/logos-and-brand-guidelines>.
- Content should be succinct and kept to essential information only - e.g. title, date, time, location, speaker plus accompanying image. Each slide appears for only 15 seconds as part of a larger slide show. Too much text will mean your slide goes unread. Less really is more when advertising on the digital screens.

Here is a checklist that you may find useful to go through before submitting your slide:

- Date in correct order with no year – e.g. 7 May
- Time in correct format – e.g. 12-2pm
- Images – not stretched, not breaching copyright
- Contact details – include an email address, phone number or web link
- Room details – abbreviate e.g. JSC 0.1, LSB 0.112
- Job title – Prof, Dr, no need for UEA to be mentioned
- Single quote marks around lecture titles
- Make the spacing even
- No use of ‘we’, ‘us’ or ‘our’

Submit screens to digitalscreens@uea.ac.uk with as much notice as possible.

Research Seminars
Prof Helen Smith
21 September, 12pm
Queens 01.11
**Improving the health care of
patients with allergy**

FOR FURTHER INFORMATION CONTACT
v.knights@uea.ac.uk



Noirwich

UNESCO City of Literature
NOIRWICH CRIME WRITING FESTIVAL

Thursday 17 September – Sunday 20 September

Bestselling author and creator of the popular Jack Reacher character, Lee Child, leads the line-up of crime thriller authors at *Noirwich* Crime Writing Festival.

For further information visit
noirwich.co.uk



The Arthur Miller Centre
International Literary Festival

Emma Healey and
Vendela Vida

Wednesday 23 September
7pm, LT1

Individual ticket: £8
Season ticket: £48/£40 concessions

FOR FURTHER INFORMATION CONTACT
literaryevents@uea.ac.uk
www.uea.ac.uk/litfest/buy-tickets



