Internal communications writing and style guide
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 to read. More information: https://intranet.uea.ac.uk/mac/comm/internal/e-bulletins

- **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://intranet.uea.ac.uk/mac/comm/internal/e-bulletins

- **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://intranet.uea.ac.uk/mac/comm/internal/signageguidelines
• **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. https://intranet.uea.ac.uk/mac/comm/internal/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

• **Ziggurat** – the University’s annual magazine, produced by colleagues from the Alumni and Communications Offices. Goes to internal and external stakeholders each autumn. More information: www.uea.ac.uk/ziggurat

• **School e-bulletins** – almost every school has a school-level summary e-bulletin, sent out to staff, students or both at regular intervals. More information: https://intranet.uea.ac.uk/mac/comm/internal/school-ebulletins
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.
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**

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.listening2ui@uea.ac.uk](mailto:estates.listening2ui@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 these 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](mailto:jordan.harold@uea.ac.uk)
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 www.uea.ac.uk/mac/comm/internal/signageguidelines when designing your slide.

• Ensure your slide contains UEA branding. For information on branding and to download logos visit https://intranet.uea.ac.uk/mac/publications/logosbrandguidelines.

• 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 16 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
- Capitals – no words in full capitals apart from acronyms, and remove unnecessary capitals at the beginning of words
- Images – no clip art, 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.
Postgraduate Open Days 2014/15
- Arts and Humanities and Social Sciences
  14 November
- Science and Medicine and Health
  14 January
- Lunchtime taster sessions throughout the year
- Full programmes and online booking at www.uea.ac.uk/pgopenday

CRCF Spring research seminars
‘Positioning discourse on homophobia in schools: What have lesbian and gay families got to say?’
Christine Cocker
Thursday 5 June, 1-2pm, room 1.34 EFB
Staff, researchers, research students and local professionals all welcome
For further details contact Alice Francis, centre administrator 01603 592086

Have you read the new Student Charter?
Find out how you and the university can work together to ensure you have a great experience at UEA
www.uea.ac.uk/about/heritage-organisation/student-charter