

# Weekly Bulletin Guide: submitting a story

Key information such as dates, times and location.

Key messages are clear, concise and understandable.

Friendly yet formal tone.

Simple language is used.

## GLOBAL PARTNERSHIPS

### INTERNATIONAL COLLEAGUES – SHARE YOUR STORIES

We are part of the longstanding [#WeAreInternational](#) campaign where universities across the UK come together to celebrate our international university communities and show what we gain from our diverse student and staff population. We'd like to build a web based world map with profiles of international colleagues, to celebrate what you do here and where you're from. You'll get full approval of text, please email [Faye Dadson](#) if you'd like to be included. We are particularly needing profiles of colleagues from South and Central America, Africa, and Asia.



A relevant picture has been included to fit the 150x150 dimensions.

Under the 100 word limit.

Directs reader to the relevant webpage for more information.

Adheres to the University style guide.

Doesn't tell the reader where online they can 'find out more'.

Poor quality image that doesn't properly fit the 150x150 dimensions.

Not clear what the main message of the story is.

## GLOBAL PARTNERSHIPS

### INTERNATIONAL COLLEAGUES – SHARE YOUR STORIES

We are part of the longstanding [#WeAreInternational](#) campaign where universities across the UK come together to celebrate our international university communities and show what we gain from our diverse student and staff population. We are deeply proud of our international university communities and what we gain from our diverse student and staff population is immeasurable. They are central to the teaching of students and research in everything from medicine and science to engineering, social sciences and the arts and humanities. Scholars from across the continent and the world enhance our academic life, knowledge and our economic growth. We'd like to build a web based world map with profiles of international colleagues, to celebrate what you do here and where you're from. You'll get full approval of text, please email [Faye Dadson](#) if you'd like to be included. We are particularly needing profiles of colleagues from South and Central America, Africa, and Asia.



Too long, over the 100-150 word limit.

Includes additional information that can be seen on the webpage and could be linked to instead.

### How to submit to the Weekly Bulletin:

1. Send draft copy to [internalcomms@exeter.ac.uk](mailto:internalcomms@exeter.ac.uk)
2. Remember to include any images that you would like to accompany your story
3. Make sure that all copy is sent **by 5pm on Thursday** for inclusion on the following Monday

# Weekly Bulletin Guide: submitting events and including images

## Submitting an event

When submitting an event, it is important to include the following key information:

- Date
- Time
- Make it clear if there is a closing date for registration
- Location
- One simple line summarising the event
- Link to the event webpage

For example:

### EVENTS

**Tuesday 6 June, 6.30pm**

**Radio 4 Reith lecture**

Hilary Mantel will give the fourth of her Reith lectures called "Craft: can these bones live?" followed by a Q&A session. Find out more [online](#).

**The Alumni Auditorium, The Forum, Streatham Campus**

## Checklist for including images with a story

When including an image with a Weekly Bulletin story, images should be:

- 150x150 in dimension
- Of good quality
- Easily resized to a square if not already 150x150
- Relevant to the story

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## Other channels

**Team Brief** is a monthly e-newsletter that is sent out to all colleagues during term time and keeps colleagues up to date with the University current and future position. Team Brief also follows a cascade process too and all managers are expected to hold a face-to-face session with their teams, go through the topics, enabling teams to ask questions and feeding back any questions raised to Internal Communications. Please contact [internalcomms@exeter.ac.uk](mailto:internalcomms@exeter.ac.uk) if you have a topic that you think you be included in Team Brief .

**Rumourbuster** gives colleagues the opportunity to find out the facts about any rumours that they have heard at the University, so they can obtain a response from a Senior Manager. Colleagues can submit their own rumour [online](#).

Our **staff news pages** are used to inform colleagues about what is happening within the University. If you'd like to create a news story on the staff news pages, or if you'd like a billboard on the staff homepage then contact [internalcomms@exeter.ac.uk](mailto:internalcomms@exeter.ac.uk) and the team will work with you.

Our **Employee Panel** aims to provide anonymous feedback on current communication methods and whether University communications messages are being received and understood throughout the institution. If you are interested on sitting on our Employee Panel to share your feedback then please contact [S.L.Shorrock@exeter.ac.uk](mailto:S.L.Shorrock@exeter.ac.uk)

The **Internal Communications Network** meets regularly to share internal communications tactics and advice across the University.

**The Provost and Registrar lunches** are an opportunity for academic colleagues have lunch with the Provost, and Profession Services colleagues with the Registrar. During these lunches colleagues can raise any feedback and concerns directly with them.