



# University of Exeter

Doctoral College

## Doctoral College Newsletter- Content Guidelines

*The Doctoral College Newsletter is a fortnightly round up of all important notices, training, opportunities and helpful information for postgraduate researchers. You can find all previous newsletters [here](#). All content must be submitted to [researcherdevelopment@exeter.ac.uk](mailto:researcherdevelopment@exeter.ac.uk)*

### Content Guidelines

- 1) As the newsletter is fortnightly, we recommend sending items at least three weeks in advance to be sure that we can include it in the newsletter with sufficient time for readers to take any action
- 2) Items must be open to PGRs from any department or faculty. If it is only open to certain departments/faculties, please use your department and faculty communications
- 3) We do not advertise opportunities or events which PGRs would have to pay for (either directly or indirectly- e.g. travel/accommodation costs are not included)
- 4) We cannot circulate PDFs/posters; you must submit the item according to the [Style Guidelines](#)
- 5) If it is only open for research staff, it would go in the monthly ECR (early career researchers) newsletter not the Doctoral College newsletter. Please make it clear in the subject line/beginning of the email whether the opportunity is for PGRs, ECRs or both.

**If your item does not fall under the content guidelines, we will be unable to include it in the Doctoral College Newsletter**



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## Doctoral College Newsletter- Style Guidelines

*The Doctoral College Newsletter is a fortnightly round up of all important notices, training, opportunities and helpful information for postgraduate researchers. You can find all previous newsletters [here](#).*

- 1) Use a **maximum** of 150 words.
- 2) Please write in the third person (e.g. 'The Wellbeing team are running a session on...') to distinguish your item from events, opportunities and information coming from the Doctoral College)
- 3) Include any appropriate links that will point readers to more information
- 4) Please do not submit information that is on an image advert without any accompanying text
- 5) Send any additional images (for banners: 650 x 177 px; for square: 200 x 200 px)
- 6) Be to the point - this will encourage readers to not overlook your advert (e.g., use lists and clear sentences)
- 7) Use positive language - always check that your writing is helpful and polite
- 8) Call the reader 'you' when referring to the reader impersonally ('applicants' and 'students' can be off-putting)
- 9) News items such as 'RLI winners announced' should be a sentence highlighting the announcement, with a link to the full list on the website (rather than including the full content in the newsletter)
- 10) In order to keep the newsletter fresh and short, items will not be repeated unless they are considered by Researcher Development Managers (PGR) or PGR ECR Experience Officer to be an essential section.
- 11) If your event date or deadline is further away, we may move your content into a newsletter nearer to the event date/deadline in order to accommodate more time-sensitive items
- 12) Check you have used the correct spelling and grammar (English UK). If you have any concerns, please refer to <https://www.collinsdictionary.com/dictionary/english>
- 13) Include a contact email and name
- 14) Include a deadline if applicable

### **Deadlines**

The Doctoral College Newsletter is sent fortnightly on a Tuesday, so please send your advert with plenty of time to be included. The last time for submissions is 4pm on a Wednesday.

### **Where to?**

Please send all adverts to [researcherdevelopment@exeter.ac.uk](mailto:researcherdevelopment@exeter.ac.uk) with the subject header 'Doctoral College Newsletter.' We look forward to hearing from you!