



Doctoral College Newsletter

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](#).

Style Guide

- 1) Use a **maximum** of 150 words. If you would like us to also post on Twitter it is 280 characters (40-70 words), including URLs
- 2) Include any appropriate links that will point readers to more information
- 3) Please do not submit information that is on an image advert without any accompanying text
- 4) Send any additional images (for banners: 650 x 177 px; for square: 190 x 200 px)
- 5) Be to the point - this will encourage readers to not overlook your advert (e.g. use lists and clear sentences)
- 6) Use positive language - always check that your writing is helpful and polite
- 7) Call the reader 'you' when referring to the reader impersonally ('applicants' and 'students' can be off-putting)
- 8) 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)
- 9) Content should not be repeated between newsletters, i.e., recurring sections on ongoing events, writing groups etc. Repeated content leads to lack of engagement. If content **must** be repeated, it should be put at the bottom of the newsletter under a section called 'Reminders' and summarised to a sentence
- 10) Opportunities and Events will only be included in the Opportunities section once. This avoids repeated content and keeps the list shorter and fresher. If your event date or deadline is further away, we may move your content into a newsletter nearer to the event date/deadline
- 11) 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>
- 12) Include a contact email and name
- 13) Include a deadline if applicable

Deadlines

The Doctoral College Newsletter is sent fortnightly on a Monday, 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 with the subject header 'Doctoral College Newsletter.' We look forward to hearing from you!