

Student Communications training

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Student Comms Team – What do we do?

Weekly newsletter - [University Updates](#)

Communications [toolkit](#)

Podcast series - [Exeplare](#)

Support social media team

National Student Survey campaign

Academic skills support

Health comms e.g. meningitis

Gender Safety comms leads

Student Comms Team – What do we do?

Exams communications

Support wellbeing, including Mind Over Natter talks

Transition comms

Work with Students' Union and Students' Guild colleagues and Falmouth Uni

Crisis comms – e.g. WW2 bomb

Support colleagues on student communications

Run the Student Comms group for staff

And more...

Tips for communications

Think about:

Your audience – who are you talking to?

Your message – why it's important to them?

Your channel – where are they going to be / see it?

Spokesperson – who is a trusted authority on this?

Call to action – What do you need them to do?

Consider any sensitivities / permissions

Tips for written communications

- Use clear headings
- Bullet points
- White space
- Call to action

And you will read this last

You will read
this first

Then you will read this

Then this one

Tips for written communications

- To the point and digestible
- Clear subject line
- Plain language
- Short sentences
- Active language - you and we
- Link out to more detailed information

Dear Sarah,

We are pleased to invite you and your guests to the Summer 2022 Graduation Ceremony on DATE at TIME (Ceremony #).

Graduation is the exciting culmination of your time here at Exeter and a wonderful chance to mark and celebrate your achievements with your family and friends. We want you and your guests to have the best time possible and in order to make sure everything goes smoothly with your registration, please read the following important information carefully and follow all instructions by the deadlines noted.

You can also find useful, up to date information and checklists on the [Graduation website](#)

Register for graduation by DATE

You must register for graduation by DATE Graduation registration is open from DATE through the Student Record System in iExeter (<https://i.exeter.ac.uk>).

- Please do not wait for confirmation of your award before registering your attendance – you need to register for the ceremony in advance, by the deadline date or you won't be able to attend the ceremony. All eligible ~~graduands~~ who register by the deadline will be permitted to attend.
- If you are not able to attend the ceremony, please register your non-attendance and select how you want us to deliver your award documents to you.
- To register, please log in to ~~iExeter~~ and click on the Student Record/Registration tab.
- When you register for your ceremony you will be able to book up to 2 complimentary guest tickets. If additional guest tickets are available after registration has closed we will email you with details of how to buy them.

Clear all outstanding balances owed to the University by DATE.

You must clear all balances by this deadline to be eligible to attend graduation.

Summaries

- Bulleted list
- Social media summary
- Video summary – ‘in case you missed it’



UNIVERSITY OF
EXETER

University Updates 28 March 2022

This week in University Updates...

Your weekly round up of news, events and information includes:

- Discover Sleepio and Daylight, new digital tools to help you manage problems with your sleep or anxiety
- Study Zone resources to help you over the Spring break
- Top Tips for your summer exams
- Student employee of the year awards open for nominations



Video: ICYMI University Updates summary

<https://www.youtube.com/watch?v=i5t99FrIjE8>

Coronavirus (COVID-19) Update for staff and students - 22 February 2022

Dear Colleagues and Students

Following the latest announcement from the Prime Minister, I am writing to update you further on the changes to Government measures including the end of the requirement to self-isolate and the end of the Government's testing programme.

We have now had chance to reflect on these changes and taking account of the still relatively high case numbers across our region, we have made the decision to take a phased and gradual approach to the removal of COVID-19 measures on our campuses. This approach will allow colleagues and students the time to adjust to the changed environment as well as providing time for anyone who remains concerned to consult with their manager and, where appropriate, make any necessary adjustments. This approach will also allow the University to remain flexible should infection rates increase and restrictions be reintroduced.

I have outlined our approach in detail below.

Key changes

- The Government has ended the programme of regular asymptomatic testing in most education and child care settings.
- From Friday 1 April, the Government will end the free testing programme for most people. Tests will become commercially available and free tests will only continue to be available for those who are vulnerable or older.
- From Thursday 24 February, there will be no requirement to self-isolate if you have a confirmed infection, but anyone who tests positive is advised to stay at home and avoid contact with other people for five full days.
- From Thursday 24 February, NHS Test and Trace will no longer be contacting those with a confirmed infection, or their close contacts.
- From Thursday 24 February, close contacts will no longer be recommended to test for seven days and those who are not vaccinated will not be required to self-isolate.
- We continue to expect everyone to wear face coverings in shared indoor spaces that are crowded and enclosed and where you may meet people you do not usually meet.
- Measures will remain in place on our campuses until further notice and we expect all colleagues and students to continue to follow these.
- Our on-campus vaccination clinics will continue – dates will be available on our [website](#)
- Support remains available via our [Rapid Response Hub](#) in Exeter and Penryn, and our [Here to Help](#) team in Exeter

Quick tips for engagement

- Positive behaviours
- Local context
- FOMO
- Ownership



Watch at: <https://www.youtube.com/watch?v=g0dsHB7LWlc>

Accessibility

Text on off white background

Use emojis sparingly, never repeat and don't replace keywords

Avoid relying on graphics

Enter alternative text for images and caption speech in videos

Contact the EDI Team with any queries – EDI@exeter.ac.uk

Podcasts

- [Exeplore](#) – Official University podcast
- What will your audience want to know?
- Avoid dating the episode
- Guest(s) must sign [a consent form](#)
- Review before releasing



Filming

- Easy brief and digestible

can help explain complex information easily

Video: explaining APACs



<https://www.youtube.com/watch?v=b2MCFIUWmGA>

can highlight key points in larger comms

Video: ICYMI University Updates summary



<https://www.youtube.com/watch?v=i5t99FrljE8>

Filming

- Keep it simple

more detailed information should be available
in different formats

Video: Tips for exams

- Use people

they get more engagement on social media

Video: Bella from The Guild on why it's important
to complete the NSS



<https://youtu.be/SmyB8zHNVXc>



<https://www.youtube.com/watch?v=aYcty-DIIUo>

Filming

- Simple, informal - use phones DIY
- More formal – use Design Studio for animation / professionals
- Script writing
- Tips for recording to camera

Crisis comms – if it goes wrong!

- Don't engage straight away
- Talk to someone early before it escalates
- Contact student comms/social media
- We're here to support and advise
- Considered response – reputation
- Examples

Other considerations

Sensitivities

Permissions

Accuracy

Proof reading

Fresh eyes – get other opinions, what makes sense to you may not make sense to someone else

Ask us for help

Contact us

studentcomms@exeter.ac.uk

Questions

Help and advice

Contacts for suppliers

Tell us information for us to share centrally

Also see the house style guide at <https://www.exeter.ac.uk/staff/web/writing/styleguide/>

