

***UPdate* Newsletter Editorial Guidelines**

UPdate Newsletter Summary:

INSPIRE -- INFORM -- MOTIVATE

The *UPdate* is an every-other-week newsletter for faculty and staff published under the direction of the University of Providence President's Office. The three-fold purpose of the *UPdate* is to inspire, inform and motivate. Its content focuses on new university initiatives, our strategic plan, best practices, employee benefits, university-wide events and mission-related stories. The purpose is to streamline necessary university information into one newsletter with a predictable cadence, thus reducing most one-off emails.

***UPdate* Content**

Articles appropriate for the *UPdate* have broad-based interest to the majority of faculty and staff, such as:

- New business initiatives, programs or services in line with the Strategic Plan
- Operational issues affecting the majority of faculty and staff
- Major awards, honors and accreditations
- Industry-specific or advocacy information
- UP-related events
- HR Updates
- Mission-related stories and in line with Catholic social teachings
- Introduction of leadership staff (directors and above)
- Facility Updates
- Risk management, safety, employee health, employee benefits, compliance issues

Articles unsuitable for publication in the *UPdate*:

- Announcements regarding births, deaths, marriages, farewells
- Articles or announcements regarding department-specific celebrations/anniversaries (unless a campus-wide invitation to an event)
- Articles that show bias toward particular groups
- Stories about staff hobbies or habits unless related to their work at UP
- Editorials from staff or faculty for personal gain
- Articles that may result in litigation or any other adverse publicity
- Articles loaded with buzzwords and jargon that readers have a hard time understanding
- Fundraising - the exception is an event that is officially sponsored by UP or the advancement office
- Solicitations from vendors or businesses (e.g., percentage off a purchase for UP staff)
- Selling items for personal gain
- Staff meeting announcements, unless campus-wide or a majority of staff and faculty included

The *UPdate* Style

The *UPdate* has a quick-read tone. Articles are short, concise, and clearly written. All articles are carefully edited according to these principles:

- **Focus** -- All articles are reviewed with one question in mind: How will this article help faculty and staff do their jobs?
- **Brevity** -- Most stories are between 50 - 150 words, short, *USA Today*-style articles. Exceptions are sometimes made for major stories on important strategic initiatives.
- **Clarity** -- Articles are written and edited with the knowledge that staff don't have a lot of time to read. Confusing language, jargon and unclear terms are either explained or eliminated. Acronyms and abbreviations are discouraged unless necessary.
- **Accuracy** -- The person who submits the information is responsible for fact checking and approvals.
- **Timeliness** -- Information needs to be appropriate for the every-other-week timeframe of the *UPdate*. Reminders can be added in subsequent editions once feature article has been published.
- **Graphic Standards** – Real photos, approved logos, mastheads, special column headers are the only graphics to be used to maintain a professional appearance.
- **Call to Action** – Include an email or phone number for more information

Regular Features

President's *UPdate* – Message from the University President

UP People -- Special UP awards, certification, accreditation, recognition or publicity. HR updates, includes announcements of new faculty and staff. Mission.

FYI - Quick 30 words or fewer announcements, volunteer opportunities, program information, special courses or campus-wide training opportunities, special events, reminders.

Around UP

Calendar of events – Link to web calendar

Contact Details

Send story ideas and articles to the *UPdate* editor, Marketing and Communications, via email marketing@uprovidence.edu The *UPdate* is published every other week on Mondays. The deadline for article submission is the Tuesday before the Monday publish date. The editor will determine whether or not an item runs based on the deadline, space availability, and appropriateness according to these guidelines. The editor reserves the right to postpone or omit submissions to the *UPdate* as necessary.