Internal Communications editorial policy

StaffNet News

News display

There is one main News story featured in a box on the StaffNet homepage, selected within the news admin system by the Internal Comms team. The most recent items in the Announcements and Events categories are displayed underneath the News section.

The main story also appears on the StaffNet News homepage, alongside the six most recent News stories that include photographs. The six latest stories in the Announcements, Events, Research and Our People appear beneath this area, followed by the two latest Features and the latest issue of The University of Manchester Magazine.

Writing stories

When writing stories for publication on StaffNet News, please observe the following rules:

• Headlines – 50 characters, no dates included and no full stop at the end;

• Strapline – 80 characters, no dates included and must have a full stop at the end;

• Short copy – 250 words max;

• Copy should follow the University house style (for example, Professor not Prof). Also dates in the main body copy should appear "Day, Number Month" i.e. Tuesday, 13 February;

• For full guidance visit: http://www.brand.manchester.ac.uk/written-word/house-style/;

• Images for stories 700x420px (80Kb max) – please note that News stories will not appear in main six if they do not contain an image;

• If video is available, embed it in the story.

GDPR changes

Devolved users of the news admin system must bear in mind changes to General Data Protection Regulation (GDPR) when adding items to the system and also publishing them on other channels, such as email communication.

• When publishing personal data – full details on the link below and including photographs – you must inform the subject how you will be using that information. You must only use the information in that agreed context. If the person later says they would like you to remove the information, you must remove it. You must not store such information, such as photography, or use for other purposes.

http://www.staffnet.manchester.ac.uk/gdpr/what-is-gdpr/

•   Images – full policy re use and storage of images in Appendix 4; this can be seen on the Division of Communications and Marketing webpage

•   Most of the articles that we publish contain information deemed necessary for staff to do their job and as such will not be affected by changes to the GDPR. However some articles, such as those publicising events at our cultural institutions or charity fundraisers by colleagues, may in certain circumstances be considered direct marketing and special rules apply to sending direct marketing electronically. In order to reduce the risk, these articles can be published to StaffNet and your Faculty news channels but should not be included in email communications such as eUpdate. If an individual contacts you to object to the receipt of a newsletter, consult the Information Governance Office before responding. We do not publish articles or items advertising events, companies or organisations that have no direct link to the University.3