

Editorial guidelines: Estates and Facilities newsletter

Background

- **Audience:** all Estates & Facilities colleagues.
- **Purpose:** the newsletter is issued to keep our colleagues across the directorate with information that is relevant for all teams, as well as timely / up to date.

Writing stories

Types of stories

When writing stories for publication in the newsletter, consider if it is relevant for all staff members across the Directorate. This could be:

- Major success stories such as project highlights, team achievements, and accomplishments both inside and outside of the directorate.
- Individual achievements, such as awards or notable contributions to a University project.
- New joiners – introductions to new staff members, including their roles.
- Leavers – an acknowledgement of staff who are leaving the university and what their role was, with the option for a farewell message.
- Promotions – announcements of staff promotions, with information about their new role.

Styling

When writing stories for publication in the newsletter, please observe the following rules:

- Include a headline of less than 50 characters
- A clear call to action of no more than 25 characters
- The word length of each article should be no more than 300 words max