

Guidance for contributions to Student Life Online Communications

Contributions

The Student E-Newsletter is a communication channel shared between AUSA and the Student Experience Team. **This form is specifically for contributions intended for the Student Experience team's student e-newsletter and other communications.** If you would like to submit content for the AUSA newsletter, then please contact: Karolina.kubala@abdn.ac.uk.

The Student Experience e-newsletter is sent out on the **second and fourth week of every month** (with AUSA sending on alternate weeks).

The purpose of our newsletter is to provide a bi-weekly round-up of relevant events and news for students. This can range from exciting research from the University, individual student successes, upcoming events, opportunities for students, and key information e.g. system updates.

Student Life also runs several social media accounts that we use to communicate with students, including Facebook and Twitter. We post regularly throughout the week including events, news and key updates.

Please note that all submissions will be reviewed and edited before publication to ensure a consistent tone and style across all communications.

Deadline

The deadline for e-newsletter contributions is **10am on Tuesday each week** that we send out an e-newsletter, for publication the following day.

Submissions can be made at any time for social media content. We will endeavour to publish your posts as soon as possible, but please be aware that immediate posting is not guaranteed at busy periods.

Format of submissions

Our outgoing communications with students aim to be colourful, eye-catching and interesting for students. Please ensure content is catered to provide value for a student readership (both postgraduate and undergraduate).

Please also be mindful that the team members dealing with the content submission request may not be familiar with your event or article and therefore key background information should be given to ensure we can communicate your submission effectively.

Word Count

The word count for articles is strictly **100 words**. However, there is the potential each week for flexibility, so if you feel some details would enhance the article but mean it exceeds this word limit, please include them below the main content in bullet points, in order of importance. We may be able to add this info in.

If the word count is proving particularly limiting, please provide a 'read more' link in the form for us to consult and/or include in the final article.

Images

Images should be eye-catching and relevant to the content submitted. Contributors should ensure that they have permission to use an image before it is submitted for inclusion.

Images should be a **minimum quality of 72dpi**. Low quality or blurred images will not be included, and the same image or logo will not be used more than once in any one issue of the newsletter.

When submitting content for inclusion on social media channels the team would appreciate high quality images to support the text. Generally, we would expect images to be no less than 1080 pixels wide to retain quality across social channels.

Images must be submitted in a **jpeg format**. If you do not have imagery to support your communication, we are happy to assist in providing imagery in some circumstances.

E-Newsletter Regular Features

We are still in the process of creating a comprehensive content schedule for our e-newsletters ahead of time, however we do currently have several regular sections within the e-newsletter. We'd love to receive any content that you feel may be interesting to students, so treat these as guidelines!

- **What's on?** – key events that month or week, around campus or off-campus, associated with the university or a University society in some way.
- **Your successes** – for this we look for entries including, but not limited to, sporting achievements, academic achievements, achievements in the arts, personal achievements.
- **Current affairs** – For this section we try to engage with a relevant political or environmental topic. Entries that we would look for might include an interesting piece written by a student on a specific highly relevant issue, or an event being held by a society or department in relation to a topical issue.
- **General UoA news & research** – We are looking to include content which engages students with current university success, news, research and activities. Here we

would include any research we think would be of interest to our students alongside any important updates.

- **Doha campus** – As part of an ongoing effort to create more inclusivity and community across the University's different campuses, we encourage submissions from the Doha campus with events, exciting initiatives started there, student successes in Qatar etc.