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# Guidelines for the Campus Update all-staff email

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## 1. Introduction

These guidelines are for the Campus Update all-staff email, which is managed by the Internal Communications team.

## 2. What is Campus Update?

Campus Update is a fortnightly all-staff email, sent every second Wednesday at 11am (excluding University closure day). The email includes:

- important messages affecting staff
- highlights from our community
- featured events

Campus Update is intended to support [Campus News](#), our platform for news and events taking place across the University. It was launched by the Internal Communications Team in December 2015, following findings from an internal communications staff survey sent out earlier in the year.

The Internal Communications team are responsible for selecting content, and each email is signed off by the Chief Marketing and Communications Officer before it is sent.

## 3. Types of suitable content

As this email goes out to more than 7,000 members of staff, it is important to keep the content brief and relevant to a general staff audience. Generally, the newsletter will include **four items, one event and a softer community piece**.

Content would generally include:

- information affecting all or the majority of staff (payroll, car parking)
- updates from Project Transform
- high-profile messages from University Executive Board
- campaign launches
- stories about staff/student achievement
- high-profile awards and prizes for the University
- research news
- events of general interest which are open to all staff

The following content would not be appropriate for Campus Update, and may be more suited to alternative channels:

- messages with the primary audience of students
- news local to a specific school/department
- items affecting a small number of staff

- events that are not open to all staff
- buy/sell or other personal promotional messages

#### **4. Can I request an item to feature in Campus Update?**

If you have an item that you would like to communicate to a staff audience, please email [campusnews@nottingham.ac.uk](mailto:campusnews@nottingham.ac.uk). The Internal Communications team will then offer support to feature your item on our internal channels, which include:

- [Campus News](#)
- [Staff portal](#)
- [In the Loop](#)

Once a fortnight, the Internal Communications team will then select highlights from these channels to include in the Campus Update email.

Please note, content for Campus Update will be finalised the **Friday before the email is sent out**. If you have content that you wish to feature on our channels that you also want to be considered for Campus Update, then please send it to us no later than Friday the week before Campus Update goes out.

#### **5. The University of Nottingham China and Malaysia**

The primary audience of Campus Update is staff in the UK, as The University of Nottingham Ningbo China and Malaysia each have their respective newsletters and communications channels.

However, Campus Update can feature content from either campus providing that it is relevant or of interest to staff in the UK, and adheres to guidelines within this document.

#### **6. Find out more**

For an archive of past Campus Update newsletters, visit [Campus News](#).

For more information and a schedule of when Campus Update is due to be sent out, visit the [External Relations Workspace](#). Alternatively, contact Tara De Cozar, Internal Communications Manager, by email or on extension 68560.