



INTERNAL UNIVERSITY NEWSLETTER GUIDEBOOK

Want to create an effective announcement that your audience will connect with? Follow these helpful instructions to create the most efficient announcement for our internal newsletters!

INTERNAL NEWSLETTERS

A GUIDE TO THE DAILY BUZZ AND CAMPUS TODAY

1. WHEN TO SCHEDULE YOUR ANNOUNCEMENT

Vary your announcement's frequency in the newsletter to keep it visible and high-impact. Viewers tend to stop engaging with content they have seen too many times.

- **Weekly Repetition Limit:** Each announcement may be featured up to **three times within a single week.**
- Academic, security, and financial matters are only allowed to be scheduled consecutive days.

For time-sensitive announcements, please contact our team to find the best way to inform students.

- **Sarah Gump:** sgump@cedarville.edu
- **Abigail Spottswood:** abigailspottswood@cedarville.edu

2. HOW TO INCLUDE DOCUMENTS

Along with images, submitters can attach documents to the announcement form. Documents must meet the following criteria to be attached in the submission form:

- Your document can be **shared and accessible to all fac/staf and students.**
- Your document can be hyperlinked and **used as a resource** in your announcement.
- Your document **does not replace the submission fields** required in our form.

**Please Note: Our team will not accept submission forms that are not fully filled out by the submitter. Provide an announcement description in the "Copy" section of our form.*

3. HOW TO INCLUDE AN IMAGE

To have a related image displayed alongside your announcement, please confirm it meets the required specifications:

- Image does **not contain more than five words** of text. Do not add date, time, or event details that will be repeated in the announcement description.
- Image can fit within a **square format (1200x1200 pixels or a 1:1 frame)**. All images will be cropped into a square to fit our newsletter layout.
- Image is either a **PNG or JPEG file** format.
- Image is **not blurry**, hard to see in a small format, or low resolution.

4. HOW TO INCLUDE URLS AND HYPERLINKS

Wondering how to specify what words you'd like hyperlinked in your announcement?

- In the hyperlinks section of our form, please **copy and paste your link and specify what word(s) you would like hyperlinked** in the announcement.
- Example: "https://www.cedarville.edu/marketing-and-communications (Visiting Marketing and Communications Site)"
- Feel free to leave us a note in the "Body Copy" section as well!
- Confirm that all **links are available to fac/staff or students** and lead to the correct web page or form.

**Please Note: If the provided link is broken, unavailable to users, or leads to the wrong page, your announcement will be put on hold until the correct link is provided.*

5. WHAT TO INCLUDE IN YOUR ANNOUNCEMENT

Less is more! Keep your announcement concise and bullet point key information. The Strategic Communications team will help edit announcement copy to align with University style and length requirements.

- Keep announcements between roughly **100-200 words**.

Always provide the necessary information:

- **What:** Briefly describe the event or announcement you are sharing with fac/staff.
- **Where:** Building, room number, or address.
- **When:** Date and time.
- **How:** Registration deadlines, links, sign-up forms, contact information, and how to attend an event.

**If required information in your announcement is missing, your announcement will be put on hold until all links are working and all details are provided.*

6. HOW TO MAKE LAST-MINUTE CHANGES

If your announcement requires a last-minute change, please email Abigail Spottswood and submit a **new announcement request before 3:30 p.m. the day before** your requested announcement date. If it is a simple change that can be made quickly, our team will do our best to accommodate you. If it is a larger change, your announcement will be **held until the following day**.

Newsletter last-minute changes include:

- Event details have been updated
- Announcement description needs to be altered
- Requested announcement dates have changed
- Incorrect information was provided