CEDARVILLE UNIVERSITY

INTERNAL UNIVERSITY NEWSLETTER GUIDELINES

Read through our guidelines to create the most effective announcement for our internal newsletters!

INTERNAL NEWSLETTERS

GUIDELINES FOR THE DAILY BUZZ AND CAMPUS TODAY

PURPOSE

The Daily Buzz (students) and Campus Today (faculty/staff) streamline University communication into daily newsletters to **increase awareness and participation** in Cedarville events and **inform** the campus community of University updates.

ELIGIBLE ANNOUNCEMENTS

- **University-Sponsored On- or Off-Campus Events:** Departmental sponsorship, endorsement, and logistical organization.
  - **On-Campus Example:** Academic, administrative, ALT Nights, officially recognized orgs, or campuswide initiatives.
  - **Off-Campus Example:** Andrew Harris and Students for Life organizing travel to March for Life or Campus Recreation and Hocking Hills trip.
- **Deadlines and Updates:** Academic, financial, or security matters.
- **Community Information:** Cedarville Village and Township business offers, events, and services.
  - These announcements appear only if the newsletter has space and they are in line with the Cedarville Community Business Advertising Guidelines.
- **Student or Employment Benefits:** Discount codes from official campus partners.
  - **Example:** AiG free ticket or Orion discount.

REQUIREMENTS

- Requests must be **submitted by a Cedarville faculty or staff member**.
- Announcements must **follow the Internal Newsletter Guidelines** (50–100 words, image/link standards, repetition limits, submitted by noon).
- Business promotions may run **no more than weekly if new, monthly if recurring**. Standard information may be deferred if space is full.
- All submissions are subject to review and **approval by Marketing and Communications.**

1. WHEN TO SCHEDULE YOUR ANNOUNCEMENT

Choose strategic days leading up to an event or deadline to share your information.

- **Repetition:** Your announcement may be shared up to two times.

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

2. WHAT TO INCLUDE IN YOUR ANNOUNCEMENT

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

- Announcements should be between **50–100 words**.

Always provide the necessary information:

- **What:** Briefly describe the event or announcement you are sharing.
- **Where:** Building, room number, or address.
- **When:** Date and time.
- **How:** Registration deadlines, form links, and contact information.

Try our custom GPT! Search "Newsletter Announcement Editor" in ChatGPT Edu.

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

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 **large** text. Do not add date, time, or event details that will be repeated in the announcement description.
- Image can fit within a **square format** (***1000x1000 pixels or a 1:1 frame***). All images will be cropped into a square to fit our newsletter layout.
- Image does not contain **QR codes or very small logos**.
- Image is either a **PNG or JPEG file**.
- 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 "Notes" section as well!
- Confirm that all **links are available to faculty/staff or students** and lead to the correct webpage 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. 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 faculty/staff 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.*

6. HOW TO MAKE LAST-MINUTE CHANGES

Please email Shelby Sten or send her a Microsoft Teams message **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

QUESTIONS?

Email the Strategic Communcations Team:

- **Sarah (Gump) O'Donnell**: sgump@cedarville.edu
- **Shelby Sten**: ssten@cedarville.edu

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