Curtin Weekly
and Staff Portal
News and
Events:
“How to” Guide
Curtin Weekly and Staff Portal News and Events: ‘How to’ Guide

Curtin Weekly is a broadcast email circulated to all Curtin University staff each Tuesday. It contains news, information and events relevant to Curtin staff. Items submitted for Curtin Weekly usually appear on Curtin’s Staff Portal.

Before submitting a Curtin Weekly request, please review this guide that contains the following:

1. **Curtin Weekly message criteria**
   Is Curtin Weekly the right channel for your message? Learn how to tailor your message for the right audience and find out what additional information you may need to provide. [Page 2-3].

2. **Curtin Weekly process**
   Once you’ve decided your message is appropriate for Curtin Weekly, a step-by-step guide on how to submit your Curtin Weekly request will answer any questions you may have. [Page 4-5].

3. **Communication style**
   A helpful guide on how to prepare your message so it is engaging and effective. [Page 6-7].

If you have any questions after reading this document, please contact the Internal Communications Team on ext. 5847/5486 or at curtinweekly@curtin.edu.au.

**Section 1. Curtin Weekly message criteria**

1) The content published in Curtin Weekly will:

- Be an internally focused communication for staff, providing them with information of use to them as an employee of the University.

- In most cases, Curtin Weekly items will link to a longer message on the Staff Portal. NB: to reduce duplication, stories may link to webpages not housed on the Staff Portal where related material already exists, however this means that your item will not be searchable via the Staff Portal.

- Be accurate. Please ensure your content has been reviewed and approved by the appropriate people.

- Not be greater than 2 MB in size.

- Include key information in the body of the submitted item. Substantive information must be included as text and screenshots are not accepted.
2) The content submitted for Curtin Weekly should not include:

- Any content that breaches legislation, Curtin policies or procedures, or the Code of Conduct.
- Comment or debate on issues.
- Promotion of personal affiliations (e.g. appeals by candidates for electoral support in University elections, items for sale, informal gatherings or events) or events that have no or only tenuous links to Curtin University.
- Commercial content, unless approved by the Chief Operating Officer.

3) Messages that relate to the employment conditions of staff should be referred to the Director, People and Culture, for approval. This approval should be attached to the Curtin Weekly submission or forwarded to the Curtin Weekly mailbox.

4) Only Curtin-approved surveys may be promoted. Staff should consult with the Office of Strategy and Planning to gain approval via CurtinSurveyApprovals@curtin.edu.au. This approval should be attached to the Curtin Weekly submission or forwarded to the Curtin Weekly mailbox.

5) Messages promoting research projects must include an Ethics Approval Number. All researchers should have their Ethics Approval Number on file. Researchers who have forgotten their number should contact the Office of Research and Development’s Human Research Ethics Committee at hrec@curtin.edu.au.

6) Messages promoting prize draws and competitions must be conducted in accordance with the requirements under the Gaming and Wagering Commission Act 1987 (WA). Messages should be accompanied by a set of Terms and Conditions that are forwarded to the Department of Racing, Gaming and Liquor and attached to the Curtin Weekly submission. For more information, please refer to the Competitions Toolkit.

7) No message (with the exception of events) will be resent via Curtin Weekly, however, reminder messages will be accepted if there is a significant change or update to the content. Information on the Staff Portal (which is linked from Curtin Weekly) can be updated at any time by contacting the Curtin Weekly moderators via Curtinweekly@curtin.edu.au.

8) Events will be categorised as either:

- Upcoming events: all events which have been submitted during that week. These events will appear in the Curtin Weekly email in the edition following their submission.
  - Previously submitted events may be included in future Curtin Weekly editions, space permitting. It is at the discretion of the Internal
Communication Team as to whether an event will re-appear.

- Events will continue to appear on the Staff Portal website until one week after the event date or after the event closing date for events which run over several days.

9) It is the sender’s responsibility to ensure that the content uploaded to the Staff Portal is up-to-date and accurate before the newsletter is distributed each Tuesday. The sender will be notified by email once their item has been uploaded, inviting them to review their message to ensure it is correct and links are working.
Section 2. Curtin Weekly process

To submit your Curtin Weekly message, log in to the Curtin Weekly and Staff Portal form. This can be found at: https://brand.curtin.edu.au/requests/internal-communications/curtin-weekly-and-staff-news/

Once you’ve logged in, enter all relevant information:

- **Contact information**
- **Headline:** this is the title that will appear on the Staff Portal (50 character limit)
- **Description:** this is the description that will accompany your news item on the Staff Portal (110 character limit)
- **Category:** items submitted within the ‘events’ category will appear in the Events section on the Staff Portal and in the Curtin Weekly ‘Events’ bar.
- **Content (Word document) and/or additional information**

Recognising 10 years of service

We proudly recognise staff who reached their 10 year milestone with Curtin this quarter.

Dec. 8, 2017, 2:30:22 pm AWST   News, People and culture

After submitting a message via the online web form, you will receive an automated response advising your message request has been received and is being held for moderation. The Internal Communications Team will review the message received for compliance with these procedures.

Where a message is rejected, you will be advised by an email containing:

- a reason(s) for the decision and;
- an invitation to resubmit the message after making any required changes.

Figure 1 on the following page depicts the Curtin Weekly process.

**Submitting content**

- Submissions must include a Word document with the content the sender would like uploaded to the Staff Portal.
- When an image is included, the sender must attach the image to the Curtin Weekly form. The recommended image sizes are:
  - Header images: 730 pixels wide by 410 pixels high
  - Side image: 230 pixels wide by 280 pixels high
- Any supporting documents that the sender would like to include must be in PDF format.

**Deadlines for message submission**
Curtin Weekly news and events must be submitted **before 11 am Friday** in order to be included in the Curtin Weekly newsletter that is issued by email to all Curtin staff on the following Tuesday. In the event of Friday being a public holiday, the revised submission deadline will be communicated to staff via the Curtin Weekly newsletter in the three editions prior.
Curtin Weekly process

Submission comes into the Curtin Weekly mailbox

Curtin Weekly Moderator reads submission

Has the story been previously uploaded to the Staff Portal?

YES

Moderator may suggest to submitter making changes and resubmitting to ensure staff relevance

NO

SUBMISSION REJECTED

Is the submission relevant to staff and in the correct format?

YES

Submission uploaded to Staff Portal website and submitter notified

NO
Section 3. Communication style

Here are some handy hints to help you maximise the impact of your Curtin Weekly message.

Who is your audience?

Curtin Weekly is distributed to staff across all of our locations. If your message is for a specific group of staff then please make sure this is stated clearly in your message.

What do you want them to know or do?

Your message should have clear relevance for staff. What do you want them to do or be aware of? Make sure this relevance is clearly stated. Try to include it at the beginning of your message so it doesn’t get lost amongst background information you are providing.

Writing for the web

People are put off by large amounts of text. Where possible, incorporate headings and bullet points to improve the readability of your message.

If you’re linking to a document/website, try to make the link text meaningful.

Instead of using: “Click here to read the updated Curtin Weekly message criteria.”

Try using: “Read the updated Curtin Weekly message criteria.”

Not only will the information stand out more to people who skim read, it will also improve the usability of your content.

There is no need to start your communication with “Dear colleagues” or to end with a full email signature. Provide any necessary contact details at the end of your message.

Formatting your message

When submitting your message via the web form, please note that your message will generally be published as received. It’s up to you to format your message as you would like it to be displayed on the Staff Portal. The Moderator may suggest changes to improve readability.

We recommend using the Curtin Weekly Content Templates available. Copy and paste the template content into a Word document and lay out your message as desired. Along with written content, you may include the following elements into your message:

- Image (limited to one header and one side image)
  - Header images: 730 pixels wide by 410 pixels high
  - Side image: 230 pixels wide by 280 pixels high
- Event table (must be located at the bottom of the text)
- Call to action button (must be located at the bottom of the text)
- Basic content table.
- Video (YouTube URL required)
Please note: images you would like to appear within your item must also be attached separately to your message via the web form, in the dimensions required. Images that do not meet these dimensions, unfortunately, can’t be used.