

WE NEED YOUR News!



We explain how to submit items for CSE and SIOE websites... in 3 easy steps!

WHAT'S THAT? YOU'VE NO NEWS? YES YOU HAVE!



DO TELL US ABOUT...

- events you have coming up
- a project milestone
- delivery of a conference keynote
- an award you have received or have been nominated for
- formal recognition of some kind
- an event that has happened
- great feedback you have received

...all these are newsworthy items!

FREE!
SHU CATERING
LEFTOVERS FOR
EVERY READER

See page 94

FIRSTLY...

Who is your audience?

Please tell us who your primary audience is for each item - this will help us to decide how best to promote it. Please use Plain English and avoid acronyms (or at least provide a definition if you do use them).

Timing

Let us know about your timescales so we can plan when to make the item live.

Mini-items

If you don't have enough information for a full news item, let us have the bare bones which we may be able to Tweet or add as a short upcoming news item/event.

THEN, WRITE YOUR TEXT...

Heading

Keep it short! Up to 6 words!

Short description

A few sentences summarising the key points (including date, time and venue if relevant).

Tags / Keywords

If possible provide us with up to 5 key words. Using the key words people are likely to type into a search engine when writing your article make it easier for people to find your info on the website. What would you type into Google?



Did you know?
The CSE Twitter feed is @SHUCSE

Main Text

200 words maximum to include the following (as appropriate):

WHAT!

WHERE!

WHEN! (including any dates and deadlines)

WHY!

WHO! (CSE staff and any relevant partners)

HOW! (e.g. find out more, book your place [free or paying], register your interest)

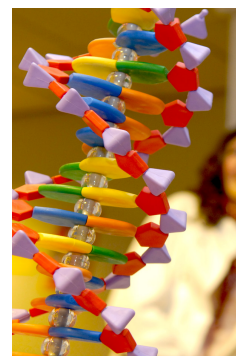
Links to Websites / Info

These might be to existing projects within CSE / SIOE or external sites.

Photos + Videos

Please send us images or let us know where we can find appropriate images / video links.

We would ideally need one suitable image to be used as a banner, but if not we may be able to use a stock image.



An overused stock image, yesterday.

Finally...

Send the information to Sandra for editing and uploading to the website: sandra.baker@shu.ac.uk



THANK YOU!