

## **AUBURN NEWS CONTENT GUIDELINES**

Auburn's Office of Communications and Marketing is responsible for managing all official university communications designed to help keep our community informed about all that's happening on campus and the work and accomplishments of our faculty and staff. Central to these efforts is the publication of our weekly internal email newsletter, Auburn News. The purpose of this newsletter is to provide timely, short-form content that helps inform, educate and celebrate our faculty and staff, and instill pride in our shared Auburn experiences.

### **Start With Your College or Unit Communicators**

Due to the high volume of submissions, we encourage all content submissions start with the submitter's college or unit communications team for inclusion in their designated communications platforms. Based on the below guidelines, the lead communicator can then submit requests for inclusion in Auburn News where appropriate.

### **Event Submissions**

For event submissions, please visit [calendar.auburn.edu](https://calendar.auburn.edu) and click on the "Post Your Event" button to post your event to the public calendar. If your event falls under the [Campus Events Policy](#), click on "Submit an Event Request" to be redirected to the Campus Events Planning System (CEPS).

### **Publication Schedule**

Auburn News is published every Tuesday at 6 a.m. CST.

### **Method of Delivery**

Each newsletter is delivered to the university email account of all faculty and staff.

## **Guidelines and Best Practices**

### **A. Content Considered for Publication**

The primary focus of Auburn News is to communicate information of interest to all university employees — our faculty and staff. OCM's editorial team will consider on a case-by-case basis exceptions to this general rule if the content conveys a direct benefit to the broader university community, or it has universal appeal including, but not limited to, all-ages events or those activities that highlight Auburn's impact on the state, the nation and the world.

### **B. Editorial Decisions**

Decisions regarding publication of proposed content rest solely with the OCM staff. Appeals for inclusion, or clarification on guidelines, should be directed to Auburn News at [OCM@auburn.edu](mailto:OCM@auburn.edu). Final decisions related to content are made by the chief communications officer or their designee.

### **C. Submitting Content Suggestions**

Auburn administrators, leaders and lead communicators may submit content for consideration through this Submission Form.

### **D. Submission Deadlines**

The deadline for inclusion in the Auburn News weekly newsletter is 4:45 p.m. the Friday before each Tuesday distribution.

Content related to events, approaching deadlines or other time-sensitive issues should be submitted no later than ***two weeks in advance of the target date***.

Standalone emails may be distributed on a case-by-case basis, but only when necessary. These are not a supplement to general weekly communications and will only be sent when the topic is deemed critical to university operations as determined by the chief communications officer or their designee.

### **E. Opting Out of Auburn News**

Auburn News is considered an official university communication that conveys important and often time-sensitive information about university news, policies, operations, procedures and programs.

**Employees may not opt out of receiving their designated newsletter.**

Each edition contains essential information for faculty and staff, including benefits, events, safety and security, announcements about campus construction and disruptions and other important messages. Additionally, there are times when information needs to be communicated urgently, such as campus closures, health and safety protocols, major leadership announcements or changes to employee benefits that take effect immediately.

### **F. Individual Projects, Pursuits, Accolades**

Auburn is a vast, dynamic university made up of highly acclaimed and accomplished faculty and staff. Examples of these accomplishments are reviewed on a case-by-case basis for newsletter inclusion with items of wider appeal receiving greater consideration.

- Published works including, but not limited to, books, articles and academic papers are not featured in the newsletters unless they are mentioned in reference to university activities, such as lectures or exhibits that are open to the entire community. Items of national or international significance will be considered.
- Awards and accolades of major significance will be assessed on a case-by-case basis for possible publication.
- Off-campus events need to have a direct connection to the university, our land-grant mission and clearly demonstrate how a member of the Auburn community is being highlighted in a featured role or is positively impacting the broader community.

Individual or group participation in external activities does not by itself guarantee promotion or coverage in Auburn News.

- Group and individual fundraising and/or involvement in initiatives benefitting an external organization will not be communicated unless the university is directly involved in the execution of the campaign or is a designated beneficiary of the efforts.

#### **G. Employment Announcements**

Information related to arrivals, promotions and transfers will only be considered for publication if the individual holds a position of assistant/associate vice president or higher, or their essential job functions consist primarily of outward-facing interactions with external individuals and entities.

The communication of retirement events and celebrations for those with 25 years or more Auburn experience or those of top leadership roles will be considered if the activity is open to the entire campus community.

#### **H. Optimal Length of Content**

Auburn News features short form posts typically two to three paragraphs long. Topics that require more information must include links to updated websites and the email addresses of primary points of contact to answer additional questions before the item will be considered for publication.

#### **I. Obituaries**

Auburn News will consider publishing notification of the death of current Auburn faculty, staff and students for those with 25 years or more Auburn experience or those of top leadership roles.

#### **J. Requests for Human Research Subjects**

Auburn University does not publish requests for human research subjects from any university school, college or department.