

## **THIS WEEK@AUBURN CONTENT GUIDELINES**

Auburn's Office of Communications and Marketing manages the official university communications designed to help keep our community informed about all that's happening on campus, including stories that speak to our exceptional student experience. This includes the publication of a student-focused internal email newsletter, This Week@Auburn. The purpose of this newsletter is to provide timely, short-form content that helps inform, educate and celebrate our students while instilling pride in their shared Auburn experience and enhancing their ability to engage in opportunities across campus.

### **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 This Week@Auburn 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**

This Week@Auburn is published Mondays at 6 a.m. CST.

### **Method of Delivery**

Each newsletter is delivered to the university email account of all students.

### **Guidelines and Best Practices**

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

The primary focus of This Week@Auburn is to communicate information of interest to all Auburn students.

#### **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 Student Digest 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 This Week@Auburn weekly newsletter is 4:45 p.m. the Friday before each Monday 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 This Week@Auburn**

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

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

Each edition contains essential information for students, including 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 that involve students and must take effect immediately.

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

Auburn is a vast, dynamic university made up of highly successful students. Examples of their accomplishments are reviewed on a case-by-case basis for newsletter inclusion with items of wider appeal receiving greater consideration.

- 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 This Week@Auburn.
- 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.

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

This Week@Auburn 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.