



Hello, fellow UBC colleague.

Welcome to this checklist, made just for faculty and staff by the UBC Internal Communications team.

We always want to hear more from you, and are thrilled you'd like to share information that will support UBC faculty and staff in their work, as well as connect and engage them across all campuses and UBC sites. Use this checklist to learn everything you need to know about UBC Today, and understand how you can submit content.

About UBC Today

UBC Internal Communications owns the [UBC Today website](#). We update it regularly through content submissions by faculty and staff. We also send a weekly email each Tuesday (or Wednesday, in the event of a statutory holiday), highlighting a selection of new and noteworthy items that week. Our team acts in the role of editor with content submissions received from across the university.

Guidelines for content submission

Our team periodically conducts research of faculty and staff, and the following content submission guidelines are based on our audience research. We update these guidelines from time to time, based on what we hear from our audience.

ANNOUNCEMENTS

Examples: Achievements, appointments, operational updates, leadership updates, something for faculty and/or staff to provide feedback or comment on (e.g. vote in elections, complete a survey, participate in research).

Considerations: These must be appointments of directors, dept heads and above only. Achievements and recognition must be significant or noteworthy.

STORY

Examples: A story or news about the work of an individual, team, Faculty or unit, including research updates and findings, or examples of our strategic plan in action.

Considerations: Aim to keep stories under 800 words and include multimedia where possible.

RESOURCE

Examples: Tools, templates, guides, FAQs, systems or processes.

Considerations: Consider whether the resource needs to be added as a permanent link on the [UBC Today website](#).

30-SECOND BIO / RESEARCH IN FOCUS

30-second bio: A series of questions for faculty and staff to help your colleagues learn more about you and your work at UBC.

Research in focus: A series of questions for faculty to help your colleagues learn more about you and your research at UBC.

EVENT

Examples: An in-person or virtual event, activity, workshop, webinar, speaking, sporting or networking event.

Considerations: Please submit your event to [events.ubc.ca](#) or [events.ok.ubc.ca](#) and tag for a faculty and staff audience.

USEFUL DATE

Examples: A university specific date or deadline, such as when to apply for funding or a date by when to complete a survey.

Considerations: This must be a UBC specific date which comes with a link to a page with more information.

Content submission checklist for UBC Today

Please use this checklist, and ask yourself the following questions, before submitting content to UBC Today, to ensure it is in line with our guidelines.

MY CONTENT IS...



- Timely:** How will faculty and staff benefit from knowing something now?
- Relevant:** Is it of broad interest to faculty and staff?
- Useful:** Will it help faculty and staff do their jobs or stay informed about the university's priorities/goals?
- Creating connection:** Will it help us learn more about the people who make up UBC's faculty and staff?
- Research based:** Is it in response to the feedback we have received in our faculty and staff research?
- Professional:** Is it professionally written and from a credible source?
- Actionable:** Does my content include a clear call to action for faculty and staff?
- Intended for UBCV and/or UBCO campuses:** Is it of relevance to both campuses? If applicable only to one campus, is there an equivalent or similar content available for the other?

MY CONTENT IS NOT...



- Linked to a non-UBC website?
Remember to submit links to UBC websites. We cannot link out to external websites that are not owned by UBC.
- An endorsement or a promotion?
Keep in mind, we cannot use UBC Today as a promotional tool to market specific events and/or announcements to faculty and staff. This helps us maintain the integrity of this channel.

Next steps

Submit content via the [UBC Today content submission form](#) or email the [Internal Communications team](#).

Although you are welcome to make a submission as much in advance as you like, please submit content at least two working days prior to your desired posting date. Once you've submitted your content, a member of the Internal Communications team will review your request and be in touch to agree next steps.

To learn more about UBC Today, review our [governance guidelines](#).

Any questions?

Please [contact](#) the UBC Internal Communications team.

