

myAnnouncement Composer – policy for communications to staff

The Staff Announce service is for announcements from members of the University relating to University business.

The service is not for:

- Commercial advertising, with the exception of University services
- Personal ads, including most messages for charities
- Messages on behalf of students, except with staff endorsement
- Messages where the Students' Union has more appropriate communication channels e.g. student society messaging
- Political messages
- Messages from, or apparently from, outside the University (unless there is a good reason stated in the message).

General information

- Staff Announce messages must be targeted appropriately; sending them to groups they aren't relevant to will not be effective.
- Any message deemed to be inappropriate to the target audience may be rejected or redirected to a more closely defined audience by the moderator.
- Do not use special characters, accents or symbols in your message (including £, \$, %, &); the system does not recognise them and will insert random characters into your message instead.
- If an announcement is rejected, it may be redirected through other University communication channels by the moderator or not published at all. In such cases the person who submitted the announcement will be informed by email.
- Announcements should be no longer than 400 words.
- Announcements should be written in plain English and free from jargon, technical terms and unnecessary abbreviations.
- Please ensure you sign your message off appropriately at the bottom.
- Reminders and corrections will not be broadcast. It is your responsibility to make sure your announcement is accurate and correct before submitting it. This includes any spellings, dates, telephone numbers and web links.

Events Announcements

- Events should be relevant to all or the majority of recipients you are targeting.
- You must ensure that event details are accurate and have approval of the relevant parties before submitting your announcement.

Volunteering announcements

- Messages requiring human participants including surveys should include a statement confirming the receipt of ethic approval.
- A supervising staff member should submit messages sent on behalf of students.
- Messages relating to student projects should include the name and email address of the supervisor.

Moderation of messages

- The Staff Announce system is moderated by the Internal Communications team.
- The Internal Communications team reserves the right to edit all Announcements.
- The Internal Communications team has authority in all decisions over the acceptance of messages, their selected audience and appropriate style and content.
- The Internal Communications team reserves the right to change the Staff Announce policy.
- If you should have a complaint, then please send it to:
internalcommunications@sheffield.ac.uk

Timing and distribution

Submit your message at least three working days before you would like it to be distributed.