

# **SWU Internal Electronic Communications Policy**

Southern Wesleyan University publishes a weekly e-mail newsletter, SWU News, for faculty and staff, featuring information of importance and general interest to the university's employees.

As the sole university-wide electronic newsletter, the weekly SWU News is a mix of university-related news and events listings. Its primary mission is to keep the university's large and diverse group of employees well informed about their workplace through a balance in news, information and event listings.

## **SWU News SUBMISSION**

Items for the newsletter are due by close of business each Friday. Items that have missed the deadline will be handled on a case-by-case basis. The newsletter will be sent out automatically at noon Monday afternoon.

To submit items to the SWU News editor, e-mail them to [communications@swu.edu](mailto:communications@swu.edu). The newsletter will list only university-related news or events sponsored by an official and recognized university group, organization or department.

## **SWU NEWS CONTENT**

Lectures, conferences, seminars, etc., listed in the e-newsletter cannot be listed in more than two issues. High-profile events, such as Homecoming or status reports on a major university initiative or project, may be run at a frequency determined by the SWU News editor. In general, an announcement about an event, such as a lecture, will run in SWU News the week before either the actual date of the event or the R.S.V.P. deadline.

Items

will not run for more than two issues in a row. The person who submits the item can choose to have the item run in two non-consecutive issues if they wish.

Fundraising events will not be listed in the newsletter unless the money raised goes to the university or, if it is an officially sanctioned beneficiary. Finally, all submissions must be sent by a faculty or staff member from their university e-mail account. Student groups and organizations must have their faculty advisor send in the item. The e-newsletter editor reserves the right to re-write submissions for clarity and/or length.

SWU News accepts announcements of all university-sponsored events, athletics events, campus events, programs, seminars, fundraisers, etc. Submissions must be one paragraph in length (please do not send flyers), and whenever possible, include hyperlinks to relevant Web pages. The supplier of this information is responsible for the content of material found through a link to another page. The items can be submitted as a file attachment or simply written out in an e-mail message, and e-mailed to [communications@swu.edu](mailto:communications@swu.edu). Items should include all of the essential information (who, what, where, when, costs and contact information).

The SWU News editor reserves the right to accept or deny publishing of any event in SWU News.

## **EMERGENCIES**

For occasions/instances when news or information needs to be disseminated to the university community immediately, the SWU News editor can distribute an additional issue of the e-newsletter for emergency-type news or information, such as street closures, water main breaks, building closures, immediate changes in insurance benefits, etc. The Office of the President, the Provost, VP for Advancement or the Director of Communications may approve other, non-emergency information, on a case-by-case basis.

## **FORMAT**

SWU News is mass e-mailed in HTML and text-based formats. Most readers' e-mail systems allow for the HTML-version, which is in color and contains graphics, pictures and embedded links.

### **OPTING OUT**

All SWU employees, defined as anyone who receives a paycheck from the university, will receive SWU News. Employees may not opt-out of receiving the e-newsletter as it contains essential information for faculty and staff, including benefits, campus construction and disruptions and other important news and information. Additionally, there are times when an alert to faculty and staff needs to be communicated urgently, such as a water main break or changes to employee benefits that take effect immediately.

### **MASS E-MAILS**

Mass e-mails to all faculty and staff are prohibited with the exception of bereavements, emergencies, major news items and university-related online surveys, as sanctioned by the Office of the President, the Provost, VP for Advancement or VP of Enrollment Management and Marketing.

### **ADVERTISING/OUTSIDE EVENTS**

Advertising by individuals wishing to sell personal property will not be accepted. Events or special discounts geared specifically toward students by businesses recognized for their support of SWU and its students will be handled on a case-by-case basis, as are events by community organizations.

### **WEB NEWS**

Be sure to regularly check [www.swu.edu](http://www.swu.edu) for campus news, events and announcements.

### **CAMPUS CALENDAR**

University classes, meetings and events should be posted on the SWU events calendar, which is accessible through [www.swu.edu](http://www.swu.edu). Events posted on this calendar that are open to the public are also featured in an external online calendar that can be accessed by those outside the university community. Only approved administrators may post to the

calendar. For calendar account access and additional information, contact Jennifer Walker, [jwalker@swu.edu](mailto:jwalker@swu.edu).