

BEST PRACTICES FOR EVENTS AND ANNOUNCEMENTS

DO

- **Use a catchy title.** You want your audience to click on the link, so try to make it interesting. (See reverse for specific examples). Leave location, time, and food offerings out of the title.
- **Be specific and detailed, particularly with events.** Think of your audience and the information they will need to take action, whether it's to RSVP, attend an event, etc. Include those details in the event description.
- **Add images, links, and PDFs** to enhance your event or announcement.
- **Audience first:** To appear in the *WPI Today* newsletter, you must select Faculty and Staff as the audience.
- **Contact information** is important, especially for events.

DON'T

- **Don't make the title too long.** Try to keep your character count below 90 characters if possible (including spaces), use the correct punctuation, and do not use ALL CAPS.
- **Don't repeat content.** You should not post the same content as an event and also as an announcement. If it has a date, it should be posted as an event.
- **Do not copy and paste existing content** (including WPI press releases or external news stories) into an Announcement. This is considered duplicate content (for wpi.edu) or copyright infringement (for external content).
- **Don't use jargon or acronyms** that would be unfamiliar or confusing to an external audience.

So what's the difference between an event and an announcement?

Event

- Event
- Deadline (Ex. Add/drop, last day to apply for a grant/fellowship/competition, etc.)
- Important Date

Announcement

- Department/office news or updates

Naming Conventions

For colloquia, seminars, dissertations, symposia, workshops, etc., titles should include the following in this order:

- Department/program/office name
- Type of event (training, speaker, PhD dissertation, seminar)
- Name of speaker (only if needed)
- Event title (while formal dissertations and colloquia titles can be challenging, we strongly suggest trying to shorten titles when possible. The actual body content of the calendar listing may include the full title and any other important details.)

Examples:

- **IMGD Speaker Series: Alex Schwartz, CEO, Owlchemy Labs**
- **Robotics Engineering Colloquium - Economy of Motion**
- **ECE Dissertation Defense by PhD Candidate Fardad Askarzadeh**

For other events/deadlines:

- **Start-up, Fast-Growth, and Emerging Technology Virtual Career Fair**
- **ASSISTMENTS Professional Development Training**
- **Women's Impact Network Grant Application Deadline**

Recurring events should have a date in the title—it could be an actual date, a seasonal date (i.e., Fall 2018) or just a year if it's an annual event.

For announcements, think in terms of a newspaper article headline:

- **A&S Summer Undergraduate Research Award Recipients**
- **Summer Gateway Shuttle Update**
- **2018 New Student Orientation Thank You**

Remember: To be considered for the *WPI Today* email, your event or announcement must first be entered into Drupal AND you must select Faculty and/or Staff as the audience. **All items must be entered by noon in order to be included in the following day's email.**

For more information: CMSHelp@wpi.edu



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