

Connections Guidelines

All article submissions are due by NOON every Thursday

Link to the *Events & News Form* can be found at www.southcentral.edu/MarketingCommunications

WRITING YOUR ARTICLE:

- Articles must be **150 words or less**. If you need more copy to convey your message, include a link to additional information (attach pdf/image, or indicate webpage url on your submission form).
- Write articles in **2nd (you) or 3rd person** (he, she, they, it). Do not write articles in 1st person (I, we).
- Write **dates** in the following format: September 5
 - Full month spelled out
 - No “th” or “nd” on date
 - No year
- Write **times** in the following format:
Example 1: from 9 – 10:30 a.m.
Example 2: from 11 a.m. – 1 p.m.
 - Do not include minutes if it is :00
 - Periods after letters in a.m./p.m.
 - Space in between times, dashes, and letters
 - a.m./p.m. only necessary on *both* start and end times if spanning from before noon to after noon

ATTACHMENTS & LINKS

- Consider including a photo or logo with your article** to help add visual interest (jpg or png)
- Avoid submitting just a flyer**, even if all information is on the flyer. Please include a *headline and short article* (a few sentences) along with it so there is an article from which to link the flyer.
- For accessibility reasons, we cannot include web or email addresses written out in the newsletter. Instead, we must attach a hyperlink to words in the article. **Please indicate which word(s) you want linked to and where.**
Example: “Training and support opportunities are in the new CTLE Sharepoint site (link1). Any questions or requests for consultations can be emailed to CTLE (link2).”
link 1: <https://mnscu.sharepoint.com/teams/SCC/Prod/SAA/CTLE>
link 2: ctle@southcentral.edu
- Also for accessibility reasons, **avoid using generic phrases like “click here” or “more info”** for links. Please write something more descriptive like “For more information, please see the event flyer”.
- Please **double check** that all of the provided attachments and links are accurate prior to submission.

For Questions or More Information:

Email marketingcommunications@southcentral.edu