WARRIOR WEEKLY
THE STUDENT E-NEWSLETTER
SUBMISSION GUIDE
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>02</td>
<td>WARRIOR WEEKLY BACKGROUND</td>
</tr>
<tr>
<td></td>
<td>General Overview &amp; Objectives</td>
</tr>
<tr>
<td>03</td>
<td>AUDIENCE REACH AND INSIGHTS</td>
</tr>
<tr>
<td></td>
<td>Know Your Demographics</td>
</tr>
<tr>
<td>04</td>
<td>BENEFITS AND VALUE</td>
</tr>
<tr>
<td></td>
<td>Specific Channels, Measure Reach &amp; Gain Support</td>
</tr>
<tr>
<td>06</td>
<td>PREPARE TO SUBMIT YOUR EVENT/ANNOUNCEMENT</td>
</tr>
<tr>
<td></td>
<td>Submission Deadlines, Checklist &amp; Form</td>
</tr>
<tr>
<td>09</td>
<td>BEST PRACTICES AND RESOURCES</td>
</tr>
<tr>
<td></td>
<td>Engage Your Audience &amp; Visual Guidelines</td>
</tr>
<tr>
<td>12</td>
<td>CONTACT US</td>
</tr>
<tr>
<td></td>
<td>Communications &amp; Public Affairs supports University partners with internal communications, event announcements and marketing guidance</td>
</tr>
</tbody>
</table>
BACKGROUND

Improve communication across the University by enhancing a clear, consistent and effective internal communications channel that is also accessible.

Build community pride and participation across campus through promoted events.

Drive forward change by keeping faculty, staff and students well-informed of University advancements and access to grant and scholarship opportunities.

Influence the knowledge, attitudes and behaviors of faculty, staff and students by putting Stan State's strategic plan at the heart of internal communications.

OBJECTIVES

- Improve communication across the University by enhancing a clear, consistent and effective internal communications channel that is also accessible.
- Build community pride and participation across campus through promoted events.
- Drive forward change by keeping faculty, staff and students well-informed of University advancements and access to grant and scholarship opportunities.
- Influence the knowledge, attitudes and behaviors of faculty, staff and students by putting Stan State's strategic plan at the heart of internal communications.

HISTORY

The Division of University Advancement, in collaboration with the University Communications Advisory Group and the GREAT Student Communications Workgroup, evaluated and analyzed how Stanislaus State communicates internally. A campuswide survey was conducted to gather feedback. Many survey respondents expressed receiving too many campuswide emails, stifling communication about important topics and events.

Communications & Public Affairs took into consideration the feedback received from faculty, staff and students regarding internal communications practices. As a result, an internal communications platform has now been established at Stanislaus State.

StanEvents & Announcements and the student companion, Warrior Weekly, provide a platform to streamline and align communications. The customizable digital platform allows users to stay informed with event and announcement details easily from their desktop and mobile devices.
AUDIENCE REACH

Warrior Weekly is sent to approximately 11,100 Stan State students three times per week during the fall and spring semester. During the winter and summer sessions, the newsletter will be sent to enrolled students once a week.

STUDENT DEMOGRAPHICS

Information can be segmented by audiences:

- Undergraduate
- Post-baccalaureate
- Stockton
- Freshman
- Sophomore
- Junior
- Senior
- Credential
- Graduate

NEWSLETTER INSIGHTS

- **43% Engagement Score** - The score is a single calculation that represents the aggregate of the number of newsletters sent, opened and clicked. The closer to 100, the more engaged our audience is with the newsletter content.

- **25% Open Rate** - The open rate can be calculated by dividing the number of total opens by the number of delivered emails.

- **26% Personalized** - The personalization component is based on the percentage of the audience that has completed the onboarding process and has explicitly picked categories of interest.

TOP 6 CATEGORIES

- Career/Internship Info.
- University Events
- Financial Info.
- Campus/Student Life
- Volunteer Opportunities
- Workshops/Conferences
SENT TO STUDENTS EVERY WEDNESDAY, FRIDAY AND MONDAY
HIGHLIGHTS UNIVERSITY EVENTS, UPCOMING DEADLINES, WORKSHOPS, PROGRAMS, IMPORTANT ANNOUNCEMENTS, ETC.

COMMUNICATIONS CHANNELS

The newsletter provides students with a concise, consistent and interactive format for campus information. All content is displayed in an Instagram-like tile format, which has visual appeal and is easy to navigate on the archive page.

Events and announcements submitted through 25Live to be posted on the University Events Calendar and/or in Warrior Weekly will be considered for additional posts across other University communications channels. The icons below display the different communications channels available. Multiple communications touch points serve to increase awareness and reinforce messaging.

UNIVERSITY COMMUNICATIONS CHANNELS

- University Events Calendar
- Warrior Weekly E-Newsletter
- Social Media
- MyStateState Portal Links
- Warrior Weekly Videos
- Web Slides
- News Articles
MEASURE REACH
Curious to know how many people viewed your event or announcement in Warrior Weekly?

No need to guess the metrics! Communications & Public Affairs has you covered and can provide the engagement score, number delivered, open rate and click rate per post. All you have to do is send an email request to SEA@csustan.edu with the following details:

- Email subject line: "Metric Request"
- Title of the event or announcement
- Date of submission and/or the event date(s)
- Name(s) of the submitter(s)

Communications & Public Affairs will email the requested metrics within 3-5 business days.

CPA SUPPORT
Our team completes the following tasks for event and announcement submissions prior to content publication in the newsletter(s):

- Check location confirmation in 25Live
- Confirm person of contact for post
- Review event or announcement description for completeness/clarity
- Evaluate graphic/image to meet accessibility requirements
- Edit content for grammar, to align with AP writing style
- Verify links are accurate and active
**PLAN AHEAD**

Think about your event and/or announcement communication timeline as early as possible. Announcements should be crafted at least two weeks prior to submission. Events are a multi-step process and will need to be planned out a minimum of four weeks prior to the planned start of communication.

**SUBMISSION DEADLINE**

All 25Live event confirmation and announcement submissions **received by noon on Monday** will be posted by Wednesday that week. **Submissions received after the noon deadline on Monday will be posted by Wednesday the following week.**

The e-newsletter is sent on Wednesdays, Fridays and Mondays between 11 a.m. and noon. New content is added on Wednesdays only and rotated throughout the week.

For more information about Internal Communications and access to the submission form, please visit [www.csustan.edu/communications/internal-communications](http://www.csustan.edu/communications/internal-communications).

<table>
<thead>
<tr>
<th>MON.</th>
<th>WED.</th>
<th>FRI.</th>
</tr>
</thead>
<tbody>
<tr>
<td>🔄</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>NOON DEADLINE</td>
<td>POST</td>
<td>POST</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MON.</th>
<th>WED.</th>
</tr>
</thead>
<tbody>
<tr>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>NOON DEADLINE</td>
<td>POST</td>
</tr>
</tbody>
</table>

| SUBMITTED | DISPLAYED | DISPLAYED | SUBMITTED | DISPLAYED |
EVENT SUBMISSION

In preparation for the upcoming redesign/redevelopment of the University website, Communications & Public Affairs has teamed up with the 25Live team to streamline the event submission process. Event publication requests are integrated into the 25Live scheduling system, so a separate form for communications is not needed.

To submit an event for publication on the University Events Calendar and/or in the internal newsletter(s), please log in to 25Live to reserve your space. Include a full description of the event, including what attendees will gain by attending the event. Upload an accessible image and make sure to click the publication option(s) of your choice. Once the event is confirmed, Communications & Public Affairs will automatically begin publishing approximately three weeks before the event.

If you do not see your event on the University Events Calendar or in the newsletter(s), try double-checking 25Live to verify that your event is confirmed, not tentative.

Visit the 25Live website at www.csustan.edu/25Live for access to training dates, support documentation and helpful FAQs.

For specific questions regarding the 25Live scheduling system, email the 25Live team at 25Live@csustan.edu.

25LIVE LOGIN

Access the 25Live login from the following:

- University Events Calendar
- 25Live website
- Internal communications website
EASY-TO-USE CHECKLIST

Here is a quick checklist for event communications.

Did I reserve a space on 25Live to host the event? Has it been confirmed? ✔

Did I provide 3-4 detailed sentences about the event? ✔

Did I add the registration link to the submission, if applicable? ✔

Did I include the reason(s) why my intended audience should attend? ✔

Did I submit a graphic/visual with no text for the email thumbnail? ✔

ANNOUNCEMENT SUBMISSION

Ready to share an announcement, upcoming deadline, important scholarship information, details about student resources or other non-event communication?

Submit the announcement to be published in the internal communications newsletters using the announcement submission form. All submissions must include a thumbnail image with no text (to meet accessibility standards) that is at least 1500 x 1000 pixels and of clear, crisp quality.

Visit the Internal Communications website at www.csustan.edu/communications/internal-communications/ to access the submission form and review deadline details.

For specific questions regarding announcement submission, email the CPA team at SEA@csustan.edu, and we can schedule a time to meet or dismiss communications options.
7 TIPS FOR EVENT SUBMITTERS

Ideally, before you begin to reserve a space, you should have already:

- Planned event overview
- Finalized the event name
- Selected the date and time
- Decided location
- Organized requests for room setup, catering, custodial, technology, etc.
- Developed/sourced an accessible 1500 x 1000 pixel visual thumbnail
- Written a detailed 3-4 sentence description for your event promotion

ENGAGE YOUR AUDIENCE

Event descriptions should not be overlooked. Try keeping your description short and sweet, but don’t leave out key details such as event experience and value provided by attending. Below are some of the items to keep in mind when writing an event description.

Event descriptions should answer these basic questions:

- Why should someone attend?
- What will they do at the event?
- Is it free? Deadline to register?
- Limited space, RSVP required?
- Guest speaker presenting? If so, who and what will he/she speak about?
- Free beverages/food? Purchase food?
- A chance to win prize(s) or swag?

The goal of an event description is to create a sense of urgency and is your opportunity to maximize the attendance of people who will enjoy your event. Spark their interest!
VISUALS

Warrior Weekly relies on the use of thumbnails to accompany event submissions. These thumbnails serve as the visual support that represent the event across promotion channels. It should be added to the 25Live reservation.

Visual guidelines:

- Size: 1500 x 1000 pixels (height x width)
- Quality: crisp, clear, easy to see image (non-blurry, grainy or pixelated image)
- Preferred file format: PNG
- Meet accessibility standards: no text, good contrast

EXAMPLES
FREE VISUALS

Graphics can be sourced from either:

- www.freepik.com (filter for free graphics option available)
- www.unsplash.com

These sites are royalty-free, safe and open-domain. Be sure to give proper credit to original creators and select graphics that don't contain text. Freepik vector files can be opened in Adobe Illustrator where you can remove text, delete objects and edit colors.

RESIZE AN IMAGE

Have an graphic/image to use, but it isn't the right size?

Visit www.sproutsocial.com/landscape and follow the prompts to resize any visual to the required dimensions for your platform. It's easy and free!

REMINDERS

Review the following guidelines before you finalize your graphic/photo for promotion:

- Use images with no text and good contrast as a thumbnail.
- Use an accessible image, avoid thumbnail flyers or static images with text.
- Use a visual that supports your event or announcement messaging.
- Use student photos with an authorization for use of image form on file.
- Submit an graphic/photo that has been approved by your department.
CONTACT US

If you or someone on your team would like to schedule a time to meet to go over event and announcement submissions for the internal communications newsletters, please email SEA@csustan.edu. The CPA team would be happy to help guide your team through the submission process for communication about events.

Visit www.csustan.edu/communications/internal-communications/, for details on the newsletter(s) submission process and to learn more about best practices.