Communications @ UWA

Your guide to UWA’s key communication channels and how to use them.
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Last updated 1 December 2015
1. **INTRODUCTION**

This guidance document is to assist UWA marketing and communications staff in sharing information about the great work that is happening in the University. Every day, in different ways, individuals and teams at our University work hard to deliver excellence and we want to hear your stories.

No-one knows better than you what is happening in your area of the campus and how it contributes to making UWA great. From cutting edge research and teaching staff who go above and beyond to our hard-working grounds staff who ensure our beautiful grounds are kept in tip top condition, wherever you work, whatever you do, we want to hear from you.

This pack provides information on some of the channels available get your stories out. But you are not alone! The Government and Corporate Communications, Brand and Marketing and Student Communications and Engagement teams are just a phone call away and are happy to help.

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1.1. **Who is the intended audience of this document?**

This guidance document has been developed with the needs of UWA-wide communications and marketing staff in mind. For all other staff this pack can be used for clarity on the attributes and requirements of each channel, however, in terms of communications support you should speak to your local communications or marketing contact in the first instance who will be able to provide advice and coordinate requirements with the central teams.

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1.2. **Who should I speak to?**

Contact details for the managers of channels covered in this guide can be found in the UWA Channel Guide at the end of this document.

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1.3. **What about communications to current students?**

UWA communication to enrolled students is coordinated by the Student Communications and Engagement team within the Education portfolio. If you would like to discuss communications to our current students please get in touch with Lisa Cluett, Associate Director, Student Communications and Engagement or refer to the current students communications webpage.

Therefore, please note that the all references to ‘internal communications’ within this guide relates to UWA staff communication.
1.4. Where can I find support for a marketing campaign?

We haven’t included processes for developing marketing campaigns in this pack as some great resources are already available for staff:

- For general marketing information, guidelines, tools and templates please refer to the brand toolkit.
- If you have a recruitment or general marketing objective you would like to achieve please get in touch with James Leonhardt, Senior Marketing Manager, or one of the Marketing team.

2. INTERNAL COMMUNICATIONS

The Internal Communications team sits within the Government and Corporate Communications Division and is responsible for coordinating the central internal communications channels to UWA staff.

Internal communications can be hard to get right. It is rarely part of your core role, is often over-looked and can seem a thankless task. But effective communication will contribute to motivated and efficient individuals who have a clear idea of what is expected of them, and understand how they contribute to achieving our UWA 2020 vision.

Staff communications at UWA has historically been quite ad-hoc and email centric. However, this is changing with the University’s first central Internal Communications team now on board.

We have already made some positive steps towards a coordinated approach to email communication with the launch of UWA Forward and the Senior Leaders’ Brief as well as a clean-up of email lists... but there is still a ways to go. We are also looking into new options for communication away from email, so if you have any ideas please get in touch!

We have provided information below on the email channels available to get your message out. If you have a story to share or would like to discuss other communication options that we have discovered in our travels, please get in touch.

2.1. Senior Leaders’ Brief

The Senior Leaders’ Brief is a monthly targeted email update sent on the first Monday of every month except January. This update is sent to the approximately 300 staff members included in the Senior Leader email list (please see the ‘email lists’ section for list membership).

The deliberate decision to keep this update as plain text was made to make it easy for Senior Leaders to cut and paste relevant sections to forward to their staff. This choice not to use a template does mean that for the time being we are not able to track the open and click through rate directly from the email. However, in reviewing some proxy data of visits to the Sustainable Futures website following inclusions we see that the click through rate on the day of release and following day averages at around one third of the audience, or 100 people. It is important to note that this number may not be representative of the actual awareness of
your message as we ensure the key points are captured within the email itself so staff need only click through if they have a specific interest in the topic and would like further information.

The brief is divided into two main sections:

<table>
<thead>
<tr>
<th>Section</th>
<th>Appropriate content</th>
<th>What do I provide?</th>
</tr>
</thead>
</table>
| In the Loop      | Upcoming announcements and initiatives, where practicable before these are announced to all staff. | • Headline  
                   |                                                                                      | • Description: 100-150 words  
                   |                                                                                      | And, if appropriate:  
                   |                                                                                      | • Key messages: 3 - 4 bullet points  
                   |                                                                                      | • Required action: 1 – 2 sentences stating any required action  
                   |                                                                                      | • Further information: contact name or website link |
| Need to Know     | Important notices with links to further information for Senior Leaders to share with the relevant staff in their area. | • Headline  
                   |                                                                                      | • Key messages: 3 – 4 bullet points  
                   |                                                                                      | • Further information: contact name or website link |

### 2.2. UWA Forward

UWA Forward is a weekly email communication sent out every Wednesday morning to all staff and is rapidly gaining traction as a source of important information.

To ensure messages are being heard we capture and analyse data on the number of opens UWA Forward receives and the click through rate of individual items. University-wide, UWA Forward is on average opened 2600 times on the day of release and then a further 800 times over the course of the week. An individual item’s click through will vary based on content and placement, however Forward as a whole usually gets over 1000 clicks on release day with a further 1500 clicks during the week.

We are happy to provide you with detail of the click through rate on your specific item, but again it is important to keep in mind that this number may not be representative of the actual awareness of your message. This is particularly true for announcements and events as we include enough information in the UWA Forward listing for the reader to understand the key message, so they will only click through if it is relevant and they would like further information.

UWA Forward is made up of the following sections:

<table>
<thead>
<tr>
<th>Section</th>
<th>Appropriate content</th>
<th>What do I provide?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vice-Chancellors Voice</td>
<td>Key message of the week from the VC</td>
<td>Contact the internal communications team if you have a suitable topic for the Vice-Chancellors message.</td>
</tr>
</tbody>
</table>
| Forward Focus    | Human interest piece, i.e. must focus on a person or group                          | A 200 - 500 word article  
                   |                                                                                      | A photo, preferably a natural or action shot rather than posed |
| Recent News       | Press release style article with quotes                                            | A 200 – 500 word article |
A photo, preferably a natural or action shot rather than posed

| Announcements | Key message linking to short blurb | A 100 – 200 blurb containing the key messages |
| Events | Events coming up in the week ahead | Details of event and link to further information |

Please note that PDF files are not accepted.

### 2.3. Email lists

In 2014 the University ran a survey on internal staff communications at the University. This survey confirmed something most of us already knew, email at UWA was broken.

While the majority of staff list email as their preferred method of communication, few were satisfied with the way it was being managed. The message came through loud and clear, staff want streamlined and targeted communication that is relevant to them. As communicators this means the days of relying on all staff emails are over. We need to cut out the noise by identifying our target audience and channelling these through narrower and more relevant email lists, through the Senior Leaders’ Brief or through UWA Forward.

While we have maintained the ability to contact all staff through a single email list, this will be reserved for our weekly news digest, UWA Forward and important, time critical information only.

Please note that emails to the lists below are moderated by the Internal Communications team.

Please see the table below for details of some of the email lists available.

<table>
<thead>
<tr>
<th>Email list</th>
<th>Membership</th>
<th>Appropriate content</th>
</tr>
</thead>
<tbody>
<tr>
<td>All-staff</td>
<td>All UWA employed staff</td>
<td>Important, time critical information that is relevant to the majority of staff only. All other submissions will be channelled through our weekly news bulletin, UWA Forward.</td>
</tr>
<tr>
<td>Senior Leaders (formally Heads)</td>
<td>UWA’s Senior Leaders (made up of all lists below)</td>
<td>Important, time critical information that is relevant to the entire University.</td>
</tr>
<tr>
<td>Deans-of-Faculty</td>
<td>The nine Deans of Faculty, the Dean of Coursework Studies, the Dean of Graduate Research and Postdoctoral Training and the Director of the Albany Centre</td>
<td>Important, time critical information that is relevant to faculties or the entire University.</td>
</tr>
<tr>
<td>Associate Deans (formally Deans)</td>
<td>All Associate and Deputy Deans</td>
<td>Important information that is relevant to most faculties.</td>
</tr>
<tr>
<td>Faculty Managers</td>
<td>All Faculty Managers</td>
<td>Important information that is relevant to most faculties.</td>
</tr>
<tr>
<td>Heads of School</td>
<td>All Heads of School</td>
<td>Important information that is relevant to most schools.</td>
</tr>
<tr>
<td>School Managers</td>
<td>All School Managers</td>
<td>Important information that is relevant to most schools.</td>
</tr>
<tr>
<td>Centre Directors</td>
<td>All Directors of Centre, Institutes</td>
<td>Important information that is relevant to</td>
</tr>
</tbody>
</table>
3. CORPORATE COMMUNICATIONS

UWA has several corporate publications such as the Annual Report, the Course Handbook and our flagship publication, Uniview. However, due to the very specific content of many of these publications, it is really only Uniview that provides an avenue for communication across a broad range of topics.

3.1. Uniview

Uniview is UWA’s award-winning flagship publication for alumni. In 2015 the print run exceeded 73,000 with copies sent free to all UWA graduates wherever they live in the world. The magazine also goes to all secondary schools and libraries in Western Australia.

The magazine is published twice a year and covers current University research, news and the success stories of graduates, academics and students.

If you have a story you feel is suitable for Uniview, please contact the Editor, Trea Wiltshire, to discuss. Past editions of Uniview are available online.

4. MEDIA & PUBLIC RELATIONS

The UWA Media and PR team sits within Government and Corporate Communications Division and is responsible for managing the University’s relationship with the media, promoting UWA research, achievements and activities, sourcing expert commentary on issues of community interest and building relationships with key media people.

We are the first point of contact for media enquiries, media strategies and events involving the media.

With the recent addition of a video journalist we now have the capability to create broadcast-quality videos to further promote and enhance the University’s reputation.

4.1. Media Engagement

The UWA Media and PR team is the central point of contact for external media queries as well as internal media-related issues. While some media queries can be dealt with directly by the faculty involved, it is important to let us know if you or somebody within your area has been liaising with the media, should there be interest from other media outlets looking to pick up the story.
For big stories of broad significance and contentious or sensitive topics, it is important that you contact the Media and PR Office BEFORE engaging with the media.

When it comes to formal UWA-branded media statements, these must only be issued by the Media and PR office, and not by individual areas. Media statements will only be issued if the story is deemed newsworthy and fits within the University’s objectives of promoting world-class education, research and community engagement.

For advice on promoting your story, please contact the Media and PR office at uwamedia@uwa.edu.au or phone 6488 3229 or 6488 6876.

The following flowchart will assist you in the development and approval of a media strategy, statement or story placement.

| a. Is your story suitable for media promotion? | It is important to understand that not all stories are newsworthy and the media will not promote something just because we ask them to. Before contacting the Media and PR office, ask yourself the following questions:
  - Does my story have interest and broad appeal to the wider community?
  - If I saw or read about the story in the news, would it entice me to find out more, or talk about it with family and friends?

If you answer no to these questions, chances are the media won’t be interested in the story. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Contact the Media and PR office</td>
<td>Before progressing further, you must check in with Media &amp; PR to confirm if the story is suitable, and if so, we will add it to the schedule for release. We will also be able to provide guidance on maximising coverage; we work with the media every day and can advise on angles for stories and strategies for promotion, be it through a media statement or pitched to specific outlets. We will need to clarify what you hope to achieve from media promotion, the desired timing and who will draft the media statement. Allow sufficient time for planning, writing and editing of media statements. Five working days is a reasonable time, but if it’s urgent please give us a call.</td>
</tr>
</tbody>
</table>
| c. Write a media statement | • Make sure you use the correct UWA media statement template.
  • News organisations receive large volumes of media statements so keep the length to one page and the content snappy and interesting. This does not mean running paragraphs together to save space. One sentence per paragraph is best.
  • Use plain English – consider that the news chief of staff/journalist reading your release will not have the technical understanding that you have. Try not to use acronyms and technical terms but, if you have to, make sure you explain them.
  • Limit the spokespeople quoted in your statement to two people.
  • Consider what images you have to accompany the media statement, or if a photo opportunity could be set up. A great image may mean the difference between your story being run, or not. Some notes on images:
    o 300 dpi resolution (at least 1920 x 1080 pixels is preferred) and the image must be captioned.
    o An image is mandatory for inclusion as a ‘news’ item on UWA web pages.
    o A video may also be appropriate. Please see the ‘video production’ section |

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for more information.
• Ensure you have permission from the people quoted / involved in your story.
• Adults appearing in images, or the parents or guardians of anyone under 18 quoted or in images, may need to sign a talent release form.
• Make sure the information in your statement is accurate, including any facts and figures – the Media and PR Office is relying on you to ensure the information from your area is correct.

<table>
<thead>
<tr>
<th>d. Approval process</th>
<th>Email the media statement/strategy to the Media and PR office for approval. If approved, the statement will be double checked with the requester before being issued by the Media and PR office.</th>
</tr>
</thead>
<tbody>
<tr>
<td>e. Then what?</td>
<td>Issuing a media statement is just the beginning. Anyone featured or quoted in the release may be contacted by the media for interviews after the statement is distributed. It is a good idea to supply the Media and PR team with mobile phone numbers along with the statement, this especially important if a release is issued on a Friday – the media may want to do the story on the weekend and spokespeople must be available if you want to maximise coverage.</td>
</tr>
</tbody>
</table>

4.2. Video Production

The addition of a video journalist to the Media and PR team has been immensely valuable in promoting the University. However, with requests for videos on the increase, and capacity limited to a single staff member, not all requests for videos will be approved.

To receive approval, the topic must be newsworthy and fit within the University’s objectives of promoting world-class education, research and community engagement. If you are unsure email uwamedia@uwa.edu.au or call Rhys Woolf on 6488 1888.

Please note that there is a different process for the creation of videos for marketing purposes, for information on this please contact the digital marketing team.

The following flowchart will assist you in arranging the production of a UWA video.

<table>
<thead>
<tr>
<th>a. Is your topic suitable for video?</th>
<th>Videos will only be created if the topic has wide interest to the media and/or public, if it is news related, and if it will be used for the promotion of the University.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Videos that may be approved include:</td>
<td>• High-impact research developments/initiatives/events at UWA</td>
</tr>
<tr>
<td>• Programs or initiatives involving a large number of students or staff</td>
<td></td>
</tr>
<tr>
<td>• Major events organised by UWA</td>
<td></td>
</tr>
<tr>
<td>• Stories that the Media and PR office deems to be of wide interest</td>
<td></td>
</tr>
<tr>
<td>• Internal or external videos for use by UWA Executive</td>
<td></td>
</tr>
<tr>
<td>Examples of videos that may not be approved include:</td>
<td>• Videos for an individual’s own use or for limited use</td>
</tr>
</tbody>
</table>
- Videos for the sole purpose of archiving
- Massive Open Online Courses (MOOC) or teaching videos
- Sales and marketing videos

For videos for marketing purposes please contact Jeremy Burton, Digital Marketing Manager.

### b. Requesting a video

Requests for video creation must be made through the Media and PR office. Before submitting a request, please consider:

- What is the purpose of your video?
- Where specifically will it be used? E.g. website, social media, distribution to the media
- Is the subject matter visual?
- Are there requirements for remote filming?
- Does the video conform to UWA guidelines?
- Are there issues with permissions? E.g. parental consent for children needed, location permissions, other organisations that need consulted
- Do you have budget allocation to meet the expenses of the production?
- Do you have additional visual aids that can be supplied? E.g. graphics, photos or location footage of field trips, research work etc.
- All videos must be captioned. What support can you provide to the Media and PR team for this? E.g. providing speech transcripts
- What interviews are required? And do the people being filmed need media training?

Please note that effective videos are no longer than two minutes, examples of previous videos are available on the [UWA YouTube channel](https://www.youtube.com) to help you.

Once you have considered the above, contact the Media and PR team on uwamedia@uwa.edu.au or phone Rhys Woolf on 6488 1888 to discuss your needs.

### c. Creating the video

Once approved our video journalist will be in contact to arrange a time to carry out filming.

Please note that it is the requestor’s responsibility to ensure those being interviewed are aware that the video may be distributed to the media and promoted externally and that agreement to be in the video is also agreement for this use.

### d. Approval process

Once the final product is approved by the Media and PR team it is checked with the requester, before being issued by the Media and PR office.

News videos may be promoted on the UWA social channels at the discretion of the Media and PR team.
e. **Use of the video**

The Media and PR team will upload the video to the University’s YouTube channel or distribute to external agencies (e.g. Media) via Dropbox as agreed.

The requestor, and other internal stakeholders as appropriate, will receive a copy of the video via Cloudstor for their use.

f. **What else?**

Please consider shooting your own video footage that can be used later by the Media & PR team. This could include video of research work, remote field trip footage, lab vision, teaching trips etc. GoPro video is particularly good as it is broadcast quality but even video shot on a mobile phone could be useful.

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**4.3. UWA Homepage – News Articles**

The UWA homepage design and hero banners are the responsibility of the Digital Marketing team with news items managed by the Media and PR team.

In terms of communication opportunities, the homepage consists of images, articles and videos. The majority of articles chosen for the home page are based on media statements. However, where a story is only appropriate for the website, an article may be written up separately. An image is required for all articles appearing on the home page (300dpi resolution).

Videos appearing on the homepage must be of high quality and are chosen based on the promotional needs of the University or the broad appeal of the subject matter. These videos are all hosted on the UWA YouTube channel.

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**5. DIGITAL MARKETING**

The Digital Marketing team sits within the Brand, Marketing and Recruitment Division and is the point of contact for:

- Digital marketing strategies and online advertising for the University
- The direction of the UWA website and Future Students website
- Management of the University’s social channels, including procedures and publishing content
- The ‘inBrief’ newsletter

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**5.1. UWA Social Channels**

The University has accounts on Facebook, LinkedIn (company), LinkedIn (school), Twitter, Instagram and YouTube that can be used to promote the University and the great work we all do.
To maximise reach and engagement it is important to have suitable images or videos to accompany your message. Please note that, as a general rule, when it comes to events or activities it is best to promote these only if they are open for the public to attend.

All content posted to UWA social channels must comply with the University’s Social Media Policy.

If you have content you would like to submit for posting to social channels, please send it to digital-marketing@uwa.edu.au. If you have questions around the relevancy of your message or the best channels for communicating a specific piece of content, please call the Digital Marketing Team.

<table>
<thead>
<tr>
<th>Channel</th>
<th>What do I provide?</th>
</tr>
</thead>
</table>
| Facebook | **Copy:** Text should be kept short, ideally to 140 characters or less.  
**Images & Videos:** An image or video must accompany every post, images must be high quality (1920x1080 @72dpi), video must be HD quality with closed caption subtitles for accessibility and UWA content must use the updated branding. Please note that videos will be posted on the Facebook page itself, not simply embedded as a link.  
**Important notes:** All copyrights need to be met and we must have the rights to any images, video or sound used. |
| Twitter  | **Copy:** Text must be kept short, with a maximum of 140 characters including hashtags. When submitting copy please ensure you suggest suitable hashtags (e.g. #research) and the twitter handle of any attribute accounts related to the story (e.g. @SBSNews)  
**Images:** Images are required for every post and must be high quality (1920x1080 @72dpi) |
| LinkedIn | **Copy:** When providing copy for LinkedIn please include introduction text of 10 to 30 words (200 characters) as well as a link for more information.  
**Images:** Images are required for every post and must be high quality (1920x1080 @72dpi) |
| YouTube  | Video must be HD quality with closed caption subtitles for accessibility and UWA content must use the current branding. Videos should be kept to a maximum of 2 minutes. |

5.2. UWA Homepage - Hero Banners

The homepage banner image is 1182 x 300mp image and must be of high quality, designed to fit the space and work with a text box on one side. This needs to work on mobile (small screens) so a text based image should be avoided.

You will also need to provide a short text description, around 140 characters is ideal for mobile, and a link to a UWA webpage with more information.

For information on scheduling or booking a slot, please email digital-marketing@uwa.edu.au or call the Digital Marketing team.
### 6. UWA CHANNEL GUIDE

<table>
<thead>
<tr>
<th>Tool</th>
<th>Channel</th>
<th>Audience</th>
<th>Appropriate content</th>
<th>Frequency</th>
<th>Submission deadline</th>
<th>Editorial decision/Sign off</th>
<th>Submissions to</th>
</tr>
</thead>
</table>
| UWA Forward              | Email   | All Staff           | • News & human interest stories  
• Recent achievements  
• Announcements  
• Upcoming events                                           | Weekly (Wednesday) | 1 week for Forward Focus, COB Preceding Monday for other sections | Editorial: Patrick Conway, Communications Officer  
Sign Off: David Harrison, Government & Corporate Communications Director | Patrick Conway: news@uwa.edu.au or call 6488 7491 |
| Senior leaders’ communication brief | Email   | Senior Leaders      | • Significant announcements, initiatives and events  
• Important information for cascade to staff                       | Monthly (first Monday of month)  | COB Preceding Tuesday | Editorial: Jennifer Letts, Communications & Engagement Officer  
Sign Off: David Harrison, Government & Corporate Communications Director | Jennifer Letts: news@uwa.edu.au, or call 6488 6933 |
| Email lists              | Email   | Various             | • Important, time critical information that is relevant to the majority of members of the email list,  
• Targeted content for specific sub-sections of staff               | As required  | N/A                                    | All staff & Senior leaders: moderated by Internal Communications  
Other lists: Emails will only be held for moderation if they don’t comply with the guidelines for posting to mail lists (e.g. email has 10 or more addresses in the To: or Cc: fields) | For all staff - email news@uwa.edu.au or call 6488 7491  
For all other lists –email the relevant mail list to notify the moderator if required. |
| inBrief                   | Email   | Executive, Deans, Faculty Managers, Marketing Managers | • Major Brand, Marketing & Recruitment initiatives                                      | Every 6 weeks on a Thursday | 2 Weeks prior | Editorial: Jeremy Burton  
Sign Off: Karen ‘Kcee’ Carriero, Chief Marketing Officer 1 week beforehand | digital-marketing@uwa.edu.au |

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<table>
<thead>
<tr>
<th>Internal/external facing</th>
<th>Video</th>
<th>Media, public, UWA staff</th>
<th>Topics of wide interest to the media and public to be used for the promotion of the University.</th>
<th>As required</th>
<th>1 week</th>
<th>Sign off: Media &amp; PR team (requester is provided with the final content to check)</th>
<th><a href="mailto:uwamedia@uwa.edu.au">uwamedia@uwa.edu.au</a> or call 6488 1888</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate / News videos</td>
<td></td>
<td></td>
<td>Internal or external videos for use of UWA Executive</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unview</td>
<td>Printed &amp; online</td>
<td>Alumni</td>
<td>Current news, research and success stories of graduates, academics and students.</td>
<td>Biannual (May &amp; November)</td>
<td></td>
<td>Advertisement: Trea Wiltshire, Communications Officer</td>
<td>Trea Wiltshire; <a href="mailto:trea.wiltshire@uwa.edu.au">trea.wiltshire@uwa.edu.au</a> or call 6488 1020</td>
</tr>
<tr>
<td>Media releases and statements</td>
<td>Online &amp; Email</td>
<td>Media, public, UWA staff</td>
<td>Stories with broad appeal to the community, will make people want to find out more or discuss with family and friends</td>
<td>As required</td>
<td>3 days (preferred minimum)</td>
<td>Sign off: Media &amp; PR team (requester is provided with the final content to check)</td>
<td><a href="mailto:uwamedia@uwa.edu.au">uwamedia@uwa.edu.au</a> or call David Harrison on 6488 3229 or Jess Reid on 6488 6876</td>
</tr>
<tr>
<td>UWA Homepage</td>
<td>Online</td>
<td>Public</td>
<td>Articles based on media statements or if the story is only appropriate for website, the story may be written separately.</td>
<td>As required</td>
<td>Articles: 1 day</td>
<td>Sign off: Media &amp; PR team (requester is provided with the final content to check)</td>
<td><a href="mailto:uwamedia@uwa.edu.au">uwamedia@uwa.edu.au</a> or call David Stacey on 6488 3229 or Jess Reid on 6488 6876</td>
</tr>
<tr>
<td>UWA Facebook</td>
<td>Online</td>
<td>Public</td>
<td>Updates, videos, photos, events</td>
<td>As required</td>
<td>1 week</td>
<td>Digital Marketing team</td>
<td><a href="mailto:digital-marketing@uwa.edu.au">digital-marketing@uwa.edu.au</a></td>
</tr>
<tr>
<td>UWA Instagram</td>
<td>Online</td>
<td>Public</td>
<td>Photos</td>
<td>As required</td>
<td>1 week</td>
<td>Digital Marketing team</td>
<td><a href="mailto:digital-marketing@uwa.edu.au">digital-marketing@uwa.edu.au</a></td>
</tr>
<tr>
<td>UWA LinkedIn</td>
<td>Online</td>
<td>Public</td>
<td>News (research, events etc.)</td>
<td>As required</td>
<td>1 week</td>
<td>Digital Marketing team</td>
<td><a href="mailto:digital-marketing@uwa.edu.au">digital-marketing@uwa.edu.au</a></td>
</tr>
<tr>
<td>UWA Twitter</td>
<td>Online</td>
<td>Public</td>
<td>News, photos, events, awards</td>
<td>As required</td>
<td>1 week</td>
<td>Digital Marketing team</td>
<td><a href="mailto:uwamedia@uwa.edu.au">uwamedia@uwa.edu.au</a> or call Rhys Woolf on 6488 1888</td>
</tr>
<tr>
<td>UWA YouTube</td>
<td>Online</td>
<td>Public</td>
<td>Videos</td>
<td>As required</td>
<td>1 week</td>
<td>Digital Marketing team</td>
<td><a href="mailto:digital-marketing@uwa.edu.au">digital-marketing@uwa.edu.au</a></td>
</tr>
</tbody>
</table>

For information on internal, student-facing channels managed by the Student Communications and Engagement Team, please refer to [this list](#).

Last updated 1 December 2015