

School Communications Channels – guidance

Please find below an overview of Communications channels handled by the Communications & Institutional Events team and other teams, to help ensure the best possible reach of communications for your target audience(s).

Website (managed by our Digital Team)

Appropriate for:

- Research impact stories
- Major staff and student achievements
- Course information
- Staff profiles
- News articles
- Important updates or School-level statements
- Event promotion

Newsletters

Appropriate for:

- Important School updates and institutional updates
- Event summaries
- Staff and student achievements
- Research highlights
- Community news

Social media (varies depending on channel)

- Event promotion
- Quick updates
- Student life content
- Student generated content
- Research highlights
- Community engagement
- Community achievements

Digital screens and lock screens

- Event promotion
- Important School-level reminders/updates
- Promotion of campaigns and initiatives appropriate for/relevant to all or most staff and/or students
- Staff or student benefits

All-staff/all-student emails

- Current affairs and weather warnings directly impacting staff and students
- Events and initiatives relevant to all staff and/or all students
- Institutional updates and announcements (e.g. merger/integration announcements/updates, SLT appointments, UCAS embargos, Research News, etc.)
- Updates on Maintenance and infrastructure

Other staff and student channels

Content Planning group

A core group of staff across Communications and Engagement and Marketing, Student Recruitment and Admissions, led by me, holds weekly content planning sessions remotely via MS teams every Tuesday from 10:00 – 11:00am.

Staff across all teams are welcome to join a meeting when they have an event, initiative or other news they would like to promote across our university channels. To join a future Content Planning meeting, staff can contact me 3-5 days in advance to add an item to the agenda and she will send you a calendar invite.

Press and Research Communications

You can contact the Press and Research Communications Manager, Lisa Jones, via communications@sgul.ac.uk, if you would like help promoting research news and achievements or if you have a media enquiry. Lisa can support with general media enquiries and press releases, as well as advising on the best approach to communicating with colleagues in Research and Enterprise.

Canvas (managed by Programme Leads)

Staff with communications requests relating to students from specific programmes can contact Programme Leads to disseminate information via Canvas. Canvas is appropriate for communicating information such as assessment deadlines, reading lists and timetables.

Unitu (managed by the Student Experience team with Communications support where needed)

Unitu is a digital student voice platform where students, Year Reps, and staff can collectively raise, discuss, and resolve academic and wider student experience issues, as well as praising initiatives and people at St George's or post ideas that would benefit others. Staff use Unitu to respond to issues raised and feedback shared by students, as well as using the platform to share posts related to key activity impacting the student experience. For example, updates on progress with the Education Transformation Project, and it was also used to help keep students informed about changes to Anatomy teaching impacting students on certain courses.

Inclusive Education Forum blog (managed by David Ross)

For: Staff and students

About: This blog shares written content from both staff and students on projects, events and other activity encompassing Equality, Diversity and Inclusion within our School. Staff can contact David Ross at dross@sgul.ac.uk with questions about contributing to the blog.

Executive Dean Advisory Group

For: Staff

About: Staff can use Executive Dean Advisory Group to circulate key institutional updates, reminders and other priority news that needs to be disseminated via Directors. Staff can contact Heather Blackhall, Head of Communications and Institutional Events, at hblackha@sgul.ac.uk if they have a message or update they would like to circulate via this channel.

Staff briefings – such as Executive Dean's briefings and Professional Services Forum

For: Staff

About: Staff can also share important School-level and institutional updates, as well as key activity within their teams or staff achievements, in upcoming staff briefings.

Staff can contact Heather Blackhall, Head of Communications and Institutional Events, at hblackha@sgul.ac.uk to check the date next upcoming staff briefing and request for information to be added to slide decks.

Students' Union channels (Managed by Deputy Presidents for Education and Welfare)

For: Students

About: Staff who need to reach students regarding specific events, campaigns or initiatives can contact the [Deputy President for Welfare](#) or [Deputy President for Education](#). Staff can also [find a list of Year Reps here](#) or [view contact details here for Club and Society enquiries here](#). These channels are useful for directly reaching students from specific courses, or with specific areas of interest, where targeted communications to selected students is more appropriate than mass communications.

Individual staff networks – managed by network leads

For: Staff

About: Staff who need to reach colleagues regarding events, campaigns or initiatives for staff from a particular demographic, or with a particular area of interest, can reach out to staff network leads. These include our [Staff Equality Networks](#) and [Shared Connections Group](#) (for Professional Services staff).

Individual Course Team social media channels – managed by course teams

For: Staff and students

About: For staff who need to reach colleagues and students from a specific course (e.g. for an event that could be well suited to this group), several of our course teams run their own social media channels.

MBBS newsletter

For: Staff and students

About: The MBBS newsletter can be used for updates, news stories and event promotion that will be of particular interest or relevance to our MBBS staff and students.

Contact mbbsnewsletter@sgul.ac.uk for more information.