Gradschool e-news Content Submission Guidelines

Last updated: February 28, 2020 | Prepared by U of T’s School of Graduate Studies Communications

Thank you for your interest in submitting content to the Gradschool e-news!

To submit a newsletter item, you can fill out this link or email your content to sgs.communications@utoronto.ca (email or Word document) using the format below.

Submission Guidelines

There are two types of newsletter items: Informative Updates and Events & Opportunities. There is also an option to bundle content, outlined on page 2. Adhering to consistent formatting throughout the newsletter improves readability and accessibility. We appreciate your cooperation!

Informative Updates

Use this format for “Need to Know” top box items or items under Funding & Finance, Resources, and Staying Well. Please note: SGS decides the Need to Know items each month.

Tips:

- Where possible, use action language in the title (“Apply for…”, “Learn about…”, etc.)
- Use sentence casing in the heading (i.e. “Learn about travel opportunities” not “Learn About Travel Opportunities”)
- Be brief in text body and use friendly, accessible language.
- **Bold** important dates and deadlines. Do not include ordinals or superscript ordinals (i.e. 5th or 5th).
- Hyperlink to more information (i.e. Learn more or Email us rather than the full url or open email address). Ensure the information on the web page is up-to-date.

Example

**Apply for a 2020 SGS Conference Grant by April 1**

SGS Winter 2020 Conference Grant application is now accessible online until April 1. The grant provides financial support to successful full-time graduate students to assist in presenting their research at an academic conference occurring between November 1, 2019 and October 1, 2020. [Learn more on the SGS website](#).

Events & Opportunities

Use this format for submissions to the Events & opportunities category.

Tips:

- Include the date in the title (i.e. Feb. 4: Registration opens for 3MT). Events and opportunities are listed temporal order.
- Provide a high-level overview of the event. In friendly language, be clear about what the event is, who can attend, and who is putting on the event (include “Hosted by:” or “Presented by:” at the bottom of the post before the link).
- Use the date and time format as in the example below.
(Events & Opportunities, Date & Time continued)

- Please follow the spacing and formatting exactly (i.e. February 4, not February 4th/Feb 4/Tuesday February 4).
- For time, 5-6:30 pm not 5:00-6:30pm/5:00-6:30 p.m./5-6:30PM/5 – 6:30pm). This is to ensure consistency across the entire e-news.
- Hyperlink to registration or more information (i.e. Learn more or Email us rather than the full url or open email address). Ensure the information on the web page is up-to-date.

Example

**Feb. 4: Navigating Grad School as a Racialized Graduate Student**

Take a break and connect with other grad students at our bi-weekly chat forum. Share your experiences in an informal setting, talk about your challenges and life as a graduate student. An expert peer facilitator will be available to answer questions related to each week’s theme. This is a free event! Tea and cookies will be available. Space is limited to 25.

February 4 | 5-6:30 pm

Presented by Gradlife. [Click here to register.](#)

**Bundling Events/Updates**

If you have multiple updates that apply to the same audience or are part of the same series (i.e. Better Coping Skills workshops), consider bundling them in a single post.

Example

**Upcoming Family Care Office workshops**

*Baby & Toddler Talks: Sleep Issues*
February 10 | 12 – 1:30 pm

*Under The Iceberg of Separation & Divorce: A Discussion Group*
Thursdays February 13, 20, 27 & March 5 | 12 – 1 pm

*Webinar – Life Management Series for Students: Negotiating Time for Family*
February 27 | 12 – 12:30 pm

All U of T students and their partners/spouses are welcome to attend, please register [here.](#)

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**More Information**

Want to see more examples? [Check out recent newsletters.](#)
Questions? Email [sgs.communications@utoronto.ca](mailto:sgs.communications@utoronto.ca)