

NEWS ITEM SUBMISSION

THE PURPOSE OF THIS FORM:

This form allows you to submit news items to be posted to the website, social media, and/or email.

THE PROCESS:

1. Submit the form.
2. Communications receives the form, reviews it, requests additional information (if needed), and confirms the post date.
3. Communications writes the article using the information you submitted, and sends a draft to review.
4. Upon receipt of draft, you confirm that all the information is correct or send back edits.
5. If needed, Communications makes the edits and sends them back to you for final approval.
6. Communications will publish the news item on the website, send to Institutional News and Updates email list, and post on Institutional social media platforms. Once the news item is published to the website, Communications will send you the final, approved link.

COMMON QUESTIONS:

Q: What components are necessary for a news item?

A: [Click here](#) for guidelines to help you. [Click here](#) to view a sample news item.

Q: Where will the photo I uploaded be featured?

A: Although photos are not necessary for news items, you are welcome to include one for your news item. The photo you upload will be featured in the list of news items as well as at the top of your news page itself. As such, it is necessary that these photos are in the landscape format to be better displayed.

Q: In what timeframe should I submit my news request?

A: Please allow at least ten (10) business days prior to desired publication date from the date of submission. If you do not submit all parts of the news item in the initial request, this period may be extended.

Please keep in mind that we publish news item and schedule other content for all of RTS. Your desired post date may conflict with other scheduled content.

It is also important to note that we typically publish and distribute news items on Tuesday, Wednesday, or Thursday so that news items get maximum visibility.

Q: To what social media accounts will my event be posted if I request this service?

A: We will only post to the institutional social media accounts. If you would like for it to be posted to your campus' accounts, please be sure the approved link you receive is sent to your campus' social media manager.