

# ME@READING STUDENT

Staff content guide

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## Contents

Introduction .....	3
1. What are the different kinds of content? .....	4
News	
Articles	
Events	
Reminders	
2. Ideas for content.....	5
3. Tips for getting your posts noticed .....	6
When to publish content	
When to schedule the 'end date' for content	
Using images and video	
Using Call to Actions	
Writing advice	

# Introduction

One of the principle functions of the new student portal, Me@reading, is to make students aware of relevant and interesting news and events, both at a university wide and departmental level.

As a central service, we will provide information which can apply to all students, from University-wide events to closure day reminders.

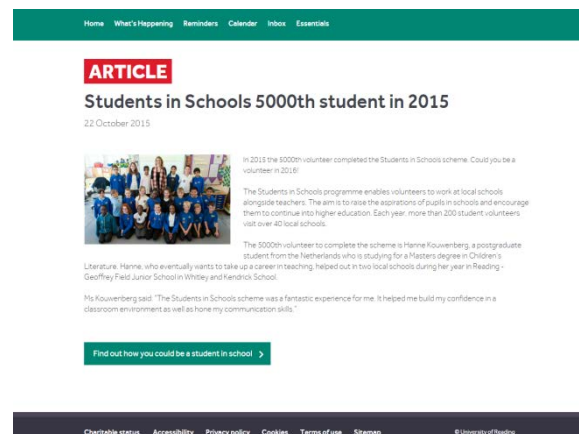
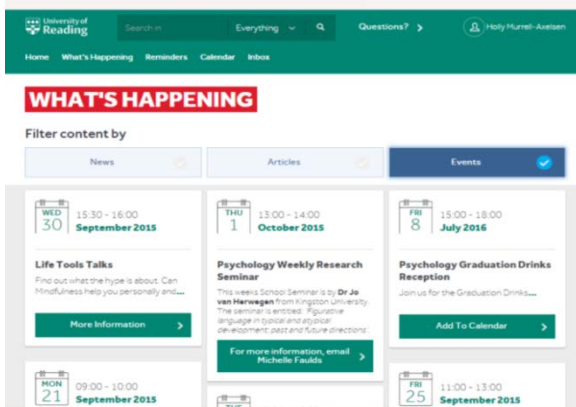
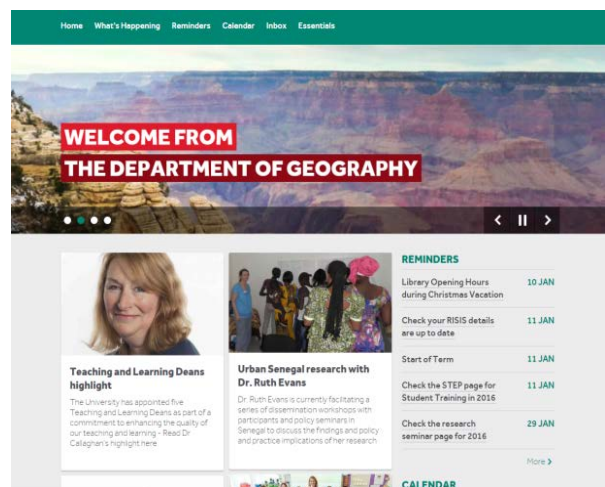
Being at the forefront of activities within your School/Department on a daily basis, you are invaluable to making students aware of the latest news, tailored to them. We hope you can help generate interesting and engaging content for this new platform.

## How content is displayed

Upon logging into the portal, the student will see a 'homepage', with articles, news pieces and events displayed in white boxes. To the right of the page, reminders, calendar and inbox items will be shown. Below this twitter feeds for the school/department and central student services are displayed.

At the top of the page, the student can click the tab 'What's Happening' to see a full list of news, articles and events. These can be filtered to preference.

When a student clicks on the green button link for further details, they can view the article, news item or event in full.



# 1. What are the different kinds of content?

There are **four** kinds of content you will be able to post on Me@Reading:

- News
- Articles
- Events
- Reminders

But what is the difference between news and an article, an event or a reminder? Let us explain!

## News

This applies to content that is time-specific, and is reporting things that are either coming up and have already happened. Examples could be:

- An award an academic in your department has recently won.
- Coverage of an event that has recently taken place.
- Opportunities for students, such as an internship scheme.

## Articles

This applies to content which is less time-specific, and is more likely to discuss and explore issues in more detail. Examples could be:

- Advice to students, such as '6 tips for getting the most out of your seminars'.
- An article by an academic in your department on research they are working on.
- Regular features, for example staff bios or alumni stories.

## Events

This applies to content that advertises upcoming events taking place at a specific time and a specific place, which students could attend. These can be added to the student's diary, so they will be more likely to remember. Examples could be:

- Register for a guest lecture by visiting academic.
- Careers session on updating your CV.
- End-of-year drinks to celebrate graduation.

## Reminders

Whilst News, Articles and Events appear on the website as fully-fledged articles, Reminders are only one sentence long and appear in a box on the student's homepage, normally leading to a link with more information. Examples could be:

- Closure dates
- Quiet period
- University anniversary

## 2. Ideas for content

Below are a few suggestions for the type of content you might be able to create for the student portal:

- Student achievements: awards won, extracurricular activities, volunteering, work placement reviews
- Academic achievements: awards, exciting academic trips, interesting research and collaborations with organisations/other staff/students
- Careers content: academics from your department describing how they got into research, success stories from graduates and alumni, opportunities and advice for careers paths strongly associated with your subjects
- Pastoral content: reflecting the priorities of your department, whether that be improving attendance, reducing exam stress, taking advantage of mentors and academic supervisors.
- Any outreach work carried out by your school/department
- Events taking place at school/department level
- Call to action – for instance if you need student staff to work on open or visit days
- Announcements and messages HoS and HoD
- School/departmental anniversaries

There are also university-wide events, which it may be useful to have a tailored departmental perspective on:

- Spring and Autumn Enhancement Weeks: what activities are your department running?
- Start and end of terms, for instance, your term in review

### 3. Tips for getting your posts noticed

#### When to publish content

- Students check their accounts more often during weekdays, with a relative peak between **Monday and Wednesday**. In terms of time of day, students log-on in most between **10-4**, with particular peaks at 11 and 2.
- When advertising Events, and other time-sensitive opportunities, try and schedule the content to come online long enough beforehand to give students a good opportunity to see it and arrange to go.

#### When to schedule the 'end date' for content

- The end date for content is when it will be taken off the live Me@Reading website.
- **Events will automatically come down** after the event date has passed.
- For News and Articles, we recommend setting the end date **at least three months away**, particularly if you think the content will stay useful/relevant to students. The 'What's Happening' page holds an unlimited amount of items, so there is no need to clear things out.

#### Using images and video

- If possible, **every news, article and event item you publish should have a title image**. This will help it stand out on the Home and What's Happening pages.
- Try and always stick to the image size **320x185**. You can find images in the University Imagebank, on free websites like [www.pixabay.com](http://www.pixabay.com). You can resize images with online software such as [www.pixlr.com](http://www.pixlr.com).
- Using images and videos throughout your article is also a good idea, to keep your content visually appealing to students.

#### Using Call to Actions

- Quite often you will want to link to other websites and resources within your content – whether that is students attending events, or redirecting them to more information elsewhere.
- One way to do this is by putting hyperlink within the text of the article – but also try to use the **Call to Action** button. This appears on Me@Reading at the bottom of the page as big and hard to miss.

#### Writing advice

- For news and articles, try and make sure you write **at least three sentences of copy**. This is partly for practical reasons: the Sitecore system requires text to fill the 'short description' and 'long description', so cannot be one sentence long. It is also so students see Me@Reading as a source of content, rather than just a collection of titles redirecting them to external links.