



## Internal Communications - Broadcast Message Guidelines

Division of Strategic Communications and the Office of the Provost

February 10, 2025

### Background

Internal communications is the process of sharing information within the university. It is a vital component of the university's communication efforts that informs, promotes culture, fosters employee and student engagement, enhances knowledge sharing, and promotes alignment with university goals. Internal communications are issued across the institution through a variety of channels.

When internal communications are aimed at smaller subsets of employees and students they may be issued under the general guidance and review of the professional communicators that collaborate with the Division of Strategic Communications.

However, when the communications are issued to major campus constituencies<sup>1</sup> and/or are of a very sensitive nature, they have significant reach and impact and are subject to a further review process. The review process is intended to enhance, rather than inhibit, internal communications and is largely focused on:

- (1) format and style consistent with university communications guidelines
- (2) accessibility compliance
- (3) proofing for typographical errors, accurate weblinks, etc.
- (4) other messages in the pipeline, for which timing and content may be in conflict
- (5) ensuring content relevance and appropriateness

### Guidelines

- Individuals may not 'opt out' of major campus constituency lists.
- To preserve the impact of our messaging, the frequency and timing of messages to specific audiences should be thoughtfully considered. When appropriate, to help minimize stand-alone emails to major campus constituencies, Inside UVM should be used ([submission information](#)).
- Ensuring accessibility is paramount. The use of approved templates is encouraged.
- Messages should be as concise as possible. Rather than attachments, additional information should be conveyed via links to information on websites.
- All messages to major campus constituencies require multi-level reviews as follows:

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<sup>1</sup> All faculty, all staff, all students, all undergraduate students, all graduate students, families; commonly referred to as "broadcast messages"

<b>ORIGINATOR</b>	<b>REVIEWER(S)</b>	<b>NOTES</b>
Senior Leader (President, Provost, Vice President, Vice Provost, Chief Officer)	Chief Communications Officer, Executive Director of University Communications, Internal Communications Manager, President, Provost, President's COS, Provost's COS, General Counsel, related Senior Leader content/audience expert(s)	Review may include some, or all, of the reviewers depending on audience and content; Strategic Communications issues the message
Governance or Advisory Group Leader	Relevant support office (Student Life, Graduate College, Staff Council Office, Faculty Senate Office)	The support office issues the message
Dean (Deans do not issue communications to major campus constituencies, but college/school constituencies are significant and should also observe the guidelines)	College/school communicator, related Associate or Assistant Dean content/audience expert(s)	Review may include some, or all, of the reviewers depending on audience and content; the college/school issues the message