

Internal Communications Service Level Agreement

Overview

- Provide consultation on effective internal communications and deliver messages through established internal communications channels.
- Increase staff and student engagement and promote the corporate vision through effective internal communications.
- Our internal audiences are defined as current staff and students.
- Develop and maintain the internal communications strategy and associated guidelines and conduct monitoring and evaluation of channels where possible.
- Internal Communications will prioritise work that will deliver the most impact in accordance with the University Strategy.

Service Provision from Internal Communications

- Provide information and advice on the available internal communications channels.
- Develop and co-ordinate internal communications plans for major priority projects and liaise with other marketing communications staff where relevant.
- Ensure that staff and students are well informed and promote their well-being through effective internal communications.
- Manage the following internal communications channels:
- Vice-Chancellor's Update – monthly email to all staff to be delivered on or soon after the first Monday of every month
- Staff Briefing – weekly email to all staff containing the latest news from across the University
- Special Staff Briefing – For messages which cannot wait until the next standard Staff Briefing (see above) or a high priority message including detailed information. Messages will usually provide details of significant policy change or a major issue relating to the health and safety of staff.
- Internal homepage – ensure timely updates on internal homepage news stories

- Printed communication – updating poster sites and distributing promotional print communications where appropriate and advising on design and content when required
- Cascade communications – providing relevant messages to managers who oversee staff without regular access to web or email communication
- Plasma screens – update of messaging on screens in The Atrium within two working days of receipt of content (text and images or PowerPoint format).
Management of the quality of contributions. Work towards a single system for plasma screen content management across campuses
- Twitter - Post 'tweets' including a link where appropriate to promote news and events
- UBU communications channels – provide advice and assistance where appropriate on the delivery of messages through the Bradford Student Newspaper, RamAir, the UBU website, UBU social media (Facebook, Twitter).

Responsibilities of Users

Please follow the guidelines below when using internal communications channels:

- Ensure content and design is signed off by all internal and external stakeholders

Channel specific guidelines:

- Vice-Chancellor's Update (Celebrating Success section).
 - Deans and directors to provide potential entries in response to email from Internal Communications Officer.
 - Other staff to provide potential entries to deans or directors.
 - Ensure that all Research and Knowledge Transfer announcements have been cleared with the RKTS office rkts@bradford.ac.uk
 - Share the Vice-Chancellors update with colleagues without access to email.
 - Contact your line manager if you wish to receive a printed copy of the VC's update.
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- Staff Briefing – provide a short excerpt (around 150 word) with links to further information where appropriate for any potential entry via the online entry form by 12:00 on Friday for publication the following Monday.
 - Internal homepage – provide content for inclusion on homepage via email to internalcomms@bradford.ac.uk
 - Printed communication – consult with internal communications officer regarding appropriate placement or distribution of printed communications and advice on design or content as required.

NB: Timescales for creation of printed communication production by Imprint and Design are dependent on workload: as a guide 7-10 days notice is required for short run flyer or poster production. A cost code will be required before work can commence.

- Cascade communications – managers should ensure that members of staff without regular access to email or the web are provided with important information as issued by the Internal Communications Officer. Feedback should be provided to Internal Communications Officer and/or Senior Management where appropriate.
- Twitter – Provide suggestions for ‘tweets’ including a link where appropriate. (NB: Twitter messages can be a maximum of 140 characters long).
- Plasma Screens – provide appropriate text and imagery for the creation of plasma screen content at least two working days before required publishing date.
- Contact ubu-mmc@bradford.ac.uk to access Students’ Union communication channels or the Internal Communications Officer for further advice.