



**CASE WESTERN RESERVE  
UNIVERSITY**  
School of Medicine

# **Editorial Guide**

**Updated 2023**

# Editorial Guide for (School of Medicine)

August 2023

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Our communications—including email messages, website updates, social media posts, messages on digital screens and more—serve as useful tools for disseminating information to our students, faculty and staff. University Marketing and Communications (UMC) has compiled this list of best practices for sharing content with our campus community as consistency and continuity of presentation improves the effectiveness of our messages.

The [CWRU Editorial Style Guide](#) provides guidance on and examples of topics regularly covered in university publications, including alumni affiliations, dates and times, capitalizations, titles and more. Please reference the guide for a better understanding of how we approach writing at the university.

**Accessibility:** Whether designing a PDF to share with a colleague or an email to send across campus, everything we create needs to be accessible and usable by all. For content to be considered accessible, all people must be able to obtain the same information fully, equally and independently, regardless of their abilities. As a reminder: A disability isn't always visible, and it may be temporary or situational (e.g., not being able to view graphics on an electronic device when they won't load).

We ensure our communications are accessible in the following ways, among others:

- Text color must contrast with the background color so it is visible for all users.
- Fliers: We don't include fliers in any of our digital communications because they aren't accessible in this format. Readability is an issue because they don't scale well on mobile devices, and research shows they do not perform well.
- Images: Avoid using text on images; image files must include alt text and be high enough resolution that they maintain clarity when zoomed in upon.
- When building web pages, headings (H1-H6) must be used in order to provide structure to a page and allow devices to navigate the content properly.

- Text with links embedded should provide context as to what the user will find when they navigate to the page (e.g., “Search our directory” or “Learn about us” are more descriptive than “Click here”).
- Don’t use the same call to action (e.g., “Read more.”) more than once on a page, if they’re pointing to different links. Doing so confuses navigation on a page as screen readers will assume both links drive to the same content.

Additional information is available on the university’s [digital accessibility website](#).

**The Daily:** *The Daily* publishes content relevant to a broad spectrum of the university community. All members of the campus community can [submit an announcement](#) to *The Daily* but are encouraged to review the [editorial guidelines](#) before sharing.

Events, Campus Updates, Faculty & Staff and Student Life listings must all be open to and of interest to members of the community from more than just one school. All submissions must be received at least three to five business days in advance of the preferred run date.

Feature articles are written by the UMC team and must have broad editorial interest and a strong news peg.

**Digital screens:** The screens located throughout campus serve as a useful tool for disseminating information about news and events of interest to students, faculty and staff. Consistency and continuity of presentation helps improve the effectiveness of that communication. To that end, UMC has assembled a list of best practices for the slides displayed on digital screens.

- Please submit slides to [somcomms@case.edu](mailto:somcomms@case.edu) at least one week before you would like it to be posted.
- Create your slide using one of these [templates](#).
- If available, include an image that does not include text (logos are an exception).
- Limit words so each slide is readable in under 10 seconds.
- For slides promoting events, please include the following information:
  - Name of event, occurrence, activity or happening
  - Date

- Time—use figures and lowercase letters (e.g. 9 a.m., 6 p.m.)
- Location
- Additional details (typically related to “who” or “why” and kept brief)
- Choose one call to action (e.g. contact name, phone number, visit website, etc.)

**Editorial content:** We want to share exciting, important and/or interesting news about our faculty, staff and students within our school and, when appropriate, across campus. Please submit the details of faculty, staff and student achievements and items of interest to Amanda Brower at [agb105@case.edu](mailto:agb105@case.edu) for inclusion in the *Brief* newsletter by the third Friday of the month. Pay particular attention to spelling and confirm titles/departments are correct. Whenever possible, include a photo (with a caption describing who is pictured, if needed) to enhance the article.

**Magazines:** Printed publications are one of the primary ways in which we connect with CWRU audiences and make them aware of timely, relevant stories about our students, faculty, staff and alumni. UMC publishes two magazines featuring content from across campus:

- *Think* is CWRU's flagship publication and showcases the university's ingenuity and engagement on issues that impact our community and the world. It is published twice a year and distributed primarily to campus departments, alumni and community leaders.
- *Forward Thinking* is the university's philanthropy publication. It highlights donors and the impact on students and faculty who benefit from their generosity. Published twice a year, the audience is largely donors—most of whom are alumni—as well as foundations and civic institutions.

*Medicine* is the School of Medicine print publication. Published twice a year, the audience is primarily alumni and includes leaders of peer institutions and friends.

Content includes:

- **Cover stories and features**

Ideally, cover stories and features are generated from recent news or developments that have happened since the last issue. This could include new technology used in the classroom, a change in leadership, expansion of a community program, demonstrable effects of research

or funding, the recent impact the school has had on the community or a donor's recent substantial gift to support the school. The topics of these stories should be distinct from those covered in recent issues.

- **Honors and Appointments**

We often list faculty, staff and students who have won awards and honors, or those who have earned promotions or appointments in their fields since the previous magazine issue.

- **Publications**

If the magazine includes publication listings, it would include peer-reviewed articles, chapters and books—including revised editions—written or co-written by faculty and students that have been published since the previous magazine issue. We do not include publications by faculty who are no longer with the university, nor those written by faculty before they joined CWRU.

- **Class Notes**

Class notes from alumni—which are collected by each school—should convey alumni's professional news such as promotions, new positions, recognitions, awards and elected positions within professional organizations. These events should ideally have occurred within one year of the magazine's publication. We typically avoid publishing personal events such as news about marriages (unless both spouses are CWRU alumni), relocations, and children or grandchildren. If alumni share high-resolution photos with the school, we will attempt to publish one alongside their class note.

- **In Memoriam**

We publish brief obituaries of alumni; current faculty, staff and students; and former faculty/staff if they retired from the university and worked at CWRU for at least 15 years. The details vary by magazine but we generally include the date of the individual's death, where they last resided and—depending on the publication—a few highlights from their career. We do not include photos or any family survived by the deceased individual.

- **Photography**

Photographs must be high resolution (at least 300 dpi), and we must have permission from the photographer to publish them. We always try to credit the photographer if possible.

**Social media posts:** Social media can be a powerful tool to disseminate news, connect with audiences and build a sense of community. At Case Western Reserve, we support the use of social media by schools and units—as long as there is a clear strategy behind it. Best practices for managing social media accounts are constantly changing, but we strive to

ensure our content is accurate, timely and the best possible representation of our work. Please follow these guidelines when you have information that you would like to have shared on our social media pages:

- Submissions must be received at least 2 days before you would like it to be posted. We will do our best to share your information in a way that aligns with our platform’s goals—as well as accommodate requests related to the timing of publishing your content—based on availability on our content planning calendar and our content strategy.
- Types of content we share:

Platform	Primary Audience(s)	Posting Cadence	Content We Share	Best Practices
X (Twitter)	Faculty	At least once a day	Stories from <i>the daily</i> Media mentions Awards, grants and appointments Campus events and opportunities	Keep copy short/concise to meet 280-character limit.
Instagram	Students	Once or more a week	Student spotlights Faculty spotlights Campus photos/videos Event recaps Classroom photos Group pictures Events (promoted through Instagram Stories)	Never use stock images or fliers, and limit standard headshots in posts on the Instagram “grid”—consider using more dynamic/candid photos of a student or faculty member in their setting, campus photos, group shots, etc.  Gear content toward students and keep it as student focused as possible.
LinkedIn	Alumni, Staff + Faculty	Once a day	Stories from <i>the daily</i> Awards, grants and appointments Faculty/Staff spotlights Alumni news and events	Use a professional tone to meet the theme of the platform  Share major achievements of faculty and alumni and where appropriate tag the involved parties (NSF, <i>U.S. News</i> , etc.)
Facebook	Staff, Faculty,	Once a day	Stories from <i>the daily</i>	Good platform for sharing student

	Parents + Community		Media mentions Awards, grants and appointments Faculty/staff spotlights Student spotlights	stories, information about big events, important dates and deadlines and major achievements
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- General best practices:
  - We write in AP Style and follow the [CWRU Editorial Style Guide](#).
  - Always include an image with your message (see Instagram notes above for specific guidance).
  - Adjust copy as needed based on the audience of the platform.
  - Do not post graphics with text embedded such as fliers. Instead, post an engaging photo and provide details in the caption/body of the post.
  - Consider the goal of the post (to increase event registrations, share exciting news, engage with students about an opportunity they should apply for, etc.) and cater your message to that goal.
  - Don't forget to include important links where people can learn more, apply or sign up.
  - Ensure all images are accessible (Refer to Accessibility details above).
  - Learn more about the university's [social media best practices](#).

**Website updates:** Please submit requests for web updates to the [website update submission form](#) with as much detail as possible (URL for the page, clear guidance on where the content is to be added/deleted/updates, new/approved text to be added, accessible and clear images, etc.).

- Content on university websites must follow CWRU [editorial](#), [brand](#) and [accessibility](#) guidelines.
- Design requests may be limited by university templates.
- Submissions must be received at least one week before you would like it to be posted. Additional time may be needed for major revisions or to create new pages.

Note: University Marketing and Communications may adjust submissions if needed to fit within these best practices. Inclusion in our materials is at the editor's discretion and may be subject to editing for brevity and clarity.

If you have any questions, or need additional information, please contact Amanda Brower at [agb105@case.edu](mailto:agb105@case.edu).