



ISB All-School eNews Guide Tips

Title

Given the high number of articles in the ISB eNews each week, your title is extremely important. You want to make it as catchy and informative as possible in a few number of words. Some examples:

“Why you should join the Welcome Coffee”

“It’s happening at the IFF”

“You don’t want to miss the ISB Black and Gold Ball!”

Sub-title

- a) The date
- b) The time
- c) The venue

It will be shown in this format:

Why you should join the Welcome Coffee

June 20th, 7pm, Chevron Theater

Description

Please include 50 - 200 words to explain your event/program, answering the following questions:

Why?

What?

Where?

Remember to tell them what makes this event worth attending.

Top tip: If you have lots of text, try to break it up with key headings, sections and bullet points. The ideal is to rather include a link to a webpage or PDF document with the longer text - that they can open if they are interested - and keep the text in your eNews post brief and to the point.

Image

Every eNews post needs an image. We recommend landscape, as this shows better on our TV screen and can be adjusted more easily for the newsletter and social media. *Please note, however, that use of the image is at the Marketing Department’s discretion.*

Contact

End with a contact or link that they can get more information from should they have questions.

Top tip: Our community receives a lot of communication about various events. You need to give your information in the quickest, most effective way possible: hit on the key points, use good images and less words. Tell them what they need to know to get interested in the program, and then give more detailed information to the ones that show interest.