Electronic Communications Guidelines

The school's faculty, staff and students depend upon electronic communication to distribute information about programs, upcoming events, news and activities across the school. Given the significant communication needs and channels within the school, and in recognition of the potential to overwhelm our audiences with too much e-mail, the following guidelines have been developed.

WEBSITES

All units in the School of Veterinary Medicine (SVM) are encouraged to develop and maintain a website consistent with the school's web design and branding policies. Use of unit websites is a relatively inexpensive, efficient and timely way to provide information and promote activities, expertise, news, contact information, etc. Sites can be updated at the local level through the UC Davis SiteFarm Content Management System (CMS) and/or through the web manager/IT team. Each unit that launches a website is required to identify at least one person responsible for managing the site's content, keeping information up to date and ensuring all links are valid. Websites which are not actively maintained and become outdated may be disabled until such time as updates can be implemented. SVM Communications Team can provide modest content development and editing for sites. Design and technical support assistance is available from our web manager, **Erin Kelley**, and other members of our SVM IT team via submitting a request at **svmithelp@ucdavis.edu**.

E-NEWSLETTER: *SVM ACTIVITES AND IMPACTS*

The school's weekly electronic newsletter, *SVM Activities and Impacts*, is intended to provide the school's faculty, staff and students with recent news coverage, seminar/event announcements, awards, research links, strategic planning updates, upcoming events and links to the continuing education calendar. This newsletter is flexible enough to accommodate most news, announcements, items of special interest and other unique communications to inform our internal community of information directly relevant to them and provide one place for weekly updates.

To have school-related or official UC Davis events, announcements, or other items included in *SVM Activities and Impacts*, please email SVM Comms Team at **svmcommunications@ucdavis.edu**. We also suggest posting announcements, invitations and seminar notices with more detailed information on the originating unit's website so that a link can be easily promoted through other communication forums.

E-MAIL ANNOUCEMENTS

SVM Communications receives numerous requests for e-mail announcements to be sent out to the whole school. To accommodate these requests but also be sensitive to not flooding our vet med community with too many e-mails we have developed the following system:

- Notices, event invitations, seminars, announcements, etc. will be sent to the requested audiences once and then placed in *SVM Activities and Impacts* under Upcoming Events. Major events will also be promoted the Tuesday prior to the event in the Special Notice section of *SVM Activities and Impacts*. Email formatted notices to SVM Comms Team at **svmcommunications@ucdavis.edu.**

- Seminar notices for faculty, leadership candidates will be sent to the requested audiences once, placed in SVM Activities and Impacts and, if requested by the organizing unit, can be resent to the requested audiences on the morning of the seminar/event. For recruitments with multiple candidates, we strongly encourage the unit to prepare one announcement listing all of the candidate seminar dates/times.

Requested Audiences
Most units request that announcements be sent to the entire school community, which includes faculty, staff, DVM students, residents, graduate students and MPVM students. Please consider if your targeted audiences are all of these groups or instead only one or two groups, and then request distribution accordingly. Announcements should be school related or official to UC Davis. Also, please only send school-wide announcements to SVM Communications rather than requesting multiple administrative offices to send the same announcement to the same groups/list serves.

Notice to E-mail Announcement Recipients
If you are associated with the SVM you will remain on these lists, as they are a major form of communication within the school. If you receive announcements which are not of interest to you, just delete them and move on; please do not request removal from the list serves.

BUILDING KIOSK DISPLAYS: Valley, VM3A, VM3B, MPT, VMA, Scrubs

For high level events (State-of-the-School Address, faculty meetings, town-hall events, major special events) and faculty/leader candidate seminars, you may request a short announcement to appear on the kiosk displays up to 1-week in advance of the event. The announcement will automatically be removed after the event. Please email SVM IT team at **svmithelp@ucdavis.edu** for image formatting guidance and assistance with posts. Events registered through the online facility scheduling system will automatically show up on the day of the event at the kiosks by the assigned room.

VIPER CALENDAR

Events listed on the VIPER calendar are automatically generated at the time the room reservation is placed. If a special event requires additional support, please email SVM IT team at **svmithelp@ucdavis.edu** to post.

KEY CONTACTS

Web Manager: Erin Kelley – **eekelley@ucdavis.edu**
SVM Activities & Impacts E-Newsletter: SVM Comms Team – **svmcommunications@ucdavis.edu**
E-Mail Announcements: SVM Comms Team – **svmcommunications@ucdavis.edu**
SVM Communications/PR: Trina Wood – **tjwood@ucdavis.edu**; Rob Warren – **rjwarren@ucdavis.edu**
Building Kiosk Support: Mike Bannasch – **mjbannasch@ucdavis.edu**

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