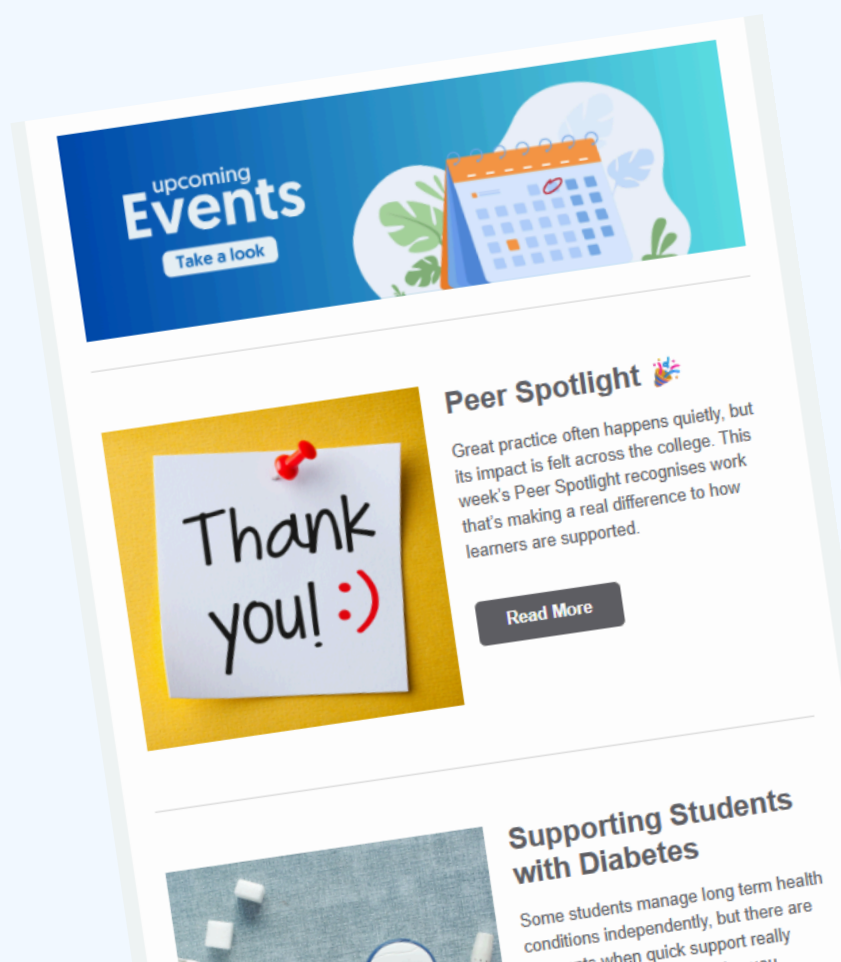


HOW TO SUBMIT A BULLETIN POST

A simple guide to help you submit clear and engaging bulletin posts; explaining what goes in the email, what appears online, and how to avoid the most common mistakes.



Submission Deadline

(the important bit)

Submission deadline for the following Monday's bulletin:

Friday, 12pm

If you miss the deadline but your feature is time-sensitive, please contact **Jess or Vanessa** directly, or it might not be included.



One post, two places

(this is where things often go wrong)

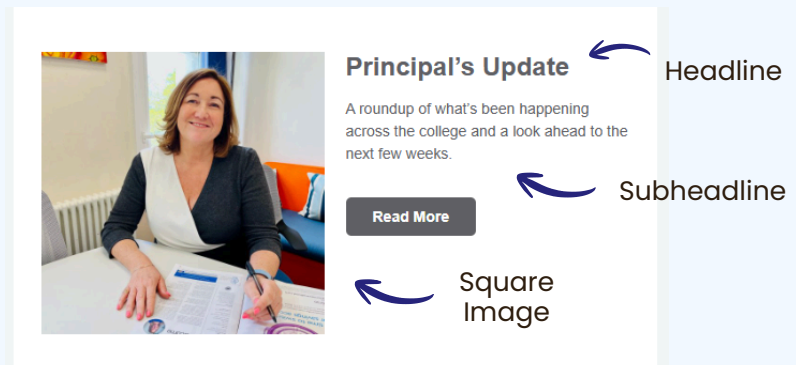
Your bulletin post appears in two formats:

Email



Lands in your inbox and includes:

- Headline
- Subheadline
- Square image

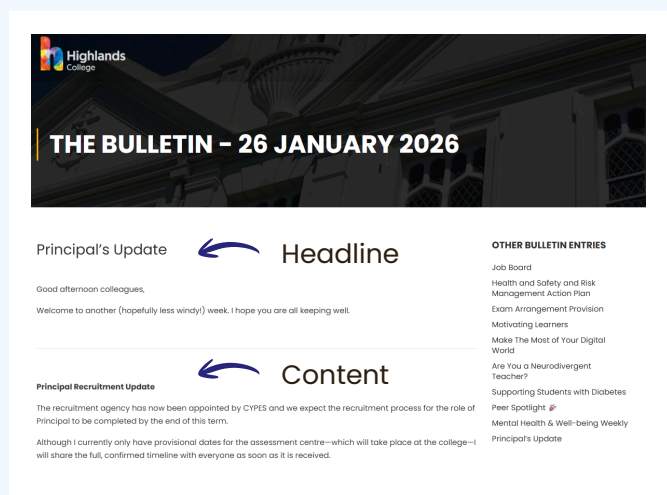


Online



Opens in your browser and includes:

- Headline
- Content
- Additional images
- Links, files, videos

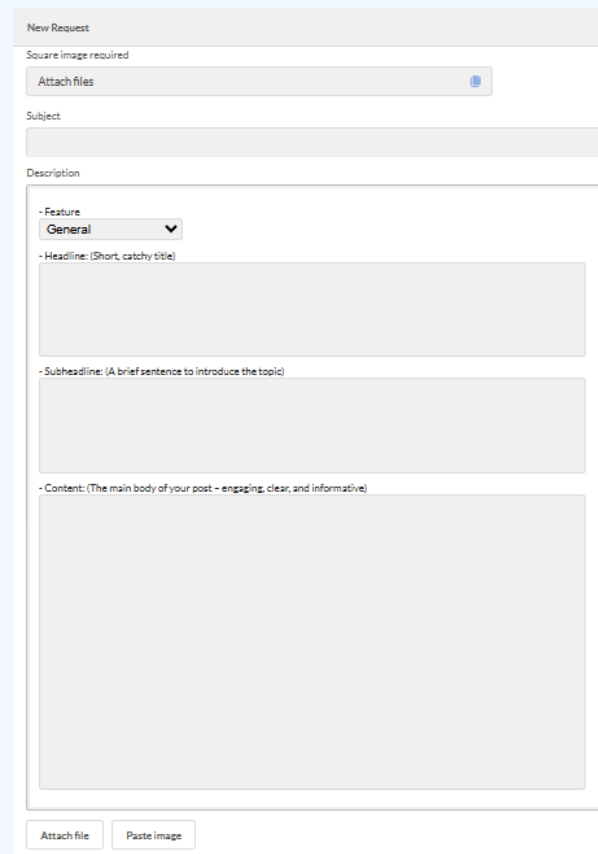


The Ticket

(this one's very important)

- Go to InvGate Helpdesk
- Select Marketing
- Select Bulletin
- Create request
- Read the guidelines
- Fill out the ticket

InvGate Helpdesk



1) Square image

A square image is mandatory!

If no image is attached, we have to read, interpret, and search for one ourselves. That takes time we don't always have.



If you're unsure what image fits, type a few relevant keywords into Google Images and pick something suitable.



JPG or PNG only

2) Subject

Think of this like an email subject line. It can simply be the topic of your post.

3) Feature

Please select the most relevant category from the options shown.

4) Headline

A good headline should spark curiosity and clearly hint at what the post is about, without giving everything away. Think about clickbait (the harmless kind).

| *New Campus on the Way*

This works because it's short, clear, and creates curiosity. Readers immediately know something new is happening and want to find out more.

Do

- ✓ Short and catchy
- ✓ Avoid internal jargon or acronyms

Don't

- ✗ Full paragraphs
- ✗ Dates, times, and long explanations

5) Subheadline

The subheadline adds context to your headline and gives readers a reason to click. It should build on the headline, not repeat it.

The papers are signed and plans are confirmed. When will the work begin and what does it mean for the college?

If the headline says what it is, the subheadline should hint at why it matters.

Do

- ✓ One to two sentences
- ✓ Leave out just enough detail so people want to click

Don't

- ✗ Repeat the headline
- ✗ Assume readers already know the context

6) Content

The content should be engaging, clear, and informative. Think about W-questions to help you word it. What is it? Who is it for? When is it happening or by when? Where is it? What do people need to do? Who to contact? If you're stuck, AI tools like Copilot can help draft or polish content.

Can you help me write a clear, engaging post for our staff bulletin about [topic]? The post should be suitable for both academic and support staff, friendly but professional.

Do

- ✓ Use AI for help
- ✓ Include lots of visuals

Don't

- ✗ Submit a single sentence
- ✗ Drop a document/link without a summary

7) Attach files (the more, the better)

Visuals make posts much more engaging.

Links

Links are great, but they don't always behave.

To be safe:

- Paste the link
- Right-click
- Select paste as plain text

Videos

- You can attach videos or share a link
- YouTube or Stream links can be embedded so they play directly on the page

Photos

- One image minimum
 - Multiple images are welcome
 - If you send several, we can create a gallery
-

8) Final Note

- Please don't enter "N/A" in any ticket field. If you don't write, we have to write it.
- Please don't copy and paste the same text into every field. Headline, subheadline, and content all have different jobs.
- If you're stuck, unsure, or just want a second opinion, message us on Teams, email, or give us a call. We're genuinely happy to help.