

Sheffield Methodist District

Weekly Newsletter Style Guide



The District Weekly Newsletter is created and edited by the District Administrator. It is prepared and released on a Tuesday. It is sent out via MailChimp to a list of subscribers including Active Ministers, Lay Employees, Circuit Stewards, Circuit Administrators, District Officers and other interested parties. It also appears on the District website and social media channels.

The District Administrator welcomes and actively encourages contributions for the Weekly Newsletter and it's made up of five sections including:

- This week's news
- Events
- Training & Learning Opportunities
- Job Vacancies & Volunteering Opportunities
- News from Other Organisations

To make sure the content is consistent in each edition we ask for you to follow the guidance in this document before submitting your item (s).

- **Remember your audience** – although you may know everything about your item, not everyone will, so please include basic information, explain it clearly, concisely and try to avoid jargon. Consider the 6 W's – Who, Why, What, Where, When and How.
- **Submitting an event** – We ask for this to be in good time and must be at the very latest 10 days before the event. Items can be repeated if requested, however this will not be on a weekly basis.
- **Web links** – it's always useful to include a weblink to enable people to find out more.
- **Write in the third person** – The first person is reserved for the District to write about itself. This helps differentiate between the District and others.
- **Avoid Acronyms** – Where possible avoid using acronyms as the Weekly Newsletter is sent to a wider audience and not everyone will understand.
- **Dates & Times** – should be written, 01 February no need to include st or th, also only include the year if it is for the following year. Times should appear as 10am, 10.30am or 1-3pm.
- **Headlines** – Keep any headline short, snappy and less than one line.
- **Deadline for submissions** – Send your items to admin@sheffieldmethodist.org by Monday 5pm with a limit of 100 words and a link to find out more.
- **Posters** – Do not submit a poster for an event without extra information. It's up to you to highlight the information you'd like to appear and then tell people where they can find out more. Posters should be in both PDF and JPG format.

The District Administrator has the final editorial say over what will and will not appear in the Weekly Newsletter, as well as the item's frequency.