

2020

Easy guide to Transformation Communication at SU



INTRODUCTION

Communication and marketing at Stellenbosch University is relatively easy to navigate once you know how to access the right resources. In the following pages, we will list some of the most commonly used communication and marketing channels of the institution as well as the contact details of the individuals who manage these channels.

Remember: Communication and marketing can enhance your event or project but success will ultimately depend on your engagement with your community before, and after, the event.

WHAT IS NEWS? WHEN?

There are several resources on how to write and structure articles for different media, see *The Guardian's* [news writing guide](#) for example. But what is newsworthy and when should you write about it? The *PBS Newshour* [guide](#) answers that in one simple document.

FREQUENTLY ASKED QUESTIONS

When should you write an article?

For university events a balance should be struck between advertising an event beforehand and covering the event afterwards.

How should you write?

However you want... depending on your aims for the article/text. That being said, you would generally write in the third person, unless you are publishing reflective pieces.

Who should write?

When you reach out to anyone in the university's Content Hub with regards to a story idea (content@sun.ac.za) it would be good for you to already have a plan or an idea of the message you want to convey. As expert, author, or event host, you will be key to the story, so you might write an outline or help the journalist by looking at draft versions.

HOW DO I WRITE FOR DIFFERENT AUDIENCES IN AN INCLUSIVE MANNER?

The Stellenbosch University Language Centre's Style Guide is a hands-on resource with house rules and guidelines on language use (with ample examples) primarily for staff and practitioners who write in English for Stellenbosch University. The guide includes sections on how to write in an inclusive style linking to gender, sex, and disability.

Download it [here](#)



SU EVENTS AND NOTICES

These can be uploaded by staff members and students themselves—the guide on how to do this is available [here](#), a video showing you how to use the guide is linked on the next page. You can choose the sites where articles will appear subject to the site owner's approval.

EVENTS

2019 December Graduation Dates

Seminar: Dept of Genetics, SU -
Johané Nienkemper-Swanepoel

NOTICES

SU gets new timetable management service

Important information about leave and leave payouts

SU CAROUSEL AND SNIPPET STORIES



These can be uploaded by staff members and students themselves—the guide on how to do this is available [here](#)—you can choose the sites subject to the site owner's approval.



Williams celebrates 50 years at SU...

For the past 50 years, Karel Williams has made his mark in and around the Welgevallen Experimental Farm...

[Read more >](#)



R7 m grant awarded to SU for grey water...

The Department of Higher Education and Training (DHET) has awarded a R7 million grant to Stellenbosch...

[Read more >](#)



SU makes follow-up presentation to...

SU's presentation on 27 November formed part of the GCE's "Institute of Higher Learning..."

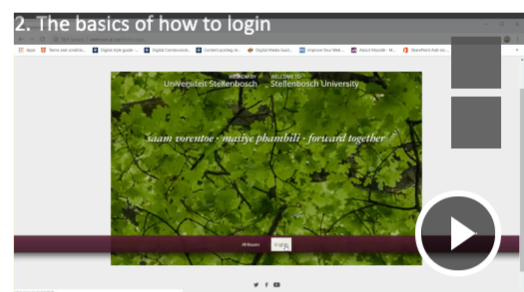
[Read more >](#)

WEBSITE HELP

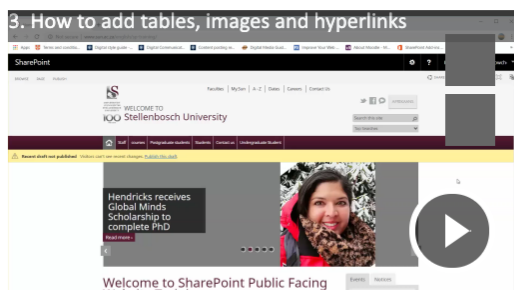
There is library of videos which was developed to assist website administrators. It can be accessed [here](#).



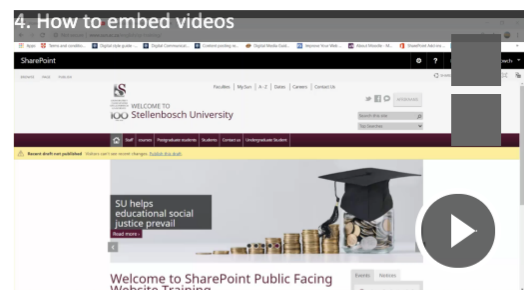
1. Introduction to SUN user guide
(Viewing time: 05:00 mins)



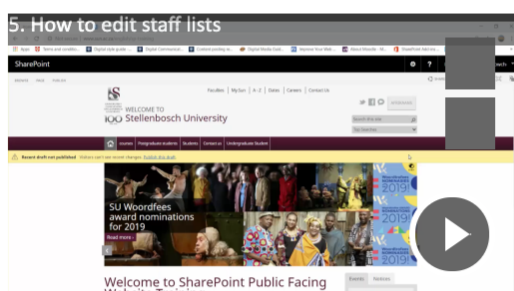
2. How to login, add and edit pages
(Viewing time: 11:00 mins)



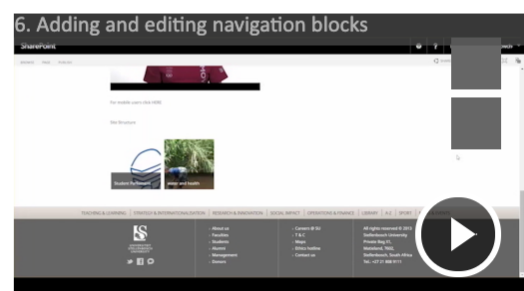
3. How to add tables, images and hyperlinks
(Viewing time: 08:55 mins)



4. How to embed videos
(Viewing time: 03:20 mins)



5. How to edit staff lists
(Viewing time: 06:50 mins)



6. Adding and editing navigation blocks
(Viewing time: 07:45mins) ***New upload**

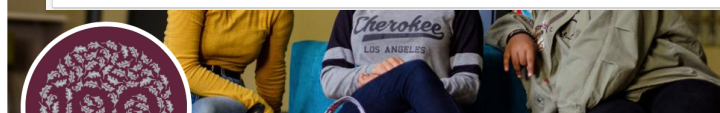
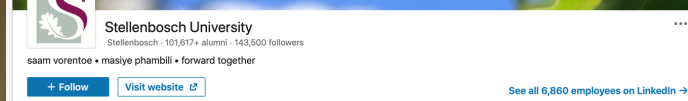
SU FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM

Do you want to share
something on university
Facebook, Twitter,
Instagram or LinkedIn?

Contact: rjvdb@sun.ac.za



LinkedIn



Make sure you do not miss out on SU's Homecoming 2020

Stellenbosch University's Homecoming, the Alumni Weekend is taking place from 5 to 9 March 2020 on our picturesque Stellenbosch campus. [Click here](#) to see what we have planned and watch this space for weekly event highlights and giveaways.

IMPORTANT NOTICES

Update on Anti-GBV Working Groups

Do you want to share
something via the university
electronic newsletters?

Contact:

sonika@sun.ac.za

MATIELAND PUBLICATION

Do you want to share something in the university's alumni publication?

Contact:

matieland@sun.ac.za



SU ALUMNI SOCIAL MEDIA



Stellenbosch_Alumni

@SU_Alumni Follows you

To create, nurture, support and maintain the community of SU Alumni by linking

Stellenbosch, South Africa
Joined September 2011

1,232 Following 2,950 Followers



Do you want to share something on the university's alumni website, Facebook or Twitter?

Contact:

ilsea@sun.ac.za

SU STUDENT NEWSLETTER

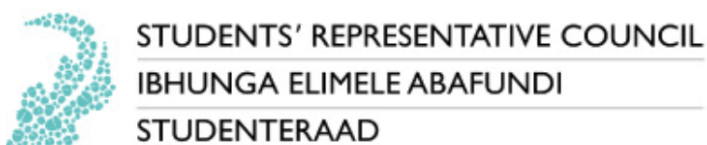
Do you want to share something in the university's student newsletter please?

Contact:

jclandman@sun.ac.za



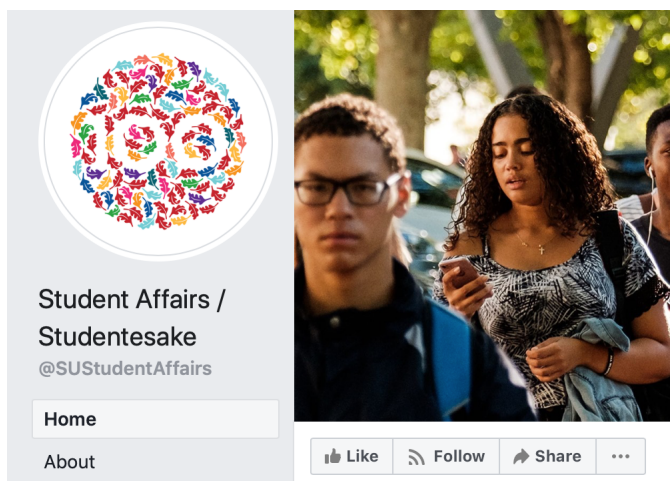
SU STUDENT SOCIAL MEDIA



Do you want to share something on the university's student Facebook or Twitter?

Contact:

jclandman@sun.ac.za

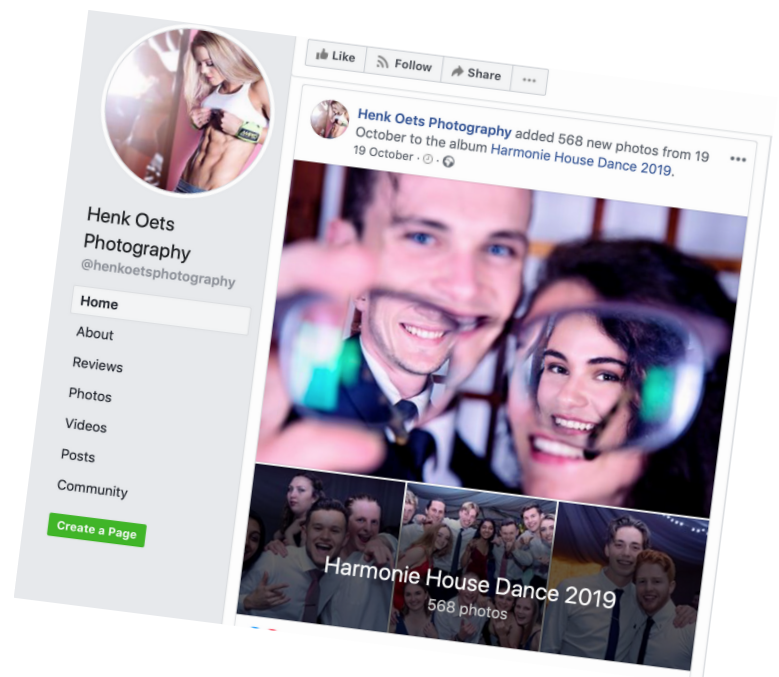


WHO DOES THE WRITING, PHOTOGRAPHY AND FILMING?

If you want to have a photographer at your event please hire a service provider that is on the system or hire a student as an intern and provide them with the equipment. The university in itself does not provide a photography service—on occasion a journalist and a photographer may attend your event but they do so for the news story or social media coverage not for event photography.

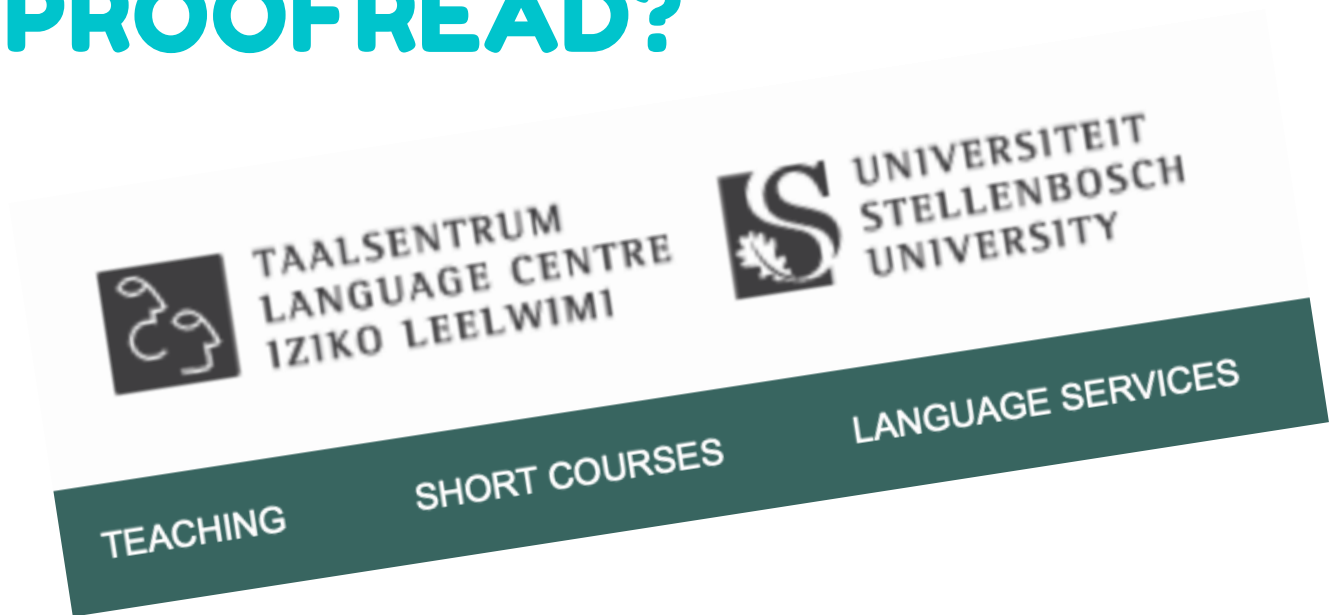


OFFICE : 021 8083073 / 021
8089260



OFFICE : 078 453 4135

DID YOU EDIT, TRANSLATE AND PROOFREAD?



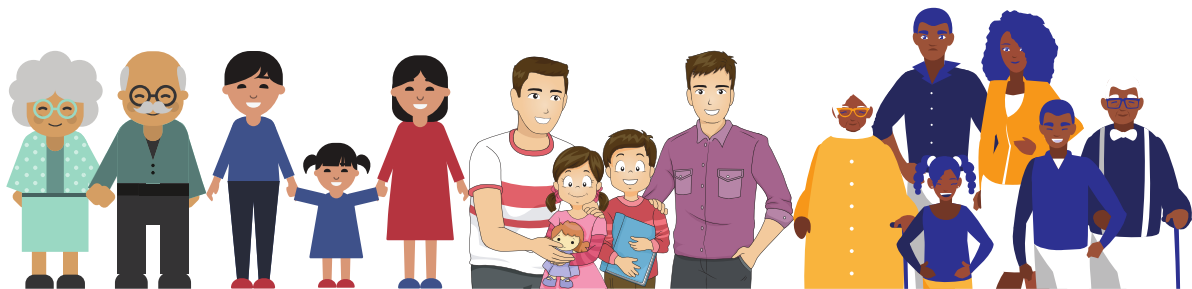
The Language Centre's practitioners edit a broad range of texts. The aspects they look at include: spelling and language errors, text structure, consistent use of language, style and register, and cohesion or coherence. They edit mainly English and Afrikaans but can accommodate other language needs.

Translation and editing—Email for quotes:

Marguerite van der Waal, Tel: +27 21 808 3096

Cobus Snyman—Tel: +27 21 808 9726

SHOULD YOU EVER FACE ANY PROBLEM NOT ANSWERED HERE?



Please contact any of the various departments or people
and ask us for advice!

www.sun.ac.za/english/transformation