



Sharing News: Content Guidelines

The purpose of the Geography website, MadGeogNews blog, and the department social media accounts is to share information about current research, education, and outreach activities with the broader world, in part as a way of building engagement with Geography friends and alumni.

News stories and social media posts should be:

- Unique to the Geography Department and focus on activities within the Department or directly related to the Department.
- Related to the Department's mission or operations.
- Framed for and of value to the Department's followers: what's new in the Department? Are our alumni potentially interested?
- Engaging and concise.

Other Tips:

- Use ≤25 words for social media posts; 400 - 600 words for news stories.
- Include an engaging, related photo or graphic (if not your own, be sure you have permission to share).
- Focus on professional activities. Posts related to sensitive topics are OK as long as they are related to a specific Geographer's area of research or professional expertise on the subject.
- Avoid personal opinions and advertisements.

Examples of good themes:

- Student activities related to research, experiential learning, and related achievements.
- Faculty/Staff/Grad/Undergrad professional news and awards
- New or exciting courses or teaching activities
- Welcoming new Faculty/Staff and new graduate students in the Fall
- Alumni news
- Milestones
- Research Highlights such as new discoveries or papers.
- Public scholarship activities such as OpEds, essays, or participation in public forums
- Gift impact.
- Geography Student Org, Research Lab, and/or Advisory Group updates or news
- Sub-unit news/updates

All Geography news posts are moderated for content by the External Relations committee. Posts that do not meet these guidelines will either not be posted or will be returned with requests for edits.