



STANDARD OPERATING PROCEDURE

SOP CODE XCO-001-01	SOP TITLE PUBLISHING ON NEWSPPOINT
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PART 1

Author <hr/> Ms Angela Xuereb Senior Executive	
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PART 2

Approver <hr/> Mr Pierre Cassar Director – Marketing, Communication & Alumni Office	
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PART 3

Authoriser <hr/> Mr Simon Sammut University Secretary	Date of issue: Date of next revision:
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PART 4 (To be filled in by OOTS, QSU or RSSD)

<input type="checkbox"/> This procedure has been revised and is no longer valid as from: (Write date)	<input type="checkbox"/> Date of NEXT REVISION is extended until: (Max. 4 years)	<input type="checkbox"/> SOP rendered obsolete on: (Write date)
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1. Reason for revision

1.1 New SOP

2. Purpose and scope

2.1 **Newspoint**, provides staff, students, alumni and the general public with information on news and activities at the UM. This procedure presents guidelines in order to promote events or to submit news items on Newspoint.

3. Definitions

- 3.1 EurekaAlert! An online science news service featuring health, medicine, science and technology news from leading research institutions and universities.
- 3.2 Newspoint: The Official UM news Portal
- 3.3 Newspoint Update: Circulated via e-mail every Friday Afternoon
- 3.4 SOP: Standard Operating Procedure
- 3.5 UM: University of Malta

4. Responsibilities

4.1 Newspoint Team

- 4.1.1 Provides assistance with regards to the write up procedures as per 6.1 and 6.2.
- 4.1.2 Collects and reviews all the material received in order to comply with the necessary Newspoint formats. Amends and rewords information received when necessary.
- 4.1.3 Confirms that where applicable, all the necessary consent forms have been received.
- 4.1.4 Copies of the consent forms received kept by the Newspoint Team.
- 4.1.5 Publishes material on Newspoint.
- 4.1.6 Disseminates articles.
- 4.1.7 Keeps the Newspoint web page updated.
- 4.1.8 Selects twenty news items to be published on the Newspoint Update.

4.2 Individuals publishing on Newspoint

- 4.2.1 Follow the guidelines provided when submitting material to be published on Newspoint.
- 4.2.2 Provide the essential images and videos in the required format.
- 4.2.3 Ensure that the necessary image consent forms are signed.
- 4.2.4 Any changes to the event details are to be communicated to the Newspoint team immediately.
- 4.2.5 Amend any material submitted as per guidelines given by the Newspoint team.

5. Health and Safety requirements

5.1 N/A

6. Procedure

6.1 Promoting an Event

6.1.1 Any events organized by UM entities or others on University Grounds are to be approved by the Conference and Events Unit, which can be contacted via email (conference@um.edu.mt)

6.1.2 In order to promote these events on Newspoint, an email is to be sent to newspoint@um.edu.mt with the following event details:

- Official Event title
- Date
- Time
- Venue
- Any contact info (email, phone number etc.)
- The URL of the event being promoted on any social media.

The event description should not exceed 300 words (refer to Appendix 1 for tips on submitting the event description). This text should ideally be accompanied with high quality photos. It is recommended that a minimum of two photos (landscape and portrait orientation) are submitted with the event description to portray the event to be promoted. Post events press releases may be included in the news items.

6.1.3 Any changes to the events details including updates and / or cancellations, should be immediately communicated via email (newspoint@um.edu.mt).

6.1.4 The UM calendar of events (<https://www.um.edu.mt/newspoint/events/calendar>) is strictly for events associated with the UM. Any other events will be uploaded but excluded from the UM calendar. Other events, such as from cultural institutes/entities and registered voluntary organisations (<https://maltacvs.org/vo-directory/>), not linked with UM, but still of interest to UM students and general public will be listed under the category 'Malta' (<https://www.um.edu.mt/newspoint/events/malta>). In exceptional circumstances, the Newspoint team can choose to list an event which does not necessarily fall under any of the above criteria.

6.2 Submitting News Items

6.2.1 The headlines presented should be reflective of the text as well as concise. The editorial team has the right to change the headline as it deems fit.

- 6.2.2 Proposed news items should be brief between 250 to 500 words (Refer to Appendix 2 for guidelines on submitting a news item). The Newspoint team reserves the right to modify news items and headlines whilst retaining the essence of the news item.
- 6.2.3 A minimum of two high-resolution photos (landscape and portrait orientation) are to be submitted to describe the theme of the news item. Where applicable, individuals featuring in any images should sign the relevant consent form:
https://www.um.edu.mt/_data/assets/pdf_file/0006/383838/photovideoconsentform-information.pdf.
- 6.2.4 In addition to this, if any video material pertaining to the news item is available, this is to be included with the submission request. If videos are first uploaded to the official UM YouTube channel (<https://www.youtube.com/user/universityofmalta>), the Newspoint team will embed this video inside the article.
- 6.2.5 If this news items is to be disseminated to the local media kindly specify your request. Authors of research articles may also request the Newspoint team to share the article via Eurekalert! to maximise their chances of this research being picked up by international media.
- 6.2.6 The Newspoint Office reserves the right to review all the news items received and to reword any material as necessary.
- 6.2.7 The Newspoint team selects twenty news items to be published on the Newspoint Update which is then circulated via e-mail on Friday afternoon.

7. References

- 7.1 Calendar of Events, 2020 [Online], Available at
<https://www.um.edu.mt/newspoint/events/calendar> [Accessed 23rd October 2020].
- 7.2 Conference and Events Unit, 2020 [Online], Available at
<https://www.um.edu.mt/services/administrativesupport/conferencesunit> [Accessed 23rd October 2020].
- 7.3 Consent Form, 2020 [Online], Available at
https://www.um.edu.mt/_data/assets/pdf_file/0006/383838/photovideoconsentform-information.pdf [Accessed 23rd October 2020].
- 7.4 Malta Events, 2020 [Online], Available at
<https://www.um.edu.mt/newspoint/events/malta> [Accessed 23rd October 2020].
- 7.5 Malta Council for the Voluntary Sector, 2020 [Online], Available at
<https://maltacvs.org/vo-directory/> [Accessed 23rd October 2020].

7.6 UM Newspoint, 2020 [Online], Available at <https://www.um.edu.mt/newspoint> [Accessed 23rd October 2020].

7.7 UM YouTube channel, 2020 [Online], Available at <https://www.youtube.com/user/universityofmalta> [Accessed 23rd October 2020].

8. List of appendices/worksheets

8.1 Appendix 1: Event Description

8.2 Appendix 2: Submitting News Items

Appendix 1: Event Description

The event description submitted should not exceed 300 words, and it should answer questions such as:

- Who is this event aimed at?
- What is the general theme of this event?
- Is there an event programme?
- Who are the speakers?
- Is there a call for papers associated with this event?
- Is this the first edition of this event?
- Is this event available to the public, or by invitation only?

Appendix 2: Submitting News Items

The text submitted should not exceed 500 words and should at the very least, answer the following questions:

- **Who** - Who is involved? If UM staff, a link to their profile is best. If not, please specify the Faculty, Institute, Centre, School or Department concerned.
- **What** - What happened or is about to happen? What's newsworthy about it?
- **When** - When did this take place? / When will it happen? According to brand guidelines, dates should be in the following format: day - month - year, e.g. 20 November 2020.
- **Where** - Specify the place where the news took place or will take place, to give more context to the item.
- **Why** - Why is this news topical? Try to link it to some more wide-reaching studies, or to past related events.

When preparing your text, remember to:

- stick to a consistent tense (past, present, future and the related sub-categories)
- stick to a consistent voice (active voice preferred, if possible)
- stick to a consistent point of view (use first, second or third-person perspective).
- avoid the use of generic titles - though they should be short and to the point, they should also be descriptive of the item concerned. Abbreviations should not be part of any title.

When submitting an article the use of British English is preferred. Words/terms in other languages should be italicised.

The correct date format to be used is as follows: Weekday – Day – Month – Year.

Links / URLs, should make part of the text via the use of hyperlinks, and not as standalone text. It is worth mentioning that use of terms such as 'click here', 'found here', 'tap here', are heavily discouraged (<https://www.w3.org/QA/Tips/noClickHere>). Newspoint Office reserves the right to reword text received in order to avoid such practices.