

Diocese of Sheffield

eBulletin style guide



The eBulletin is organised and edited by the Diocese's Communications Office. It is prepared every Monday and issued around midday on Tuesday every week (excluding bank holidays). It is sent out to all those listed with an email address in the directory, along with other people who have registered an interest.

The Communications Office welcomes and encourages contributions to the eBulletin. To ensure clarity and consistency each week, the following items should be followed when submitting an item.

- *Remember the audience:* Although the person submitting the article might know all about the subject, the audience may not. Include the basic information, and explain the story clearly and concisely, limiting the amount of jargon.
- If the article is advertising an event, submit it in good time. Note the following:
 - **Major Diocesan events** will be included in the eBulletin each week until the event passes (and no more than four weeks prior). Examples include Shrove Tuesday lectures, Youth Day, and Development Day.
 - **Local events with a Diocesan interest** will be included in the eBulletin as above. Events must not be confrontational, or have the purpose of argument as its main aim. Events may be included on sensitive topics only where they promote and facilitate a peaceful, open and honest debate for all viewpoints. (Note: inclusion in the eBulletin does not mean the Diocese endorses such views). Examples could include spirituality days, training and awareness events, conferences and visiting speakers.
 - **Regional events** may be included for a short period of time, if there is limited Diocesan interest the Communications Office will use its discretion and may not include at all.
 - **National events** may be included for small periods of time to be decided by the editors.
 - **Grant schemes and bursaries** that are relevant to the Diocese will be included around launch and near deadlines at the discretion of the editors.
- Always include a web link for more information where available. Articles may be changed to adhere to house style or if the communications office feels it is appropriate.
- The word 'You' can be used in articles. However; the words 'we' and 'I' will no longer feature in the eBulletin (with the exception of some Diocesan notices). The primary reason for this is to ensure clarity when messages are not coming from the Diocese.

NOT: "**Fair Grounds – New Fair Trade Shop Opening** 195 Whitham Road, Sheffield, S10 2SN. We will be selling a wide range of" BUT "**Fair Grounds – New Fair Trade Shop Opening** 195 Whitham Road, Sheffield, S10 2SN. Fair Grounds will be selling a wide range of"

- Do not use questions:

NOT "Would you like to attend an event on...?" BUT "An event held on will discuss ..."

- Do not use the word 'please'

NOT: "For more information, please visit www.sheffield.anglican.org/common-fund" BUT: "For more information, visit www.sheffield.anglican.org/common-fund"

- Do not use bullet points, instead separate by commas (or semi-colons in the case of longer sentences).

NOT: “• Increase your understanding of supervision
 • Distinguish between supervision and pastoral care”

BUT: “This event will: increase your understanding of supervision, distinguish between supervision and
 pastoral care...”

- Acronyms: the eBulletin goes to a wide audience so it isn't a given that everyone will understand. Try to avoid where possible.
- Dates: Tuesday, 25 February OR 20 February. There is no need to include the year if the date is in the current year. Also, there is no need to include ^{th st nd}.
- Time: 2pm, 2.30pm or 2-4pm.
- Numbers lower than 10 should be written in full words, 10 and over should be expressed in figures.
- All contributions should be sent to sheffieldebuletin@gmail.com by 4pm each Monday with a limit of 100 words and a web reference for more information.
- Events can be advertised for up to 4 weeks at a time. Events can be re-advertised after this time if the article is significantly altered. Articles may be removed before this time at the discretion of the editors.
- This is how stories appear in the eBulletin:

NEW

Charity Commission

Churches whose PCCs are currently excepted from registration with the Charity Commission because their income or expenditure is less than £100,000 will be delighted to hear that the exception has been extended until 31 March 2021.

- *Headline* - Headings must be kept to a minimum – they should not go on to two lines. The maximum number of words is 11 or 12. More details can be included in the introductory sentence.
 - *Introduction* - Due to limited space, the introductory sentence must be concise and sum up the main point of the story in one sentence. Aim for fewer than 25 words so it is shorter, more concise, and provides the basic what, when, who and where. The article can then go into even more detail further down.
 - *Main article* - For articles about events, the following always need to be included somewhere in the text: Where is it, What is it, Who can attend, When is it, Contact.
News articles should be as brief as possible, and include contact details or a web link. The limit for the whole article is 100 words.
- Job vacancies can be advertised in the eBulletin with a link to the main Diocesan website. Vacancies must be for voluntary or paid work for the Diocese or one of its parishes. This is how Job Vacancies appear in the eBulletin:

Current Vacancies

Director of Initial Ministerial Education (4-7)

Following the appointment of The Reverend Keith Farrow as Canon Missioner at Sheffield Cathedral, we are seeking to appoint a new Director of Ministerial Education (4-7). This will be a part time post (1 or more days per week) held in conjunction with an existing parochial parish post. The appointed individual will train, equip and develop initial ministry and strategy across the diocese. For more information, please see the [Diocesan Website](#).

- *Headline* – Again, headings must be kept to a minimum – they should not go on to two lines. The maximum number of words is 11 or 12.
- *Main body* – Include where the post is based, the contracted weekly hours and any end dates that apply (fixed term contracts). A short description of the job should also be included. Include a closing date for applications and a link for more information (or send documents to add to Diocesan website).