

# Diocese of Sheffield

## eBulletin style guide



The eBulletin is organised and edited by the Diocese's Communications Office. It is issued on Tuesday every week (except between Christmas and New Year). It is sent out to anyone who has registered an interest (either by asking to be subscribed or by subscribing themselves using the form on the Diocese of Sheffield website) along with those working in Churches who would benefit from the information in the eBulletin (Clergy, PCC Secretaries etc.).

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. 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 equate to endorsement by the Diocese). 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. There is also a separate mailing dedicated to Grants and Funding Opportunities ([MORE INFORMATION](#))
- 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 ..."

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- Do not use the word 'please'

NOT: "For more information, please visit [www.sheffield.anglican.org/common-fund](http://www.sheffield.anglican.org/common-fund)"

BUT: "For more information, visit [www.sheffield.anglican.org/common-fund](http://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. If an acronym is required, spell it out the first time it is used in the article

NOT:        "Offering grants from £10k to £3m, this is administered jointly by Historic England and the NLHF"

BUT:        "Offering grants from £10k to £3m, this is administered jointly by Historic England and the National Lottery Heritage Fund (NLHF)"

- 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 <sup>th</sup><sub>st</sub><sup>nd</sup>.
  - 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 [ebulletin@sheffield.anglican.org](mailto:ebulletin@sheffield.anglican.org) 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.
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This is how stories appear in the eBulletin:

EVENTS:



**JAN 19**

### January Simple Quiet Day from Whirlow

Online | 11AM - 4PM

As 2021 starts, Whirlow Spirituality Centre offers an online Quiet Day for rest and renewal. On the day, a welcome and introduction at 11am precede a time of silence, followed by optional lunchtime and closing prayers.

[READ MORE](#)

NEWS:



### Sheffield Church Action on Poverty Update

Sheffield Church Action on Poverty Group is pleased to circulate its January update. This issue includes details of the recent AGM where the keynote speaker was Niall Cooper, Director of National Church Action on Poverty and information about this year's Poverty Sunday .

[READ MORE](#)

- *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.
  - *Date* - For events, the date the event will take place is included in a box to the side.
  - *Location/Time* – For events, the location and time of the event are shown on their own line under the headline. The location can be a physical location or “Online”.
  - *Main article* - Articles should be as brief as possible, and include either contact details for further information, 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:



#### Part time Church Administrators

St Luke's is a thriving Church situated where the City of Sheffield meets Derbyshire's Peak district. They are seeking two office administrators, one focussing on the areas of Finance & Administration, and the other on Safeguarding & Communications, to work in their Church office. Closing date: 5 March.

[READ MORE](#)

#### Children and Families Worker - Wath Parish Church

To develop and oversee the work with children, young people and families, in the parishes of Wath and Brampton Bierlow, drawing, developing and discipling a new generation of young people in the Christian faith. Closing Date: 28 March.

[READ MORE](#)

- *Headline* – Again, headings must be kept to a minimum. 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).