



Whether or not you are a UBC communicator, you may be wondering how to increase your chances of being published on UBC Today. We welcome submissions from all across the university, but unfortunately sometimes they don't quite fit within our criteria. In this guide you can find tips and tricks to help you get your content published on UBC Today.

Get familiar with UBC Today content

We publish a broad range of content on UBC Today — some of it is independently created by the Internal Communications team whereas other content is submitted by our colleagues.

Quick tip:

Download the [UBC Today content submission checklist](#) to understand UBC Today's content submission guidelines.

Content created by the Internal Communications team

COMMUNITY STORIES

These stories create awareness about our faculty and staff, in order to help build a connection with the people who make up UBC. If you have a story idea, get in touch with us.

Examples

- [Meet Robby the robot UBC Athletics and Recreation's newest staff member](#)
- [Cheering on, through the pandemic](#)

STORY SERIES

Occasionally we choose a topic as the basis for a story series. During COVID-19, we ran a series on the faculty and staff who were helping UBC transition to remote work. More recently, we issued an invitation for faculty to share their stories of innovative teaching.

Examples

- [How UBC went online - virtually overnight](#)
- [Hot meals on campus haven't gone cold during the COVID-19 outbreak](#)

LEADERSHIP ONE-ON-ONE

Our leadership one-on-one series is intended to connect faculty and staff with UBC's leadership and provide a glimpse into the person behind the title.

Examples:

- [Moura Quayle](#)
- [Rehan Sadig](#)

UBC's faculty and staff - in their own words

30-SECOND BIO AND RESEARCH IN FOCUS

In addition to originally created content, we also believe it's important to let our staff and faculty community share their work and perspectives directly, through our two regular features: 30-second bio and Research in focus.

Examples:

- [30-second bio: Jeetender Amritsar](#)
- [Research in focus: Shannon Ward](#)

Content shared by our colleagues

ANNOUNCEMENTS

Submitted by our colleagues, we publish announcements that are timely, noteworthy and broadly relevant to faculty and staff.

Examples:

- [Read the results of the Workplace Experiences Survey results](#)
- [Deputy Vice-Chancellor and Principal's Fall Town Hall and Staff Awards of Excellence](#)

RESOURCES

We spotlight resources that will help faculty and staff with their work — some of which our team suggests and some shared by our colleagues.

Examples:

- [Digitized access to UBC Library's print collections](#)
- [UBC's Self Service Portal](#)

To maximize your chances of getting your content published on UBC Today, check out some tips and tricks on page 2.

Tips and tricks to get your content published on UBC Today

INSTEAD OF...	YOU COULD...	RATIONALE
... promoting an event as an announcement	... submit an event or useful date for our events calendar to share with faculty and staff.	We have a dedicated events calendar for faculty and staff community. Submit your event to events.ubc.ca or events.ok.ubc.ca and tag for a faculty and staff audience.
... submitting an announcement about a website launch or redesign	... share any information or resources that faculty and staff may not already know about, for UBC Today's resource spotlight section.	We want to share useful information and resources that will help faculty and staff do their jobs. Knowing where to find this information will give them a reason to visit your website.
... sharing a staff or research profile from your Faculty or Administrative Unit	... ask your colleagues to submit a Research in focus or 30-second bio on UBC Today.	We prioritize running our own profiles on UBC Today that can act as a gateway to yours. We can include links to your Faculty or Administrative Unit's content from these profiles.
... submitting announcements published on a non-UBC website	... share an announcement that is published on a UBC website.	We link to UBC websites to ensure you have access to authentic university-driven information created by our community.
... sharing marketing content (promoting a book, story, research paper, etc.) as an announcement	... submit resources, tools, guides, and information to be featured as a resource spotlight or listed under the faculty or staff resources sections on the UBC Today website.	Faculty and staff are our primary focus — UBC Today features carefully selected information and resources that support you in your work. If you have promotional marketing content, we encourage you to share that information via other means or channels.
... debating whether your content is suitable for UBC Today	... give us an outline of your content or idea for our consideration.	If you have an idea, we may be able to help you develop it further. Get in touch with us to find out more.

Next steps

We invite you to submit your content via the [UBC Today website](#). You are encouraged to submit content **at least two working days** prior to your desired date of publication. Once you've submitted your content, a member of the Internal Communications team will review your request and be in touch.

Any questions?

Please contact the [UBC Internal Communications team](#).

