

# Communications Team - Editorial Guidelines

Good Internal Communications makes good business sense. Strong communication also builds an engaged community and moves Colart culture forward.

For that reason, after months of hard work, we have decided that the best way to build strong communications is to create some guidelines for you. In this announcement, you will find announcements schedules, announcement forms, Colart News itinerary, new starter form, and video making timeline.

Please, take time to go through this announcement and consider the guidelines next time you contact The Communications Team.

## Intranet Announcements & Colart News

To be clear, an Intranet announcement is the same as news on the Intranet. Those announcements will be included in Colart News(letter) every Monday. This means that every news article on Colart News(letter) has to be published on the Intranet in advance.

If you have a news article, you'd like published please contact us and make sure you complete this form at the same time.

[https://forms.office.com/Pages/ResponsePage.aspx?id=8vLVpM0MWEgi3vJVGh4usDuAyas5\\_7VGqKAn\\_6rVXXVUQTZURUtNUU5NNzhINIdTTVJJWEtWSDg0Ty4u](https://forms.office.com/Pages/ResponsePage.aspx?id=8vLVpM0MWEgi3vJVGh4usDuAyas5_7VGqKAn_6rVXXVUQTZURUtNUU5NNzhINIdTTVJJWEtWSDg0Ty4u)

The form allows us to understand what kind of announcement you want to see on the Intranet.

**We invite anyone and everyone to contribute.** Please, once you fill the form remember to let us know that there is an announcement coming.

### **Deadline for publishing news article: Wednesday before 12:30 GMT.**

*\*If you want your announcement to be published and included in the next Colart News, we need the completed form before the established deadline.*

### **Colart News closes out on Friday at 16:00 GMT.**

This means that the proofreading and final version is completed by this time. Otherwise, the announcement will not be included in the following Colart News. The **Colart News(letters) are sent on Monday morning**; however, we need time to write the news, proofread the announcement, and prepare the newsletter.

## Joining or leaving the Colart Family announcements

It is in our plans to launch a new starter space on the Intranet Home page. In the meantime, new

starter and leaver announcements are only published on Colart News.

Please, fill this form for a new starter or leaver announcement:

<https://forms.office.com/Pages/ResponsePage.aspx?id=8vLVpM0MWEGi3vJVGh4usLpf-nvWTXJKsYib1VHHxBNUOE8yUVIKTVdRM05JN1VERIZCWTc5VktLMS4u>

**Deadline: Friday at 16:00 GMT.**

## **Colart Academy – video editing and publication**

Earlier this week, we announced the launch of the new Colart Academy. We encourage you to get ready and start recording your own in-house videos.

It is very easy, you need to complete this form, and we will get in touch with you:

[https://forms.office.com/pages/responsepage.aspx?id=8vLVpM0MWEGi3vJVGh4usDuAyas5\\_7VGqKAn\\_6rVXXVUQ1VQQUZMTTIUQjQzVkJZMOTIzUDU2RFIFRC4u](https://forms.office.com/pages/responsepage.aspx?id=8vLVpM0MWEGi3vJVGh4usDuAyas5_7VGqKAn_6rVXXVUQ1VQQUZMTTIUQjQzVkJZMOTIzUDU2RFIFRC4u)

**For Colart Academy videos time frames to complete videos vary depending on requirements.** Depending on the number of videos, length, and complexity of the work, we will negotiate a realistic timeframe with you.

*\*As guidance, Turnaround time to edit and publish a video is approximately two weeks.*