

I DAILY BLAST GUIDELINES

INTRODUCTION

The Daily Blast is a critical campus communication tool distributed to the entire campus community via email at 6 a.m. every weekday during the academic year. There are two versions of the Daily Blast—one for students and one for faculty and staff—and both include campus events, notices, updates and announcements that serve Mines. Since these daily emails are a crucial information source, students, faculty and staff cannot unsubscribe from the Daily Blast.

Here, we have gathered some guidelines and tips to help you navigate the Daily Blast and ensure your announcements best serve you and the Mines community.

GUIDELINES

Getting your announcement in the Daily Blast:

- All announcements must be submitted by 3 p.m. the day before the announcement is desired to be published in the Daily Blast to give moderators appropriate time to review the entry. Any announcements submitted after 3 p.m. will not be published in the next Daily Blast.
- Submitters should carefully review their submission to ensure accuracy, completeness and spelling. Moderators will only make minor corrections for clarity and correctness.
- **IMPORTANT NOTE ON REPEATS:** In order to keep the Daily Blast as concise and relevant as possible, posts are not permitted to repeat multiple times – say, every day for a week leading up to an event. You are only allowed to submit an item once and then have it appear on two days of your choosing (the original post and one repeat). All duplicate posts will be immediately rejected.

We recommend submitting a “save the date” notice that can be published on two dates ahead of an event and then submitting a reminder on the day of the event.

WHAT YOUR SUBMISSION SHOULD LOOK LIKE

1 **Employee and Benefits News**
"Oh, is that you? I hardly recognized you!" **2**

Department / Organization: Communications

4 If you've ever heard this from a student or colleague, it might be time for a new headshot. FREE for faculty/staff - Dec. 17

The Office of Communications and Marketing is happy to once again offer free headshots for Mines faculty and staff.

If you are a new employee, or just need an updated photo, this is a great opportunity to get a professional photo taken quickly and conveniently on campus.

Photos will be taken on a drop-in basis on Tuesday, Dec. 17 from 9:30am-3pm in our updated studio, located at 1600 Jackson St., Ste. 310.

If you wish to drive down, there are 2 free 30-minute parking spots in the lot next to the building.

We look forward to seeing some of you before you jet off for the holidays!

5 Where: 1600 Jackson St., Ste. 310
 Start: Tuesday, December 17, 2019 9:30 AM
 End: Tuesday, December 17, 2019 3:00 PM
 Cost: FREE
[Click here to download this event to your calendar](#)

For more information, send email to: abogucka@mines.edu

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Employee and Benefits News

[Classified Benefits Orientation](#)

Benefits Orientation for new Classified Employees

[Want to learn more about Excel, PowerPoint, Outlook, etc.?](#)

Find Sweet Success with Microsoft Suite by enrolling in December's learning program!

["Oh, is that you? I hardly recognized you!"](#) **3**

If you've ever heard this from a student or colleague, it might be time for a new headshot. FREE for faculty/staff - Dec. 17

<p>Please select one category:</p> <ul style="list-style-type: none"> <input type="radio"/> Closures and Outages <input type="radio"/> Employee and Benefits News <input type="radio"/> Dates and Deadlines <input type="radio"/> Campus Announcements <input type="radio"/> Campus Events / Meetings <input type="radio"/> Academic Lectures / Courses <input type="radio"/> Special Activities <input type="radio"/> Faculty Research Opportunities <input type="radio"/> Athletics 	<p>Please select your Division:</p> <ul style="list-style-type: none"> <input type="radio"/> Student Life <input type="radio"/> Athletics <input type="radio"/> Capital Planning and Construction (CPC) <input type="radio"/> Facilities <input type="radio"/> Comms & Mktg (all other items)
<p>Please select one or more audience(s): 6</p> <ul style="list-style-type: none"> <input type="checkbox"/> Faculty / Staff <input type="checkbox"/> Students 	

- 1. CATEGORY:** Choose the most appropriate category for your event/announcement. Moderators will reject posts that are improperly categorized, ex. Academic Lectures submitted as Campus Announcements.
- 2. TITLE:** Create a catchy headline for your announcement that encourages people to read more. Additional details, like the date and time of an event, can be provided in the brief description.
- 3. BRIEF DESCRIPTION:** This is the place for additional high-priority information—readers should understand the gist of your announcement without ever having to click through to the Daily Blast site. Do not repeat your title as the brief description. Always include the date and time of your event either in the title or brief description.
- 4. ADDITIONAL INFORMATION:** Do not repeat your brief description in the body of the submission—get straight to the point and tell us everything else we need to know about your event or announcement. Make sure your announcement includes all necessary details.
- 5. EVENTS:** If you are submitting an event, you should always check the “If this is an event” box to share the time, location, cost and RSVP details.
- 6. AUDIENCE:** Keep things relevant for readers by choosing the right audience for your announcement. Is your submission important for the whole campus community or should it just be included in the student version of the Daily Blast? Be intentional with which boxes you check.

TIPS AND TRICKS

Make sure your announcement gets seen

- Create a catchy headline that encourages people to read your announcement.
Ex. “Oh, is that you? I hardly recognized you!” If you’ve ever heard this from a student or colleague, it might be time for a new headshot. Free to faculty/staff—Dec. 17.

Proper grammar will get you far

- Use exclamation points and all caps sparingly. A catchy headline that encourages readers to find out more about your event is much more effective.
- Do not use “CSM” in any context. “Mines” is the preferred way to reference the university.
- Use figures with a.m. or p.m. (lowercase letters). Avoid including minutes for times on the hour (8 a.m., not 8:00 a.m.). Ex. The event is from 7 p.m. to 9:30 p.m.
- Leave out letters when presenting dates (January 1, 2020, not January 1st, 2020).
- Avoid unnecessary capitalization whenever possible. When too many words are capitalized, they lose their importance and no longer attract attention. Capitalize formal titles only when they immediately precede the individual’s name or when they are named positions or honorary titles. Names of areas of study or degrees should be lowercase.

DAILY BLAST MODERATION

What moderators do:

- Moderators are Mines staff members in the offices of Communications and Marketing, Student Life, Athletics and Capital Planning and Construction. Depending on which division your announcement falls under, someone from one of these offices will review your submission.
- Moderators review all content that is submitted for publication in the Daily Blast. They will check for relevance, accuracy and appropriateness.
- Moderators have the ability to make small changes to announcements that have not already been published in the Daily Blast. This includes minor grammatical or factual changes, link updates, etc., but they may send a submission back to the submitter to make larger changes at their discretion.

What shouldn’t be in the Daily Blast

- Submissions that are not directly related to Mines activities or events are not permitted.
- Surveys or other announcements that don’t benefit or relate to the Mines community are not permitted.

TIPS AND TRICKS FOR MODERATORS

- Read every part of a submission to check for correctness, appropriateness and that any links are correct and functional.
- To reduce the number of repeated announcements in the Daily Blast, make sure all announcements haven’t been previously submitted and approved by reviewing the windows in the upper left corner of the moderator screen.
- Make sure all event submissions have a date and time in the title or brief description.
- Do not approve announcements that were submitted after 3 p.m. if they are requested to be published in the next Daily Blast. This will help reduce the number of duplicate entries that appear in the Daily Blast.

- Do not approve posts with multiple repeats. Submissions can only be repeated once. We recommend submitting a “save the date” notice that can be published on two dates ahead of an event and then submitting a reminder on the day of the event.

FREQUENTLY ASKED QUESTIONS

1. How do I subscribe to the Daily Blast?

All members of the Mines community are automatically subscribed to the Daily Blast. If you are a faculty or staff member and want to also receive the student version of the Daily Blast, you may submit a request to receive both versions. Instructions for how to subscribe are found at the bottom of the faculty/staff Daily Blast.

2. How do I unsubscribe from the Daily Blast?

The Daily Blast is a source of critical campus information, such as deadlines, closures, event notifications, etc., so we do not offer the option to unsubscribe to faculty, students or staff.

3. How do I ensure my announcement is included in the next day’s edition of the Daily Blast?

All announcements must be submitted by 3 p.m. the day before the announcement is desired to appear in the Daily Blast to give moderators appropriate time to review the entry. Any announcements submitted after 3 p.m. will not be published in the next Daily Blast.

4. How do I make a correction to an item I submitted to the Daily Blast?

If your entry has not yet been approved by a moderator: After you submit an entry, you will receive an auto-generated response that includes a link to edit the entry. Select this link to edit your entry and resubmit it.

5. If your entry has been approved by a moderator:

Contact the moderator who approved your item and have them moderate the item again, this time ‘rejecting’ it. You will receive an email on how to edit the item, and the moderator will receive a notification when you save the edited item.

6. How many times can my announcement appear in the Daily Blast?

Submissions can only be repeated once. We recommend submitting a “save the date” notice that can be published on two dates ahead of an event and then submitting a reminder on the day of the event.

7. My announcement is urgent. How do I distribute it immediately rather than in the next Daily Blast?

Most announcements should be submitted to the Daily Blast, but if you believe your message is truly urgent, contact the vice president who oversees your division/department and has the authority to approve your item for distribution to campus.

If you have further questions or suggestions for the Daily Blast, get in touch at daily-blast-feedback@mines.edu.