

Global news and events guidelines – school websites

Use these guidelines to submit global news or event items for school websites that use the **School Website Service (SWS)**. The items will display on the schools' homepages under Latest news or Upcoming events.

News and event types

There are three types of news and events that we can roll out to schools.

Should-have

We roll out most global news and events as should-have content to:

- primary schools (K to Year 6)
- high schools (Years 7 to 12)
- central schools (K to Year 12).

Should-have content will automatically publish on the schools' websites when we roll it out. Schools can hide should-have content if it doesn't apply to them. They can also add their own content at the end of the item.

Could-have

We roll out all global news and events as could-have content to:

- Pario schools (school and educational groups not classified as either primary, central or high schools).

Could-have content will not automatically publish on the school's website when we roll it out. If schools want it to appear they will need to publish it. They can also edit the content to suit their local circumstances.

We roll out some news and events to primary, high and central schools as could-have content. This applies if the content is optional or 'nice to have', or if it only applies to certain schools.

Must-have

In some circumstances, we can roll out global news and events as must-have content. Schools cannot hide or edit this content. They can add their own content at the end of the item.

We use this feature sparingly, so you need to justify any requests for must-have news or events.

Got a topic request?

To request a news or event item, email [content\(at\)detcorpcomms.zendesk.com](mailto:content(at)detcorpcomms.zendesk.com) with your submission.

Topics for inclusion in news items require approval from the Deputy Secretary, School Operations and Performance at least a month in advance, except if the update is urgent. Plan ahead if you would like your content included in the content calendar so that we can seek approval of the topic on your behalf.

Submission guidelines

School website service (SWS)

To submit a global news or event item, email content@detcorpcomms.zendesk.com with the following:

- the school audience
- Include type/s of school: primary, central, secondary or pario schools
- heading of up to 45 characters, including spaces
- a summary of up to 150 characters, including spaces that will display on the homepage
- a 200-to-400-word article
- a 730x411 pixels photograph (or 16:9 aspect ratio)
 - remember that single-sex high schools will see the same image as co-ed high schools
 - the photograph and cannot include text
- Specify if it's could-have, should-have or must-have content.

If required, also provide the following:

- Preferred date of publication
- End date of publication, if the content is only relevant during a specific period, we can make it disappear when an event or period has ended.
- If embedding a video: transcript and Brightcove URL or iframe code. The transcript assists accessibility and should include dialogue and simple scene descriptions.

NSW Education Parent App

To submit a news item for the NSW Education Parent App, email content@detcorpcomms.zendesk.com with the following:

- The school audience/s: primary, central, secondary or pario schools.
- A headline of up to 45 characters, including spaces.
- A 50-to-150-word article.
- Specify if it's could-have, should-have or must-have content. Minimum size image 730x411 pixels. Remember:
 - Single-sex high schools will see the same image as co-ed high schools.
 - The image must not include text.

If required, also provide the following:

- Ideal date of publication
- End date of publication, if the content is only relevant during a specific period

Please note:

- Your article copy cannot be hyperlinked; however, a URL can be displayed as a full URL or as a shortened URL.

Publishing to SWS and app

Because the Parent App content delivery is plain text (plus one image) and has no hyperlinks, you might want to consider there are 3 publishing options for Parent App content, depending on the purpose.

Duplication

The standard approach. Content is the same as SWS (except for hyperlinks and headings).

Redirection

The Parent App content is shorter, and it points to the SWS web page for the full story. This is useful, if for example, you have a video, photos, or more detailed information that would not present well in a plain text environment.

App only

The story is published only to the Parent App, and not the SWS news feed. This is a good option for a local message or update. For example, an alert to a local event or information that does not require a website news feed story (such as a last minute change of details).

Last updated: 17-May-2023



This information is current as at "18/7/2023 1:20:49 pm", Australian Eastern Time. For the most up-to-date information, go to <https://education.nsw.gov.au/inside-the-department/communication-and-engagement/school-communications/school-website-service/global-news-and-events-guidelines-school-websites>

© State of New South Wales (Department of Education), 2023. For more information go to <https://education.nsw.gov.au/about-us/copyright>.
