

# RBS World Guidelines





**When you've been asked to communicate or promote something, it can be tempting to tell everyone as much as possible. But that could be a disaster.**

The reality is, what's interesting or important to you might well be quite dull to everyone else.

**Research shows that typically:**

- 100%** of people read headlines
- 70%** of people read subheadings, bullets and pull-quotes
- 5-30%** of people read body text

At best you may get as much as 30% of the audience reading what you have to say. So it's important that you choose the best way to communicate your message and do it in a way that makes it engaging and easy to read.

# RBSWORLD

Your company, your online magazine.



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# What you get with RBS World

RBS World reaches a Group audience of 148,000 in around 38 countries, which is why your message should be relevant to as many of those employees as possible.

It comes in print, by email and online. The online version has a comments board below every story, which helps you see how people are responding to your communication. RBS World is the ideal channel to generate debate and interaction, which can help you tailor future messages and identify any knowledge gaps or sensitive issues.



## Communicating using RBS World magazine

RBS World follows the RBS Communications writing guidelines, which means our style is in plain English, using everyday words that all our readers understand and are comfortable using. We don't use jargon, corporate speak or lots of words when few will do. But we do use strong pictures, a vibrant colour scheme and catchy content to make what you want to say as interesting as possible.



# Is RBS World right for You?

What are you hoping for?

Think about the reaction you want from people after reading your message. Do you want to improve the feel good factor, get people signing-up for something, or do you want employees to start believing in an initiative or strategy?

You'll need to think about whether you want to give employees all the details or just leave them with just the basics, or even a teaser.

*I want to give all the details*

If you want to give as much information as possible, then you may want to think about your divisional pages on Insite, a newsletter or something similar.

*I just want to give the basics*

You can give everyone the need-to-know, high-level information in an informal style that people can easily understand using RBS World.



What are you communicating?

Is your message about something technical or regulatory?  
Or is it about high level business goals and celebrating people?

*My message is technical/  
regulatory information*

You should think about using Insite, a newsletter or something similar. However, ask yourself if your news has a good people angle, if so it could be suitable for RBS World.

*My message is about high-level  
business goals/people*

RBS World regularly features stories based on our business goals and our people, so this could be the perfect channel if you only want to communicate the high-level information. You can then refer people to your Insite pages for those who want to know more.

# Where will it sit in RBS World?

## Got some news to share?

If there's some news you'd like to share with everyone across the Group we may include it on the RBS World news round-up page. It's not as up-to-date as Insite and it doesn't give you as much coverage, but it does offer employees a recap of what's been happening.

**We would only publish your news story after the event, not before.**

For larger issues, such as selling some of our businesses, we may decide to publish it as a news feature within this section. A news feature gives a bit more coverage without getting bogged down in the mechanics and it usually includes some quotes from at least one employee.

### Do you have a charity story?

If you or your team are involved in a voluntary project or charity event, or a colleague does something interesting in their spare time, we can publish it on our website. We get a lot of fund raising stories every month, so we'll only feature the most interesting and unfortunately we just don't have the space for them in the magazine.

### Doing something daring or unusual outside of work?

If you or a colleague has something to celebrate, or do something unusual outside of work, we'd consider publishing it as a people story. If we decided to do this, we would arrange a photoshoot to ensure we get top quality images.

### Need to tell the world about a big business story?

If you have a message about a Group strategy/initiative or business story, we would consider publishing it as a feature. However, features must be based on at least one of the following: transparency, responsibility, customer commitment, tracking the Group's recovery and celebrating our people.

### Fancy blogging?

You can always join the community of bloggers and tell your own story in your own words. When you have decided on a theme, please contact the editorial team.



**If you're a little unsure as to whether your feature covers any of those topics, please contact us, we'll be glad to help.**

As part of a feature we always interview people central to the story. And because we know that colleagues can have divided opinions on some topics, we would always address all sides of the argument and give people a chance to comment online. This prevents your story sounding hierarchical or worse, like propaganda.

## No time to wait?

If your message is suitable for RBS World but you don't want to wait until the next print edition, the good news is you don't need to. We can publish your message online and link it to your divisional pages or wherever people can find out more.

There's a comments boards below every article online so you can immediately see how your message/story is being received by employees. Publishing on the website also means we can check the popularity of your story using online statistics.

# How the process works

Just email us at [rbsworld@rbs.com](mailto:rbsworld@rbs.com) or speak to one of the contacts below about your thoughts or proposals and we'll confirm whether RBS World is the correct channel and help find the right section for you.

You can also go through one of the communication delivery managers – who will contact RBS World your behalf.

*The earlier you get in touch the better.*

For any questions or to submit a story, please email [rbsworld@rbs.com](mailto:rbsworld@rbs.com)

## Schedule

RBS World magazine publishes bi-monthly, but the website is updated with new items daily or every other day.

### **Magazine publication dates:**

**2012**

February

April

June

August

October

December

## Contacts:

### **Contacts**

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