

## Website content guidance process – Draft 21.04

### **Purpose**

To support a consistent, accessible and coordinated approach to sharing content across the DataSHIELD website.

### **Principles**

- Content should be clear, concise and accessible
- Messaging should align across the DataSHIELD community
- The Communications theme provides review and support
- The process is collaborative and enabling

### **Process**

#### **1. Identify content**

Content may include:

- News and updates
- Events and opportunities
- Blogs
- Publications and outputs
- Community activity

#### **2. Assess relevance**

- Confirm content is relevant to DataSHIELD
  - Where needed, content can be adapted to better align
- If unsure, the Communications theme can advise please email:  
datashield@liverpool.ac.uk

#### **3. Prepare content**

- Provide a short, clear write-up
- Include key details (dates, links, call to action)
- Include supporting materials where possible
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The Communications theme can support with drafting if needed please email:  
datashield@liverpool.ac.uk

#### **4. Submit content**

Send to: datashield@liverpool.ac.uk

## **5. Communications review**

- Content reviewed for clarity, consistency and alignment
- Feedback provided to support publication

## **6. Publish**

- Content uploaded to the website
- Formatting and links checked

## **7. Share and promote**

- Content shared across relevant channels (e.g. LinkedIn)

## **8. Updates**

- Updates should follow the same process
- Avoid direct edits outside this workflow

## **Support**

If you are unsure at any stage, please contact the Communications team for guidance.