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
-
  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.