

Writing Guidelines for Michigan Technology Community News

[Michigan Technology Community News](#) is sponsored by the [Office of the CIO](#), hosted by [LSA Technology Services](#), and maintained by [ITS](#) communications staff. Michigan IT News aims to provide updates, answer questions, and spark conversation about campus-wide efforts to improve IT services and invest in technologies that support U-M's current and future needs.

Tell Your Story

We welcome contributions from anyone in the Michigan Technology Community. Don't worry if you are not a professional writer. The information here will get you started, and our staff is ready to help edit and provide guidance and suggestions. Use our [submission form](#) or [Google Doc template](#) to send content and story ideas. (NOTE: You must be logged in with your UMICH password to access the form or template.) Contact umit-cio-newsletter@umich.edu with questions or comments.

General Guidelines

- Try to illustrate how your topic benefits and improves technology services for the U-M community.
- Keep it simple. Tell a story with a beginning, middle, and end. Put the most important information first. Include who, what, where, when, why, and how.
- You can find examples of articles and updates on the [Michigan Technology Community News site](#).
- Write in active voice, rather than passive voice.
 - Active (preferred): "Michigan *introduced* a new technology program."
 - Passive: "A new technology program *was introduced by* Michigan."
- Consider how you refer to your audience. The term "users" might be too generic, depending on the context. Use people-first language, and emphasize clarity.
 - General terms: Customers, clients, partners, colleagues, people, individuals
 - Specific terms: Faculty, staff, students, campus community
- Link to information published elsewhere in lieu of paraphrasing.
- Avoid acronyms. If necessary, spell it out upon first reference.
- Use lowercase for titles following a person's name—e.g., Jane Doe, director of IT services.
- **Be sure your article has gone through any required review and approval process BEFORE submitting it for publication.** If you quote someone, make sure the name and title are correct, and that the person has given you permission to use the quote in the article.
 - Members of the [Michigan IT News working group](#) have final editorial review and sole discretion to publish stories.
 - We expect content contributors to inform the appropriate units and teams about sensitive topics (e.g., security and compliance), and to exercise due diligence.

- Before publication, articles related to security or privacy will be submitted for review to Information Assurance, and articles related to Medicine Medicine will be submitted for review to the HITS Office of the CIO.

Publication Schedule

Michigan Technology Community News publishes content on a rolling basis, so your article will be posted upon final approval. The **Michigan Technology Community Newsletter**, a summary of highlights from Michigan Technology Community News, is usually published the last Wednesday of the month, except for our combined summer issue (published mid-July) and holiday issue (published mid-December). If you would like to have your article promoted in the newsletter, please have your content submitted at least one week prior to the newsletter publication date. The newsletter goes out to about 3,300 members of the Michigan Technology Community: anyone with a technology-related role at U-M and others who have [subscribed to the Michigan Technology Community Newsletter](#).

Images & Media

Supplied images should be max 600 px width/height and include captions and photo credits. (Make sure you have permission to use the image.) If you don't have an image, we can help find something. Stories should also link to appropriate external material if available (e.g., videos, websites, documentation, etc.)

Feature Articles

- 400–600 words
- Choose a topic of interest to the broader Michigan Technology Community.
- Focus on campus benefits, differentiating features, and unique perspectives.
- This category may also include a personal profile or group spotlight.
- If you can, include 2–3 quotes from subject matter experts.
- Write a descriptive headline of 6–8 words.
- Include an image or suggestion for one to accompany the article.

Projects & Services

- 200–300 words max
- Short news items and updates about interesting technology innovations, projects or services around campus.

Professional Development

- 200 words max
- Focus on training or event details: who is invited, what will occur, why it is valuable, and where and when the gathering will be held.
- Include links for more info, and cost and registration information, if appropriate.

Campus News

- 200 words max
- For kudos, focus on individual or team accomplishments.

- News items to consider: Research developments, alumni impact, town and gown stories (e.g., social engagement with an IT angle), Communities of Practice, and other technology industry stories that could influence campus or have a U-M connection.

In general, Michigan Technology Community News follows U-M Global Communications' [editorial style guide](#) and [AP Stylebook](#) for spelling, language, punctuation, usage, etc.