

Addendum (III)

Proofreading and Editing Communications Guidelines

Introduction:

Promotion of Bethlehem University (BU) announcements, news, activities and accomplishments is fundamental in building the University's reputation among the academic community, the general public, and BU's major stakeholders.

This Proofreading and Editing Communications Guidelines (PECG) offer a set of "guidelines" for creating consistent and high-quality content published by Bethlehem University—and in doing so helps the University establish and maintain credibility among its various audiences.

To make their intended impact, these guidelines should be followed all the time. However, in all matters concerning editorial style, consistency, clarity and accessibility are priority considerations.

These Proofreading and Editing Communications Guidelines are considered an integral part of the Bethlehem University Communication Policy.

Purpose of the PECG :

These Guidelines are to define how notification of Bethlehem University announcements and other institutional news are edited and proofread before sharing internally and externally. Its purpose is to simplify and expedite the writing, editing and proofreading of brochures, announcements, feast greetings, fliers, newsletters, posters, press releases, websites and other communication pieces, and resolve questions that often arise during their development.

Definitions:

Communications: are any external and/or internal officially released BU news, statement, publication, announcement or messaging for audience interested in the activities of the University.

Communications Team (Officers): BU employee(s) responsible for producing, disseminating and overseeing the University communications.

Proofreading: is defined as the identification of language errors (spelling, punctuation, grammar and syntax), as well as formatting and layout errors in a text.

Editing: is defined as any intervention that goes beyond proofreading, as defined above. This includes changes to a material/document, such as correcting incorrect uses of language and expanding or condensing the content of the work to be mainly in line with BU Communication and Branding policies.

BU Stakeholders: are individuals and/or organizations and/or agencies considered to have a genuine direct influential relationship with BU activities and progress. They may include faculty, staff, students, alumni, former staff, Members of the University Boards, current

students' parents, prospective students and parents, donors, suppliers, contractors, the community, the media, local government agencies, and others affiliated with the University.

Applicability and Scope:

These PEGC apply to all Bethlehem University communications officers.

Procedures of Proofreading/Editing and disseminating Communications:

The Communications officers will work with BU management, faculties, offices and other personnel, to prepare communications related to their activities and other general activities of the University, as per the following:

- a. Any material/document received by the communications team has to be documented and a response to be sent to the sender acknowledging receipt within 2 working days.
- b. When the communications officers receive a written material/document, the officer entitled with the language of the document must read it and check for consistency of the content, typos and grammar errors. If this officer is the initiator author/writer of the material/document, the same procedure must be implemented.
- c. A double check has to be done by a second communications officer who will be responsible for publishing or disseminating the communications to the stakeholders after obtaining the direct supervisor's approval.
- d. In case of need for the opinion of a specialist in the communications' language and /or content, the communication officers have to address this specialist whose opinion must prevail after informing their direct supervisor.
- e. The above steps also apply for material/document translation.
- f. When an external partner, funding body or other institution wishes to prepare information for release to the media related to a BU activity, permission must be pre-authorized by the BU Marketing and Communications Director. The Marketing and Communications Director must approve the final communications prior to release, and these communications must follow the University's Branding Policy.
- g. For public service announcements and other notices, BU may host academic or cultural events that are open to the public. The communications team will generate posters and/or public service announcements and/or articles and share them through BU's many communication channels - from its website, its twitter account, Facebook page, direct email, poster distribution, etc...
- h. For documentation purposes, all correspondence, editing, proofreading, and approvals must be communicated through BU official email system.

In all instances, careful consideration will be given to audiences' perception and timing, ensuring that stakeholders are informed in a timely fashion. In addition, the Direct Supervisor of the Communications Team must give the final approval on all formal BU announcement documents such as media release, notices, announcements, publications...etc by endorsing his/her signature on a final hard copy of the document prior to dissemination/publishment, which has to be archived by the Marketing and Communications Office.