**Framework for digital communications to students**

* All communications will be vetted by the relevant communication channel holder before being sent, and they may refuse to send message if it’s felt it is inappropriate
* Communication channel holders are not editors, and will not edit your message for you
* Please add a title and clearly note who the communication is from
* Please stipulate if the communication is only relevant to particular groups of students e.g. Wrexham campus
* Images/attachments are difficult to circulate via moodle or email, when requesting a message to be sent via one of these channels, please ensure it is text only
* Wherever possible please allow 24 hours for a communication to be issued as the channel holder may have other work commitments
* All communications must be in line with the Universities PREVENT policies

**Existing channels of communication are:**

Student and Programmes Centre [spc@glyndwr.ac.uk](mailto:spc@glyndwr.ac.uk)

Glyndwr Website [webeditor@glyndwr.ac.uk](mailto:webeditor@glyndwr.ac.uk)

Glyndwr Social Media [martin.williams@glyndwr.ac.uk](mailto:martin.williams@glyndwr.ac.uk)

[antonia.jones@glyndwr.ac.uk](mailto:antonia.jones@glyndwr.ac.uk)

Students’ Union [c.austin@glyndwr.ac.uk](mailto:c.austin@glyndwr.ac.uk)

Egwyl (online student magazine) [egwyl@glyndwr.ac.uk](mailto:egwyl@glyndwr.ac.uk)

**When message is to be circulated to all students:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **SPC** | **SU** | **Egwyl** | **Glyndwr Website** | **Glyndwr Social Media** |
|  | Message posted on moodle forum (copy of post automatically emailed to students) | SU Social Media | Posted on https://egwyl.com/ | Posted on  https://www.glyndwr.ac.uk/ | Posted on Glyndwr Twitter, Facebook, Instagram, YouTube as appropriate |
| Message is urgent | y | y |  |  | y |
| Message is regarding Glyndwr estate/campus | y | y |  |  | y |
| Message is a news story |  |  | y | y |  |
| Message is promoting student recruitment |  |  |  | y | y |
| Message is related to academic progress, regulations, assessment. | y |  |  |  |  |
| Message is offering Glyndwr services to students (e.g. careers, support services) |  | y | y |  | y |
| Message is offering external services to students |  | y | y |  |  |
| Message is requesting student involvement for internal function |  |  | y |  | y |
| Message is requesting involvement for external function |  | y | y |  | y |
| Message is social/informal |  | y | y |  | y |
| Message is targeted to a specific sub-set of students | y\* (please see next table for more detail) |  |  |  |  |

**\* When message is to be circulated to specific students:**

|  |  |
| --- | --- |
| **Level of communication** | **Communication channel available** |
| Module level | Moodle news forum (if non time critical)  SPC text message (if time critical) |
| Programme level | Moodle news forum (if non time critical)  SPC text message (if time critical) |
| School level | * SPC – message will be emailed to list obtained from SDS * School managers - message will be emailed to list obtained from SDS * Moodle news forum |
| Campus level | SPC – message will be emailed to list obtained from SDS |
| Year of study level (e.g. all level final year students) | SPC – message will be emailed to list obtained from SDS |