

## **Desktop staff image**

Information Services position statement on the use of the desktop staff image for publicity / promotional material.

### **Why should we use this form of Communication?**

University marketing and Information services recognises that this is an effective tool to promote important information and key campaigns to all University staff.

### **Content**

The staff desktop image should be used to promote campaigns, services or events that have been organised with, or are supported formally by the University.

Information services will only use a message or graphic once formal approval has been given by University marketing.

### **How long will an image be displayed ?**

As only one campaign can be promoted at a time, the schedule will be controlled by Information Services.

If there is a request for multiple campaigns to run at the same time then University marketing in consultation with Information Services and the requesters will decide which image has the priority message and come to an agreement about the schedule.

One month will be considered the longest time allocation for each campaign in order to keep campaigns fresh and interesting.

Shorter time slots can be expected when there are multiple campaigns requested for the same time period.

### **What is the process for an image to be displayed?**

#### **For Information Services staff**

SMT are to be consulted on the suitability and timing of the message for any Information Services initiative or event.

IS admin will advise on content and format if required. Once approved by University marketing the image/message will be forwarded to the

3800 service desk. The image will then be uploaded as per the agreed schedule.

### **For Staff in University Faculties and Services**

The Business Manager or nominated person should contact University marketing at least 2 weeks before the image is to appear.

They will need to submit a summary of the content required, from this an image and appropriate wording will be designed to ensure it follows the University marketing branding guidelines and Information Services artwork specification.

The finished content will be sent to you by University marketing. If you approve the image University marketing will then forward this to the 3800 service desk for Information Services to upload for you.

University marketing will have overall control of the content and images to be used on the desktop staff image.

Information Services will maintain the schedule of events promoted on the desk top and provide any technical support required.

### **Artwork specifications**

Images are normally anything from 300x300 pixels to 500x500 pixels. 72dpi is the standard. These are .bmp files on the staff image and win xp on the student image