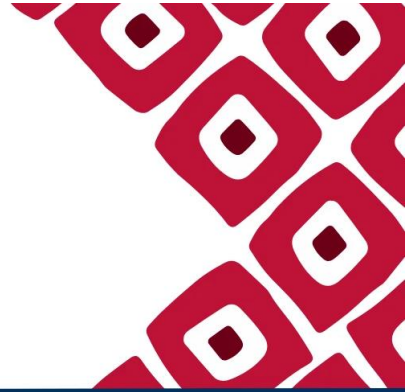


Faculty of Health Sciences

Monthly Infomailer



Editorial Guidelines

Communications and Marketing Department, updated August 2025

About the Infomailer

The Faculty Infomailer is a monthly email publication that provides a platform for the faculty community to advertise activities they believe to be of interest to members.

These are mostly departmental-initiated activities but, from time to time, may include those of an external party whose work relates to that of the Faculty. The Deanery may also use this platform to complement marketing of its activities.

Core values

Core values in our communications align with UCT's institutional values, which are in accordance with the Constitution of Republic of South Africa and the principles of academic freedom. Academic freedom is a foundational principle of higher education. It protects the rights of scholars to explore, teach, publish, and debate ideas — even those that are controversial or unpopular — without undue interference. This includes the right to express viewpoints that may challenge prevailing norms or provoke discomfort. Our communication also considers local and international editorial conventions (including media and copyright laws) and all other laws governing institutions of Higher Education in South Africa.

The core values of the Faculty are:

- Respect for human rights and human dignity
- Solidarity and compassion
- Relevance
- Intellectual rigour
- Excellence and innovation
- Commitment to high standards
- Accountability.

Principles guiding publications are as follows:

1. Content is appropriate to and enhances the work of the faculty and university.
2. Academic freedom comes with responsibilities to uphold scholarly rigour and maintain professionalism.

3. We encourage respectful, open dialogue and critical engagement with diverse ideas, recognising disagreement as a productive element of academic discourse.
4. Content upholds academic freedom. Should the need arise for clarification regarding any content submitted for publication, the UCT Academic Freedom Committee will be consulted.
5. Faculty may not publish content that is unfairly discriminatory, and we are guided by journalism ethics in our publication practices, including complying with ethical protections of vulnerable persons and groups in advertising.

Governance

The dean takes ultimate responsibility for communication and marketing material published by faculty on our official platforms. The manager of the faculty's Communications and Marketing Department is responsible for ensuring compliance with the principles and guidelines in the production of this material, including the Faculty Infomailer.

The Dean will take advice on any insertion which may be judged to fall outside of the stated principles.

Editorial guidelines

The following editorial guideline applies with respect to structure, flow of information, timing, submissions, content and risk escalation.

1. Structure of the Infomailer

- a. The content is structured into sections, namely:
 - i. Events
 - ii. Opportunities
 - iii. Workshops and Courses.
- b. Each section will be demarcated with a clearly visible standard font, in alignment with the [UCT branding guidelines](#) and faculty branding.
- c. Each section will include standard information which has been uploaded onto a template onto the faculty website, as well as any accompanying attachments and image files.

2. Flow of information

- a. Header
- b. Quick links to sections and submission link
- c. Introductory notes and editorial comments on submissions
- d. Events (in order of nearest upcoming date)
- e. Opportunities (in order of nearest upcoming date)
- f. Courses and Workshops (in order of nearest upcoming date)
- g. Issuing Department (Communications and Marketing Department, Faculty of Health Sciences, University of Cape Town)
- h. Standard UCT Footer.

3. Timing

The Infomailer is distributed on the last Monday of the month, with the deadline for submissions being the previous Monday. Should the second-last Monday of the month fall on a public holiday, the deadline for submissions is the last working day before that (i.e., the preceding week).

4. Submissions

Submissions may be made [online](#) on the faculty website using the supplied template, by the second-last Monday of the month:

- a. No email requests will be accepted, and colleagues will be directed to the online link. This is to facilitate the efficient packaging of the publication.
- b. Submissions whose deadline or activity dates fall prior to the publication date of the next Infomailer, will not be considered.
- c. Late submissions will not be accepted:
 - i. They will be directed to post on their entity's accounts and tag the faculty for reposting.
 - ii. Where colleagues do not have social media accounts, the FHSCMD may accommodate them and post on faculty social media accounts, as published on the Faculty website.
- d. Where considered of necessary importance or impact for a larger audience, advertisements will, at the discretion of the manager, be posted on appropriate social media channels, or the website, or repeated during a month.
- e. There will be a standard commitment statement to be signed by each member submitting the content confirming that they have understood the guidelines and principles for publication in the Infomailer.

Additionally, colleagues may also [submit event details online](#) for publication on the [UCT Events Calender](#) on the UCT website.

5. Content

Content will be accepted on the following basis:

- a. It is submitted online.
- b. It conforms to the fields in the template.
- c. It meets the submission deadline.
- d. It aligns with faculty guidelines.
- e. It is related to and contributes to the work and values of the faculty.
- f. The above applies if the activity is in partnership with an external party.
- g. The Infomailer will publicise FHS events: either hosted by the FHS deanery; in partnership with the FHS; featuring FHS speakers; organised and administered by a nominated FHS colleague; or held at FHS or an FHS-nominated venue. In the instance where you would like to promote a conference or event that doesn't meet these criteria but that you feel would be of interest to UCT staff and/or students, or the broader UCT community, please contact fhscomms-group@uct.ac.za. This may include commercial product activations, services, meetings, courses, seminars or presentations, which would be subject to faculty verification processes.
- h. In addition, the Infomailer will comply with **UCT rules on advertising on campus television**. We do not publish:
 - i. Any advertising that may infringe on the Advertising Standards Authority (ASA) standards.
 - ii. Any alcohol advertising.
 - iii. Any gambling or any gaming-related organisations.
 - iv. Any advertising that could be deemed to be too sexual or provocative in nature.
 - v. Any advertising that may be perceived to be defamatory.
 - vi. Any personal advertising — for example, birthday messages, engagement messages, sale of goods, etc.
 - vii. Any direct competitors to UCT as an entity, and within UCT.
 - viii. Any advertising that contains images of direct competitors of UCT.
 - ix. Any unpatriotic/anti-South African content: UCT is an asset to South Africa and needs to be respectful of its role.

- x. Any advertising that employs shock tactics (unnecessarily violent or harsh imagery).
- xi. Any work that may be seen to be undermining of any tenants or the UCT brand.
- xii. Any academic or research-related advertising that may be seen as competitive to UCT.
- i. Advertising (communications) should:
 - i. Be of a professional nature and a high quality and standard.
 - ii. Not be unsightly, or of an objectionable nature as reasonably determined by UCT.
 - iii. Not be, in the sole discretion of UC, obscene, offensive, *contra bonos mores* or of a contentious nature.
 - iv. Comply with the guidelines set by the ASA.
 - v. Not violate the rights of staff, students or any third party.
 - vi. Comply with all requirements and regulations in regard to copyright, artists' music and performing rights.
 - vii. Not be in competition with the business of UCT.
 - viii. Not display any advertising material which is not permitted by law.
- j. The Faculty reserves the right not to publish content that it considers unsuitable in terms of the above statements.

Where appropriate, the relevant contact (submitting colleague) may:

- i. be requested to edit their submission and/or
- ii. be informed of the decision of the dean of the refusal to publish. Those affected will be engaged in this regard.

6. Risk escalation process

a. Pre-publication

Where a potential reputational risk is identified in any of the content submitted, the manager will, prior to the publication, consult with the dean for further decision.

b. Post-publication

Where a risk is identified post-publication, the manager will refer this to the dean; the Executive Director: Communication and Marketing; and the Senior Media Manager for further management.

7. Distribution and frequency

- a. Infomailers are distributed via bulk email to the faculty community on a monthly basis. Events are added to our web-calendar, accessible from our home page.
- b. Where considered of necessary importance or impact for a larger audience, advertisements will, at the discretion of the FHS Communications and Marketing manager, be posted on appropriate social media platforms, or the website with repeat posts over days leading to the event.
- c. For events running for more than one month, the advert will be repeated monthly prior to the advertised date.

8. Monitoring and Evaluation

- a. All staff members within the FHSCMD team must familiarise themselves with this editorial policy.
- b. The web editor will be required to monitor content submitted, and flag for the attention of the line manager should a potential risk be identified.
- c. Engagement on social media and any other feedback will be monitored and responded to or referred where appropriate.
- d. Negative or reputational responses should be tracked, collated and assessed for referral to faculty management and CMD.
- e. Distribution reports will be collated monthly.
- f. The Infomailer will be reviewed annually, unless earlier attention is required.
- g. The Faculty community may email suggestions, feedback and comments to fhscomms-group@uct.ac.za.

Attachments/Links

- Sample of the Infomailer
- [UCT Statement of Values, 2016](#)
- [Academic Freedom, Autonomy and Accountability Guiding Principles, Working document, UCT Academic Freedom Committee.](#)