

All communication requests will be reviewed for appropriate language and tone, in accordance with the Federation University Writing Style Guide for Communicating with Students. Recommended changes will be returned for approval prior to distribution.

**Lodge your request** via email to [studentcomms.hq@federation.edu.au](mailto:studentcomms.hq@federation.edu.au).

*NB: Survey distribution is via <http://federation.edu.au/surveys>*

Your details	Name	School/Portfolio	Distribution Date																																																							
<b>'From' email address:</b> A generic email from your area, eg senate@fed, equity@fed etc, or your personal email if appropriate; check with us if you are unsure.																																																										
<b>Audience</b>  Tick <u>all</u> boxes to be included.	<table border="0"> <tr> <td><input type="checkbox"/> Mt Helen</td> <td><input type="checkbox"/> Undergraduate</td> <td><input type="checkbox"/> Domestic</td> <td><input type="checkbox"/> Commencing</td> </tr> <tr> <td><input type="checkbox"/> SMB</td> <td><input type="checkbox"/> Postgrad Coursework</td> <td><input type="checkbox"/> International</td> <td><input type="checkbox"/> Continuing</td> </tr> <tr> <td><input type="checkbox"/> Camp St</td> <td><input type="checkbox"/> Postgrad Research</td> <td></td> <td></td> </tr> <tr> <td><input type="checkbox"/> FlxB (Ballarat)</td> <td><input type="checkbox"/> Non Award Enrolment</td> <td></td> <td></td> </tr> <tr> <td><input type="checkbox"/> Horsham</td> <td><input type="checkbox"/> TAFE Diploma</td> <td></td> <td></td> </tr> <tr> <td></td> <td><input type="checkbox"/> TAFE Cert IV</td> <td></td> <td></td> </tr> <tr> <td><input type="checkbox"/> Berwick</td> <td><input type="checkbox"/> TAFE Cert III</td> <td></td> <td></td> </tr> <tr> <td><input type="checkbox"/> FlxK (Berwick)</td> <td></td> <td><input type="checkbox"/> Other: please specify (eg specific program, School etc)</td> <td></td> </tr> <tr> <td><input type="checkbox"/> Gippsland</td> <td></td> <td rowspan="2" style="border: 1px solid black; height: 100px;"></td> <td></td> </tr> <tr> <td><input type="checkbox"/> FlxG (Gippsland)</td> <td></td> <td></td> </tr> <tr> <td><input type="checkbox"/> FlxE (Bairnsdale)</td> <td></td> <td></td> <td></td> </tr> <tr> <td><input type="checkbox"/> Online Delivery</td> <td></td> <td></td> <td></td> </tr> <tr> <td><input type="checkbox"/> Brisbane</td> <td></td> <td></td> <td></td> </tr> <tr> <td><input type="checkbox"/> Partner students (please specify locations):</td> <td colspan="3" style="border: 1px solid black; height: 20px;"></td> </tr> </table>			<input type="checkbox"/> Mt Helen	<input type="checkbox"/> Undergraduate	<input type="checkbox"/> Domestic	<input type="checkbox"/> Commencing	<input type="checkbox"/> SMB	<input type="checkbox"/> Postgrad Coursework	<input type="checkbox"/> International	<input type="checkbox"/> Continuing	<input type="checkbox"/> Camp St	<input type="checkbox"/> Postgrad Research			<input type="checkbox"/> FlxB (Ballarat)	<input type="checkbox"/> Non Award Enrolment			<input type="checkbox"/> Horsham	<input type="checkbox"/> TAFE Diploma				<input type="checkbox"/> TAFE Cert IV			<input type="checkbox"/> Berwick	<input type="checkbox"/> TAFE Cert III			<input type="checkbox"/> FlxK (Berwick)		<input type="checkbox"/> Other: please specify (eg specific program, School etc)		<input type="checkbox"/> Gippsland				<input type="checkbox"/> FlxG (Gippsland)			<input type="checkbox"/> FlxE (Bairnsdale)				<input type="checkbox"/> Online Delivery				<input type="checkbox"/> Brisbane				<input type="checkbox"/> Partner students (please specify locations):			
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<b>Body of email</b>  Include and attach any relevant images you would like included when emailing this form to Student Comms.																																																										

Email is ideal for communicating with specific groups, when no urgent answer or action is required.

Make sure you are only emailing the people who need this particular information. If people get too many irrelevant emails they switch off and pay less attention. If they usually receive focused and specific messages that are directed to them, they will be more likely to open and read the emails they receive from Federation University.

You should also ensure that you are authorised to communicate this information, particularly if it relates to academic progress or expresses an opinion on behalf of Federation.

## Subject line

- Short and direct (aim for 50 characters or fewer). ✓ *Surprised by your ATAR? Come to the Federation Info Day.*
- Clearly introduce the topic of the email. ✗ *Federation Info Day Wed 14 Dec*
- Be engaging and interesting, without being obscure.
- Give the reader a reason to open the email and read more.

## Content

- Discuss one idea or event. ✓ *Email Diploma of Nursing students about placement.*
- Target a specific group. ✗ *Email all students at all locations about changes to the Wimmera campus library opening hours.*
- Put the call to action at the top.

## Tone

- Professional, while still being relaxed and friendly. ✓ *Thanks for getting in touch about our Bachelor of Arts. You'll receive our information package in the mail soon.*
- Not overly casual or grammatically incorrect. ✗ *It is with much appreciation that we received your application for the Bachelor of Arts.*
- No nicknames, slang or emoticons. ✗ *Awesome! You're going to love the BA. Info in the mail.*

## Attachments

- Attachments should be as small as possible, and included only if they are directly relevant

## Links

- Include hyperlinks for additional or background information. ✓ *Find out more about our counselling service.*
- Hyperlink words or phrases that explain what the reader will find when they click the link. ✓ *Read our latest newsletter.*
- If a link will automatically download a file, be clear and state the size. ✗ *Click here.*
- If a link will automatically download a file, be clear and state the size. ✓ *Download a Cover Sheet (pdf, 23kb)*

The complete 'Writing Style Guide for Communicating with Students' is available online:  
<https://federation.edu.au/staff/business-and-communication/communication-guidelines>