

Announcement Protocol

One of the pleasures of being a communications professional is announcing good news, which in the Faculty of Education often pertains to awards, rankings, honorifics, and grant funding, among other categories. Sharing good news helps elevate the Faculty's reputation and builds confidence in the scholarly and outreach work that we do.

Our goal in creating this protocol document is to ensure that the Faculty presents professional, unified, and coordinated messaging about major announcements. Best practices in communications indicate that we can achieve maximum impact by creating one post, and sharing it broadly across all of our networks. This protocol document will help all of us track who should be posting, when, and how.

Understanding Communication Embargoes

Several awarding bodies, such as SSHRC, impose communication embargoes on funding announcements. We must wait for communications embargoes to be lifted by the awarding body before sharing announcements publicly. Occasionally, awarding bodies allow us to share news internally only (e.g., through listservs) before they lift embargoes on public release of information (e.g., through websites or Twitter).

Announcements Websites and Social Media

The Faculty should create and post only one post for each announcement, and that post should be created by the primary announcer (please refer to the tables, below). Multiple posts coming from different units make us appear disorganized to the public who are viewing our channels. Rather than creating additional posts that duplicate information, Faculty communicators should share the primary announcer's web and social media posts.

Privacy Information

As communicators, we need to remain aware of the limitations of what we can post on public platforms. The Office of the University Counsel has posted extensive information about the [Freedom of Information and Protection of Privacy Act](#) (FIPPA), which we suggest you review regularly.

Announcing Sensitive Information

Memorial notices fall into this category. Some families and cultures may have sensitivities about announcing the passing of loved ones on a public platform. Be sure to double-check with family members before publishing any information on deceased members of our community.

Donations also fall into this category. Some donors prefer to remain anonymous; others are happy to have an announcement made. Be sure to double-check with the Development and Alumni Engagement Office before publishing any information.

Announcement Categories and Order of Announcements

Announcement	Order of Announcements and Platform
<p>External (to UBC) Research Honorifics, Chairs, Fellowships, Professorships, and Awards</p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> • Canada Research Chairs • Professorships • Fellowships • Royal Society of Canada • Order of Canada 	<p>Associate Dean, Research</p> <ul style="list-style-type: none"> • Listservs <p>DNSO (on behalf of ORE)</p> <ul style="list-style-type: none"> • Website: educ.ubc.ca homepage and post • Social media • <i>Education Update</i> newsletter • <i>Research Funding Bulletin</i> <p>All Faculty communicators asked to repost</p>
<p>Internal (to UBC) Research Honorifics, Chairs, Fellowships, Professorships, and Awards</p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> • Chris Spencer Chair • UBC Killam Professor • UBC Distinguished University Scholar 	<p>Associate Dean, Research</p> <ul style="list-style-type: none"> • Listservs <p>DNSO (on behalf of ORE)</p> <ul style="list-style-type: none"> • Website: educ.ubc.ca homepage and post • Social media • <i>Education Update</i> newsletter • <i>Research Funding Bulletin</i> <p>All Faculty communicators are asked to repost</p>
<p>External (to UBC) Research Grants</p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> • Social Sciences and Humanities Research Council (SSHRC) • Natural Sciences and Engineering Research Council (NSERC) • Canadian Institutes of Health Research (CIHR) • Canadian Foundation for Innovation (CFI) 	<p>Associate Dean, Research</p> <ul style="list-style-type: none"> • Listservs <p>DNSO (on behalf of ORE)</p> <ul style="list-style-type: none"> • Social media • <i>Education Update</i> newsletter • <i>Research Funding Bulletin</i> <p>All Faculty communicators are asked to repost</p> <p><i>Note:</i> Every three months, ORE will announce all SSHRC, NSERC and CIHR awards. Unless the award is of exceptionally high value, award amounts will not be listed on social media.</p>

Announcement	Order of Announcements and Platform
<p>Internal (to UBC) Research Grants</p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> • UBC Hampton Fund • UBC Grants for Catalyzing Research Clusters • UBC Campus as a Living Lab 	<p>Associate Dean, Research</p> <ul style="list-style-type: none"> • Listservs <p>The awarding body (e.g., UBC VP Research & Innovation, UBC Community Engagement)</p> <ul style="list-style-type: none"> • Website <p>DNSO</p> <ul style="list-style-type: none"> • Social media • <i>Education Update</i> newsletter • <i>Research Funding Bulletin</i> <p>All Faculty communicators are asked to repost</p>
<p>External Service Awards</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • CAUT equity award 	<p>The awarding body</p> <ul style="list-style-type: none"> • Website and social media <p>Dean</p> <ul style="list-style-type: none"> • Listservs <p>DNSO</p> <ul style="list-style-type: none"> • Social media • <i>Education Update</i> newsletter <p>All Faculty communicators are asked to repost</p>
<p>Internal Service Awards</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Murray Elliot Service Award 	<p>Associate Dean responsible for the award</p> <ul style="list-style-type: none"> • Listservs <p>DNSO</p> <ul style="list-style-type: none"> • <i>Education Update</i> newsletter • Social media <p>All Faculty communicators are asked to repost</p>

Announcement	Order of Announcements and Platform
<p>External Teaching Awards</p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> from CSSE, CSSHE or similar 	<p>The awarding body</p> <ul style="list-style-type: none"> Website and social media <p>Dean</p> <ul style="list-style-type: none"> Listservs <p>DNSO</p> <ul style="list-style-type: none"> Social media <i>Education Update</i> newsletter <p>All Faculty communicators are asked to repost</p>
<p>Internal Teaching Awards</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> Killam Teaching Prize 	<p>Associate Dean, Teacher Education</p> <ul style="list-style-type: none"> Listservs <p>DNSO</p> <ul style="list-style-type: none"> <i>Education Update</i> newsletter Social media <p>All Faculty communicators are asked to repost</p>
<p>Internal Teaching Grants</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> OLAF, TLEF 	<p>Associate Dean, Teacher Education</p> <ul style="list-style-type: none"> Listservs <p>DNSO</p> <ul style="list-style-type: none"> <i>Education Update</i> newsletter Social media <p>All Faculty communicators are asked to repost</p>
<p>Rankings</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> QS World University Rankings 	<p>Ranking organization</p> <p>DNSO</p> <ul style="list-style-type: none"> Website - educ.ubc.ca homepage and post Social media <i>Education Update</i> newsletter <p>All Faculty communicators are asked to repost</p>

Announcement	Order of Announcements and Platform
New Dean	Office of the Provost and Vice-President Academic <ul style="list-style-type: none"> • Listservs DNSO <ul style="list-style-type: none"> • Website - educ.ubc.ca homepage and post • Social media • <i>Education Update</i> newsletter All Faculty communicators are asked to repost
New faculty appointments and promotions, all ranks	Department or school <ul style="list-style-type: none"> • Department or school website • Social media • <i>Education Update</i> newsletter All Faculty communicators are asked to repost
New members of the Senior Leadership Team	Dean <ul style="list-style-type: none"> • Listservs DNSO <ul style="list-style-type: none"> • <i>Education Update</i> newsletter • Website updates
Other Faculty-level Awards	Dean <ul style="list-style-type: none"> • Listservs DNSO <ul style="list-style-type: none"> • Website - educ.ubc.ca homepage and post • Social media • <i>Education Update</i> newsletter All Faculty communicators are asked to repost
School- or Department-level Awards	Home department or school <ul style="list-style-type: none"> • Listservs • Website of home department or school • Social media • <i>Education Update</i> newsletter All Faculty communicators are asked to repost

Announcement	Order of Announcements and Platform
Significant donations	Dean <ul style="list-style-type: none"> • Listservs DNSO, on behalf of DAE <ul style="list-style-type: none"> • Decisions about posting platforms to be decided on a case-by-case basis, respecting wishes of the donor • In some cases, no announcement will be made • Platforms may include <i>Education Update</i>, social media, and the website