

GUIDELINES FOR THE WEEKLY UPDATE

REACH HEADS THROUGH OUR WEEKLY UPDATE

Over 2,000 Head Teachers, senior managers, School Business Managers, and educationalists receive the SCHOOLS NorthEast Weekly Update every Tuesday. As a Commercial Supporter you have the opportunity to submit events, resources and offers for inclusion by emailing editor@schoolsnortheast.com

QUALITY CONTROL

Over the years our Weekly Update has become trusted and well respected by our readers. Many view it as an invaluable resource they eagerly anticipate every Tuesday.

To maintain the quality of our Weekly Update, all submitted articles will be proofed by our editorial team and the most relevant will be featured in the next available edition. To make sure your article has the best possible chance of appearing, please follow the guidelines below.

“The SCHOOLS NorthEast Weekly Update is one of the few really useful newsletters. I regularly forward it to colleagues.”

**Margaret Chaytor,
Monkseaton High School**

ADDING AN EVENT

Events for the Weekly Update should be submitted in the following format:

Title of event – date

First short paragraph: Introduction and purpose of event

Second short paragraph: Venue, cost and contact details/how to book

Example: **School improvement seminar – 1 February 2012**

SCHOOLS NorthEast Commercial Supporter, School Scope, is hosting a free seminar on school improvement to best prepare schools for a no-notice inspection.

The event will take place on Wednesday 1 February at 4.30pm at The Education Centre in Stockton. For more information [click here](#) or contact Jackie Smith on 0191 786543 to book a place.

ADDING A RESOURCE OR OFFER

Resources and Offers for the Weekly Update should be submitted in the following format:

Title of resource/target audience

First short paragraph: Introduction and purpose of resource

Second short paragraph: cost (if any) and how to access/download

Example: **Free fairy-tales for primary schools**

Would you like interactive story books to enhance your lessons? SCHOOLS NorthEast Commercial Supporter, School Scope, is offering primary schools the opportunity to download free fairy-tales from their website.

To download today simply [click here](#).

TIPS

- Keep the information as short and to the point as possible
- Events and resources which are free or which have with significant discounts for SCHOOLS NorthEast members, will be given priority
- Write in the third person. Rather than 'we are hosting...' – the entry should sound as though it's been written by SCHOOLS NorthEast
- Include hyperlinks to either your own website or your event as listed on the SCHOOLS NorthEast Website
- **Do not send attachments, logos or images as they cannot be included in the newsletter**

FAQ's

How often can I submit content for the newsletter?

There are no strict limits on the number of times your submissions will appear in the newsletter but there is a limit as to how much we can include in each Weekly Update. To keep the content fresh and to remain fair to all of our Commercial Supporters, we aim to include a variety of events, resources and offers from different Commercial Supporters each week.

Is there a deadline for submitting content?

Yes – content should be submitted no later than Monday at 1.00pm to allow for editing before the Weekly Update gets published on Tuesday at lunchtime.

Does being a Commercial Supported guarantee inclusion in the newsletter?

Whilst we always strive to include submitted content each week we cannot guarantee your article will be featured. However, we do not feature any paid for events or resources from Non-commercial Supporters. If you follow these guidelines your entry will have the best possible chance of being included.

Remember....

Make sure that you and your colleagues receive the Weekly Update. To add an email address to the mailing list visit the SCHOOLS NorthEast homepage and fill in your details.

Keep your section of the website full of current case studies, offers and testimonials. You can upload all your events to appear on both our events page and online 'clash diary.'