

## ***MavWire and TrailBlazer*** **Guidelines and Best Practices**

*MavWire* and *TrailBlazer* are UTA's official employee and student newsletters, produced by the Office of Marketing, Messaging, and Engagement (MME) to keep the UTA community connected with the news, resources, and updates they need to succeed, as well as events and initiatives to immerse them in campus life and culture.

Follow these guidelines and best practices to optimize your *MavWire* and *TrailBlazer* submissions for more effective promotion.

### **Frequency and distribution**

*MavWire* is distributed to all current UTA employees every Monday and Thursday during the fall and spring semesters and Monday only during the summer terms. It is an official University newsletter, so employees cannot opt out of receiving this communication.

*TrailBlazer* is distributed to all current UTA students every Tuesday during the fall, spring, and summer terms. It is an official University communication, so students cannot opt out of receiving this communication.

The schedule for both publications may be modified at the discretion of MME based on University events and holidays.

### **Submitting newsletter items**

Members of the UTA community may submit items to *MavWire* and *TrailBlazer*.

The Office of Marketing, Messaging, and Engagement controls all editorial content for *MavWire* and *Trailblazer* and all submissions are published at MME's discretion.

Items included in *MavWire* and *TrailBlazer* should be of interest to the UTA community at large. These items may include, but are not limited to, University news and events, major state or national awards won by members of the campus community, new or updated policies, important dates and deadlines, helpful resources, and campus and/or community engagement opportunities.

Tip: When submitting an item to *MavWire* or *TrailBlazer*, consider first whether it has relevance for individuals outside of your department, office, or organization. Events or resources available only to a specific or limited group of people likely aren't appropriate for *MavWire* or *TrailBlazer*. Instead, submit those to marketing/communication personnel for your school or college for their internal publications.

### **How and when to submit**

Please submit requests using the [MME Newsletter Request Form](#). You may select *MavWire*, *Trailblazer*, or both on the form.

Please submit requests no later than 3 p.m. on Wednesday before the week you would like your content to appear in the publications.

### **What to submit**

When submitting an item to a campus newsletter, include:

- The essential information about your event, news, or resource—e.g., who, what, when, where, cost, registration, deadlines, and contact information.
- Relevant links (calendar listing, website, forms, etc.).
- Relevant and electronically accessible graphics to accompany your item (ensure the size is **1240(w) x 720(h) pixels** and primarily **horizontal** in orientation). Please ensure your graphics follow [branding](#) and [color contrast practices](#).
- Suggestions for start and end dates for the item to be included in the newsletter(s), as well as frequency of appearance (e.g., only once, once a week/month, etc.).

Please note that all *MavWire* and *Trailblazer* items will be edited in [Smart Brevity](#) writing style. Start/end dates and frequency are suggestions only; the items may not appear on all requested dates. Internal communications team members will request updated information and graphics if needed.

Events may be included in *MavWire* and *Trailblazer*. To bring additional visibility, we also recommend submitting events to the [UTA Events Calendar](#).

### **Best practices for links**

- **Non uta.edu links:** If possible, use a GoCode, which gives a shortened link that's compliant with UTA policies and procedures. The link will still point to the same place, but it will appear as an easily identified, descriptive uta.edu address and help prevent broken links due to changes in vendor or content owner. GoCodes can be requested at <https://go.uta.edu/goreq>.
- **UTA policy links:** If submitting a link to a UTA policy or procedure, use the policy GoCode—derived from the policy number—instead of the lengthy URL from a browser's address bar. For example:
  - This long, not easily identified link points to policy HR-LA-PR-06:  
<https://policy.uta.edu/doctract/documentportal/08D896FADE7681F422B1569AB7CB39F5>.
  - This is the much simpler policy GoCode: <https://go.uta.edu/hrlapr06>.
- **Virtual events:** Include the Teams or Zoom link. If the link will be sent after an individual registers, please state so in the description of the event.