



Guidelines for SharkBytes' Submissions

Adhering to the guidelines below will help to minimize the number of formatting changes and edits that Internal Communications must make before publication. Thank you for your cooperation.

Please keep these guidelines in mind when submitting your information:

- All submissions should be emailed to Sharkbytes@nova.edu
- Not all submissions will make to bimonthly mass mail, which contains a cross-sampling of items from different NSU units.
- Deadline for submissions is noon Friday the week before submissions go live (Contact Irv Harrell if you have additional questions). If you know you will have an item that won't make deadline, please notify Irvin Harrell and he will try to accommodate. Also, some items will be posted earlier, especially if they are tied to a timely event.
- Submissions should be written in paragraph form; 2-3 paragraphs are recommended. Remember, SharkBytes are supposed to be a quick read, therefore brevity is important. We can always refer readers to a URL for more information. Paragraphs should include the basic information: Who, What, When, Why and Where, and How when appropriate. Also include a contact name, email and/or phone number.
- If you have additional tags you would like added to your SharkByte, please note with your submission.
- Items should have a suggested headline or title. Try to keep the headline to 4 to 6 words. The submission will be subject to editing. Headline should be bold in upper and lower case and exclude excess punctuation such as exclamation points. For example:

“NSU Hosts 7th Annual Shark Shuffle Sunday”

- Include credentials behind person's name. NSU style is never to say “Dr. Richard Smith,” rather: Richard Smith, M.D.
- If your submission is an upcoming event, please be sure to include whether the event is free or the cost, and all the details that you have on the event.
- Please include a high resolution photo(s) and caption(s) with your submissions. Postable photo size guidelines are at least 600 pixels wide for horizontals and at least 250 pixels wide for vertical images. Avoid pixelated and distorted photos, or photos where the signage or subject isn't clear. All SharkBytes must have accompanying photos as part of their display on the website and beyond.
- Photos should be attachments as JPEG or PNG files, not embedded in an email. Label photos with

the same name as the story so that we will know which story they accompany. (Example: If story title is Disabilities Expo, label picture DisabilitiesExpo.jpg, etc. not 0012.jpg)

- For photo galleries, we may not need IDs for each picture. Our maximum amount of photos for a gallery is 5. If you have additional photos you would like to post, we can always refer the reader to a URL where you have more photos housed.
- We reserve the right to edit all submissions for University style, length, etc.
- Items should be timely. We also reserve the right to postpone publishing items sent too far in advance. (Example: An item submitted in June for an event in September may not run until August.) We also reserve the right to postpone publishing items in the event of excess items during a publishing period.
- If SharkByte submissions don't meet specifications, we will contact you, provide details and allow you to resubmit.
- Any general SharkByte questions? Don't hesitate to contact Irv Harrell at Sharkbytes@nova.edu.