

# **'Your Story' Guidelines**

Produced by Corporate Communications

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## **1. Purpose**

Swinburne University of Technology Sarawak introduces 'Your Story' campaign to coincide with its 20<sup>th</sup> anniversary celebration this year. The campaign is a platform for the staff, students and alumni to share their experiences or memories at the university. Each story will be published on the 20<sup>th</sup> anniversary web page.

These guidelines are designed to assist the staff, students, and alumni to craft and submit their stories.

## **2. Scope**

These guidelines apply to all staff, students and alumni of Swinburne Sarawak.

## **3. Guidelines**

### **3.1 Type of stories**

Share your experiences or memories at Swinburne Sarawak. It may be your funny, nostalgic, and memorable moments.

Your story should be concluded with a 20<sup>th</sup> anniversary message or your hope for the future.

### **3.2 Essay or pointers?**

Information provided in pointers will suffice. Essay form is acceptable too. At most, we are looking at three to five paragraphs in about 300 words.

### **3.3 Photo and caption**

You are allowed to provide one photo with caption, i.e. your profile photo or another photo that related to your story. The photo should be of high resolution and is at least 1MB in JPG format.

### **3.4 Submission of story and a photo**

Send your story in Microsoft Word format to Nur Salfiah Muthazrah Bujang, Corporate Communications Executive, Business Development and Liaison at [nbujang@swinburne.edu.my](mailto:nbujang@swinburne.edu.my)

You will hear from us within 24 hours, acknowledging that we have got your submission.

### **3.5 Editorial Protocol**

Your material will be assessed. You may be requested to make changes or provide more details. In the editing process, all steps will be taken to ensure the information is not distorted or misconstrued. The edited copy will be returned to you for your comments.

We reserve the right to publish the article/photo, postpone publication to a later date or reject the article.

### **3.6 Go live**

Once your story has been uploaded on the website, you will get the link of your full article via email.

### **3.7 Contact**

Queries may be directed to Nur Salfiah Muthazrah Bujang, Corporate Communications Executive, Business Development and Liaison, via email at [nbujang@swinburne.edu.my](mailto:nbujang@swinburne.edu.my) or call her extension at 7793.