

UNC School of Medicine Content Guide

Updated: June 2022

Content Strategy

- Content should highlight how your area is moving forward with components of the UNC School of Medicine [Forward Together](#) strategic plan and how your area is helping the School of Medicine in efforts toward fulfilling [its mission](#).
- Remember the Carolina connection: Why is your area and/or the UNC School of Medicine communicating about a topic? What makes the UNC SOM perspective unique?
- Amplify School of Medicine leadership messages across appropriate channels.

Content Cadence

- Keep all content on unit homepages and social media channels regularly updated and audience-appropriate.
- Set calendar reminders at least twice per year to sweep all pages for updates to items including unit contact information, latest news feeds, employee directories and more.
- Remove any content that is more than two years old.
- If your site provides COVID-19 guidance, ensure the guidance is up to date.

Audience

- When drafting content for your website, keep your site's audience in mind. For example, a homepage is a good platform for external-facing content, whereas employee or student content is best suited for internal platforms.
- Spell out acronyms on first reference and ensure acronyms are explained clearly.
- Provide appropriate context to reduce confusion and enhance clarity.

Editorial Style

- Refer to the [UNC-Chapel Hill style guide](#).
- Be brief and clear.
- Include links to additional stories or resources that can provide details to readers.

Digital Content

- Use available photo resources, including UNC-Chapel Hill's [PhotoShelter page](#) and UNC Health's [Brand Central](#).
- Include pull quotes, subheadlines and bullet points to help break up blocks of text.
- Refer to resources from the [UNC-Chapel Hill Digital Accessibility Office](#) for additional help and guidance.

Questions? Contact the [SOM Public Affairs and Marketing team](#).