

Channel Matrix

Channel Category		Channel	Audience	Channel Purpose	Channel Content	Channel Frequency	Channel Owner	
		Avenue to communicate your news	Who are you trying to reach?	What is this channel for?	Is your news a fit for this channel?	When channel is open to use	Who to contact to use channel	
Central University		University Bulletin	All staff	Sharing strategic content and significant updates relevant to all, or a large majority of, staff members at the University as agreed by the University Bulletin team	People-focused news and support, as well as blogs from various staff voices	Fortnightly during term time; monthly out of term	Internal Communications team, PAD universitybulletin@admin.ox.ac.uk	
		Staff Gateway	All staff	A home for all staff news stories and information	Important information, news, updates, staff stories and events that are relevant to all, or a large majority of, staff members at the University	As needed	Internal Communications team, PAD internal.communications@admin.ox.ac.uk	
		All-staff emails	All staff	Sharing important, time-pressing information that all staff need to be made aware of	Strategic updates and urgent information	As needed	Internal Communications team, Public Affairs Directorate internal.communications@admin.ox.ac.uk	
		University Cascade emails	Predominantly senior managers, cascaded to staff at all levels	Single source of essential updates from the UAS about the University's policies and operations for senior managers	Updates on policies, operational information and other administrative news	Wednesdays 2pm (fortnightly)	UAS Communications team uas.communications@admin.ox.ac.uk	
		University website news articles	General public, media and staff	Publishing big stories on the University website's homepage that have a media interest	Research and innovation stories, award wins, funding announcements and celebratory University news	As needed	Corporate Communications team and Research & Innovation Communications team, PAD news.office@admin.ox.ac.uk	
		University Gazette	Staff, external stakeholders	Authorised journal of record of the University of Oxford focusing on key matters relating to governance bodies.	Official and unofficial notices, Council/Congregation business and changes to examination regulations	Weekly on Thursdays during term time	Internal Communications team, PAD gazette@admin.ox.ac.uk	
		Main University social media accounts (Facebook, Twitter, Instagram, LinkedIn and YouTube)	Public, prospective students, local community and staff	Promoting initiatives and successes to an external audience	News, information and updates from the University	As needed	Social Media team, PAD social.media@admin.ox.ac.uk	
		University website (webpages)	Public, key stakeholders, prospective students, current staff and/or students	Hosting essential information that prospective students, staff, students or external affiliates need to know	Adding an important update to an existing webpage or creating a new webpage on an emerging topic, subject or long-term project	As needed	Various owners; reach out to your website management contact in the first instance or contact digcomms@admin.ox.ac.uk to reach the web team directly	
		Student News newsletter	All current students	Sharing strategic content and significant updates relevant to all, or a large majority of, students at the University as agreed by the Student Communications team Broken down into: Undergraduate Student News newsletter and Graduate Student News newsletter	Significant updates for a wide student audience, as well as wellbeing and support information	Fortnightly during term time	AAD Communications team academicadmin.comms@admin.ox.ac.uk	
		Student Instagram account @OxUniStudents	Current students	Sharing important information relevant to all, or a large majority of, students	Significant updates, support, student stories and events	As needed	AAD Communications team academicadmin.comms@admin.ox.ac.uk	
		Student Twitter account @OxUniStudent	Current students	Sharing important information relevant to all, or a large majority of, students	Essential news for students, experiences of life as an Oxford student and student social media takeovers	As needed	AAD Communications team academicadmin.comms@admin.ox.ac.uk	
		Events webpages (on the main University website)	Staff, students, the public and local community	Showcasing the events taking place across the University	Events - must be public	As needed	University Events Office Entry submission form	
		Oxford Talks website	Staff, students, the public and local community	Hosting Oxford events and talks occurring across the University	Events	As needed	Become a 'Talks Editor', otalks-contact@it.ox.ac.uk	
		AAD News alert newsletter	Staff working in a student-facing role, or with an interest in academic administration or student support	A regular channel to update staff on academic administration information	News, service updates, detailed information and deadlines relating to student administration	Fortnightly	AAD Communications team academicadmin.comms@admin.ox.ac.uk	
		Heads of Administration and Finance (HAFs) mail list	Heads of Administration and Finance	A regular communication line to Heads of Administration and Finance	Important information which impacts and/or benefits lead administrators	As needed	Please liaise with the relevant UAS Communications Lead for your section	
		Communications Digest newsletter	Communication staff at the University (Communications Community Network)	To communicate time-sensitive notices relevant to communications in the University, including strategic direction	Information, news, updates and training offers related to communication staff across the University	Fortnightly on Wednesdays	Internal Communications team, PAD internal.communications@admin.ox.ac.uk	
		EDI Hub newsletter	Staff and students interested in Equality, Diversity and Inclusion (EDI)	Connecting and communicating to staff working in an EDI role or interested in EDI news	Information, resources, case studies and events relating to any aspect of Equality, Diversity and Inclusion (EDI)	Fortnightly during term time and less frequently during vacations	Equality and Diversity Unit edihub@admin.ox.ac.uk	
		Environmental Sustainability newsletter	Staff and students interested in news and events relating to sustainability	Connecting and communicating to staff interested in environmental sustainability or working in a sustainability role	Environmental sustainability news and updates	Monthly	Environmental Sustainability, Estates Services sustainability@admin.ox.ac.uk	
		Estates Services newsletter (Estates Services News)	Staff interested in the work of Estates Services, as well as Heads of Department, departmental administrators, facilities and building managers	Keeping those with an interest in the management of the University estate up-to-date on related matters	News and updates from the teams within Estates Services	Termly	Estates Services Communications team estates.servicescommunications@admin.ox.ac.uk	
		Finance Bulletin	Staff in a finance-related role	Connecting and communicating to finance staff	Key finance-related information	Monthly	Finance Division finance.communications@admin.ox.ac.uk	
		HR newsletter	Staff working in an HR-related role at the University	Connecting and communicating to HR staff	Updates from across the University HR teams including policy changes, project updates, event listings and staff changes within University HR	Once every academic term and once in the summer	HR Policy team hr-support@admin.ox.ac.uk	
		IT Services newsletter (News from IT Services)	Staff and students using IT at the University, including staff in IT support roles. Circulated to Heads of Departments, Heads of Administration and Finance as well as college, division, and UAS communication leads	Provide a termly update on IT projects and services to the University	IT news such as projects, events, training and services	Termly	IT Services Communications team communications@it.ox.ac.uk	
		Research Services newsletter (RS News)	Members of the Research & Innovation Support Network and Research Services' key research support contacts.	Sharing research administration news with research staff	Research administration news such as review and improvement projects, policy matters, process changes, funder news and events	Every three weeks	Research Services, UAS research.services@admin.ox.ac.uk	
		Teaching and Learning Newsletter	Staff in a teaching role	Providing termly updates for those who teach at Oxford from the Centre for Teaching and Learning	Updates, new and information relevant to those who teach at Oxford	Once a term	Centre for Teaching and Learning news@ctl.ox.ac.uk	
	Divisions	Humanities	Humanities Division newsletter	All academic and professional service staff in the Humanities Division. Some postgraduate and undergraduate students are reached through cascade	Updating all Humanities staff on relevant matters	Key developments in Humanities over the previous term, as well as high-profile University news with relevance to the Humanities audience	Once a term (in 9th week)	Humanities Communications team matt.pickles@humanities.ox.ac.uk
			Humanities Divisional Office newsletter	Humanities Divisional Office staff, Humanities Heads of Administration and Finance and c.100 research staff in Humanities who have opted to receive the newsletter	Inform Humanities Divisional Office staff of recent developments in the Division and relevant upcoming events or initiatives around the University	A mix of institutional University news and awards, awareness weeks, research stories from Humanities, good news and achievements by staff and charity work	Usually every two to three weeks	Humanities Communications team matt.pickles@humanities.ox.ac.uk
			Humanities Division Twitter account @OxHumanities	Current and former divisional staff, students, alumni, associated businesses and people, potential students and the public	Sharing information that may be of interest to those affiliated with the Humanities Division	News, events and announcements, as well as funding, volunteer, job, public engagement, events and training opportunities	As needed	Humanities Communications team matt.pickles@humanities.ox.ac.uk
			Humanities Division website	Current staff and students, prospective students and interested external audiences	News stories and information for internal Humanities audiences that is also suitable for the general public	News stories, updates and celebratory news	As needed	Humanities Communications team matt.pickles@humanities.ox.ac.uk
		Medical Sciences	Medical Sciences Division newsletter OxfordMedSci News	Medical Science Division staff and students	Sharing information and updates with staff within the Medical Sciences Division	Important divisional and University updates and opportunities, as well as links to seminar listings, current news, regular interviews with colleagues and feature articles from different labs	Monthly	Medical Sciences Communications team communications@medsci.ox.ac.uk
			Medical Sciences Divisional Office briefing newsletter	Medical Science Heads of Department, Heads of Administration and Finance, senior academic and administration staff, as well as communication leads	Sharing information and updates with divisional office staff in Medical Sciences	News and announcements from the divisional office teams	Termly	Medical Sciences Communications team communications@medsci.ox.ac.uk
Medical Sciences Division Twitter account @OxfordMedSci			Current and former divisional staff, students, alumni, associated businesses and people, potential students and the public	Sharing information that may be of interest to those affiliated with the Medical Sciences Division	News, events and announcements, as well as funding, volunteer, job, public engagement, events and training opportunities	As needed	Medical Sciences Communications team communications@medsci.ox.ac.uk	
Medical Sciences Division website			Current Medical Science staff and students, prospective students and interested external audiences	Sharing news stories and information for internal Medical Sciences audiences that is also suitable for the general public	Undergraduate and post-graduate course information, internal research funding opportunities, overview of the division, news, events, resources for staff, internal announcements and information about the Medical Sciences Divisional Office and its staff	As needed	Medical Sciences Communications team communications@medsci.ox.ac.uk	
Medical Sciences Internal dissemination Digest			Departmental communication leads in each of the 16 Medical Sciences departments	Weekly email digest containing items for dissemination to departmental communities (either through departmental newsletters, intranets or cascade emails)	University and divisional announcements	Weekly	Medical Sciences Communications team communications@medsci.ox.ac.uk	
MPLS		MPLS newsletter	MPLS staff (research and administrative) and postgraduate students	Sharing information and updates with staff in the MPLS Division	News from the division and information about events and opportunities of interest to members of the division's departments.	Monthly	MPLS Communications team communications@mpls.ox.ac.uk	
		MPLS Office Bulletin newsletter	MPLS divisional office staff (not including staff at the department level)	Sharing information and updates with divisional office staff in MPLS	Information about staffing changes in the Divisional Office, key successes and new developments within Divisional Office teams, details of events (e.g. staff engagement activity) within the Divisional Office, HR updates, and MPLS People Awards notices	Monthly	MPLS Communications team communications@mpls.ox.ac.uk	
		MPLS Division Twitter account @MPLSOxford	Current and former divisional staff, students, alumni, associated businesses and people, potential students and the public	Sharing information that may be of interest to those affiliated with the MPLS Division	News, events, awards, and opportunities for funding, jobs, training and public engagement	As needed	MPLS Communications team communications@mpls.ox.ac.uk	
		MPLS Division website	Current staff and graduate students in MPLS	Sharing news stories and information for internal MPLS audiences that is also suitable for the general public	Overview of MPLS Division, information about the MPLS Divisional Office and its staff. News, events, significant awards, resources for staff and current graduate students, career development and training for students and researchers, enterprise, public engagement with research, internal research funding opportunities and industrial research partnerships.	As needed	MPLS Communications team communications@mpls.ox.ac.uk	
		MPLS Division Internal dissemination Digest	Departmental communication leads in the MPLS departments	Email digest containing items for dissemination to departmental communities (through departmental newsletters, intranets, cascade emails etc), with the main aims of: disseminating items not included in the divisional newsletter, allowing departments to select and customise their own messages and reducing the number of emails sent to individuals.	University and divisional news, events and campaigns	Weekly or fortnightly	MPLS Communications team communications@mpls.ox.ac.uk	
Social Science		Social Sciences newsletter	Social Science staff	Sharing information and updates with staff from the Social Sciences Division	Special events, updates and opportunities relevant to the whole, or a substantial proportion of the divisional community	Once or twice a term	Social Sciences Communications team communications@socsci.ox.ac.uk	
	Social Sciences Division Twitter account @oxsocsci	Current and former divisional staff, students, alumni, associated businesses and people, potential students and the public	Sharing information that may be of interest to those affiliated with the Social Sciences Division	Information for the Social Sciences' academic audience that is also suitable for the general public. University or divisional funding opportunities, news stories, campaigns, engagement or training opportunities and prize announcements	As needed	Social Sciences Communications team communications@socsci.ox.ac.uk		
	Social Sciences Division website	Current staff and students, prospective students and interested external audiences	Sharing news stories and information for internal Social Sciences audiences that is also suitable for the general public	University or divisional funding opportunities, news stories, campaigns, engagement or training opportunities and prize announcements	As needed	Social Sciences Communications team communications@socsci.ox.ac.uk		
Local level (departments & colleges)	Departmental	Departmental newsletters and/or all-department emails	May include department staff, students, academics and/or researchers depending on the department	Various; reach out to channel owner for details	Important information, updates, news and events specifically relevant to a department's internal audience	-	Various contacts, visit department webpages for contact information See list of all departments	
		Heads of Departments and Faculty Board Chairs (HODs) mail list	Heads of Departments and Faculty Board Chairs	A regular communication line to Heads of Department and Faculty Board Chairs	High level information that directly impacts academic staff, as well as updates about matters for which they have oversight of in their departments (e.g. governance and policies)	As needed	Please liaise with the relevant UAS Communications Lead for your section	
		Departmental social media accounts	External, associated businesses and people, current and former staff members and students	Various; reach out to channel owner for details	News, events and updates specifically relevant to a department	As needed	Various contacts, visit department webpages for contact information See list of all departments	
	College	College newsletters and/or all-college emails	May include college staff, students and/or academics depending on the college	Various; reach out to channel owner for details	Important information, updates, news and events specifically relevant to a college's internal audience	-	Various contacts, visit college webpages for contact information See list of all colleges	
		Domestic Bursars mail list	College bursars	A communication line to college bursars	Information on college commercial business, purchasing, procurement, accommodation, catering, as well as statutory and regulatory compliance	As needed	Conference of Colleges tabitha.schenk@admin.ox.ac.uk	
		Estate Bursars mail list	Estate bursars	A communication line to estate bursars	Information on college financial matters, charges and costs	As needed	Conference of Colleges tabitha.schenk@admin.ox.ac.uk	
		College Communications mail list	Communications staff across Oxford's colleges	Circulating messages with the informal network of college communications staff	Updates on communications projects or University policies that have implications for communications, as well as sharing best practice and discuss challenges or projects that are common to colleges	As needed	Claire Harvey (Claire.harvey@st-hildas.ox.ac.uk) or Julia Paolitto (julia.paolitto@trinity.ox.ac.uk)	
College social media accounts	External, associated businesses and people, current and former staff members and students	Various; reach out to channel owner for details	News, events and updates specifically relevant to a college	As needed	Various contacts, visit college webpages for contact information See list of all colleges			
Please note that all content is subject to inclusion based on the channel owner's approval Please email internal.communications@admin.ox.ac.uk with any updates or edits to the Channel Matrix.								
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