

Number	Pol 037	Version	1.0		
Subject	Communication	Distribution	Public		
Authorised by	Board of Directors	Approved Date	26 Nov 2022	Review Date	Nov 2025

Purpose and Scope

The Urological Society of Australia and New Zealand (USANZ) welcomes contributions from members about interesting stories, experiences or achievements that can be shared with members and the public to help promote urology and raise the visibility of our work.

These guidelines outline how members can submit content and provide guidance on how the publication will be managed by USANZ. These guidelines do not apply to requests for publication by external organisations or individuals.

How to submit content

Stories can be submitted by email to communication@usanz.org.au

Where and when will content be published and distributed

Content may be published and distributed through the USANZ communication channels listed below. USANZ retains the right to make the final determination about which communication channel will be used for the content to ensure consistency with its communication schedule and editorial processes.

While every effort will be made to publish and distribute content in a timely manner, there is no guarantee if, or when content will be published.

- Websites including the usanz.org.au website, asm.usanz.org.au website and any other websites administered by USANZ
- Electronic Direct Mail to Members including UroNews, UroScope, ASM updates and other correspondence sent by USANZ
- Social Media channels including but not limited to Facebook, Twitter, LinkedIn, Instagram and YouTube.
- Other digital communications platforms accessible to USANZ Members including the USANZ Communities platform
- Other publications, such as the USANZ Annual Report.

What we want to hear about

We are seeking content about:

- USANZ Sections' activities and local initiatives
- Presentations given by members on urological matters that USANZ may not be aware of
- Awards or other recognition given to members
- Interesting news or links about particularly challenging urological conditions and treatment decisions.
- Historical contributions of past members to urology.

- Publications of new research on urological matters that may be of interest to members.
- Stories that highlight work undertaken by members to advance the USANZ diversity and inclusion priorities.

We will not accept stories that are commercial in nature: ie generalised marketing, advertising or sale of any product, service or commercial offering. This exclusion does not extend to promotional material about educational or similar opportunities.

Tips

- Word count should be no more than 500 words. 300-500 words is ideal.
- Be informative, educational, or entertaining.
- Do not include the names of hospitals, individuals or other parties where consent is required or where there may be issues relating to copyright ownership in the material.
- Include links to references or where further information is available (if relevant)
- Include details about the intended audience for the content and/or publication channel. Ie UroNews goes to members, or Social Media feeds.
- If the post is intended for Social Media, please include your relevant username /handle /, or other identification along with the usernames of any authors or key people referenced, so they can be tagged in the post.
- Include relevant #hashtags.

Images

Submitting images along with, or as part of your content is optional, but strongly encouraged. If you are submitting a photo or other image, please ensure:

- The image is of a high enough quality/resolution to be published. (Minimum 400 x 600 pixels at 72dpi for digital publishing and minimum 60mmx 100mm at 300dpi for print publishing)
- The subject matter must be relevant, in focus and visible within the image.
- The image is captioned, detailing who is in the image and their location within it, the place and location where the image was captured, and a brief description about what is happening in the image.
- That you are the creator of the image or that you have permission to reproduce and distribute the image.

Rules

- USANZ has the right to refuse to publish any content submitted.
- Content that could cause offense or are defamatory will not be accepted.
- Content must not contain personal information of patients.
- USANZ also reserves the right to edit or otherwise alter grammatical construction, punctuation and citations to conform with USANZ style. Edited versions will only be sent back to the author for approval if the edits have the potential to alter clinical meaning.

Related Documents

- Privacy Policy

Superseded documents

- None

Revision history

Version	Date	Notes	By
1.0	26/11/2022	Approved.	Board of Directors

Review date

This position statement will be reviewed every 3 years. The next review date will be in November 2025.

Contact

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