

Transition Update Style Guide

To help our employees understand their role in the transition, articles in the weekly transition update, also known as the *Big Bang Bulletin*, should be direct, informative and brief. Our goal is streamline information to **help staff know what they need to do and when they need to do it.**

While all contributions will be edited, this style guide can help you decide which information to include and organize it in the preferred order:

First sentence/paragraph: What is changing and when?

- **What are the affected services?** If one service is replacing another, include both so staff know a new service takes the place of another.
- **Who is the audience?** While the update goes to all staff, does this one article specifically apply to clinical staff, hospital employees, specific program or service users? Be specific when possible.

Will any services be unavailable before, during or after this time?

What immediate actions do employees need to take?

- Who will need to take action (program users, managers, directors)?
- What action needs to be taken (register for a class, etc.)?
- When they need to take action (start date, due date)?
- How they can take this action (visit a link, watch for an email, etc.)?
 - o Classes: Virtual or in-person? Will virtual classes be recorded for later viewing? How long will the classes last? What topics will they cover?
 - o Open labs: Where will they be located? When will they be open? How much seating is available? How do you sign up, if required?
- Who can employees contact if they have questions or concerns about this action?

Keep this information at the end

Next steps

- What is the next step?
- When is that expected to occur?
- If a broader audience is impacted by the next step, it might be better to run this information in a separate article.

Background

- What does the affected service do? Why is it important? Keep it simple so non-users can understand.
- What are the benefits of the new service?
- Who was involved in the decision-making process?

NOTE: To avoid confusion, remember to use proper names, spellings and capitalization of programs, services, organizations and functions. *Tip: Look at materials provided by the vendor or organization.*

Questions? Contact Jessica Park at [REDACTED]