

WHS Academic Alliance: Do's and Don'ts for Communications Approach

Do's:

- All content shared should reflect our common principle: advancing science-based solutions for global health
- Newsworthy & Relevant → Connected to the Alliance / WHS central topics / today's most pressing global health priorities
- Uphold scientific standards → Share content that is evidence-based, scientifically rigorous, and aligned with established academic quality
- Speak from your own perspective → Present content from the standpoint of your institution; avoid generalizing on behalf of the entire Alliance
- Share Collaborations → Joint initiatives with other Alliance members
- Share Events/Activities → Conferences, workshops, lectures, or webinars hosted by your institution, where other Alliance members and academia in general can join
- Share Opportunities → Announce fellowships, calls for applications, training programs, or events that could benefit other members or the public
- Share Research highlights → breakthrough findings, publications, or significant scientific achievements
- Highlight and Share impact → successful projects, initiatives, or approaches that others in the Alliance and elsewhere might find valuable to learn from or apply in their own work.

Don'ts:

- Purely promotional content, e.g. Marketing materials, advertisements
- Institutional admin news, e.g. internal announcements, routine updates
- Sensitive or political messaging of Individuals or single institutions that is contradictory to the messaging of other institutions
- Overly technical pieces → Highly specialized content that cannot be understood outside an expert group
- Overly narrow focus → Content too specific, niche or local to be relevant for other Alliance Members or global health community
- Speak for others → Statements that could be seen as representing the Alliance as a whole or other institutions must go through the Executive Committee first