

## Vehicle Usage Guide for News & Resource Site

---

### Purpose

Provide security information, general IT-focused news and links to IT Service Hub and service alerts.

### Audience

Global employees (includes contractors and third party partners)

### Channel

SharePoint site


### Frequency

- Updated every Friday by EOD

### FORMAT

- Landing page sections include:
  - Your IT Safety
  - Your IT News
  - Your IT Services
- Format is as shown below:

### Dream IT. Plan IT. Do IT here.




#### Your IT Safety

**Gone Vishing - Easy as 1, 2, 3**  
Stop unwelcome calls to Skype or IM. Simply block the number by following the steps in this [Quick Card](#).

**Enjoy holiday cheer without any fear**  
These holiday season cybersecurity tips will keep you safe. [More](#).

**Phish bait: Know the signs**  
Recognize these holiday phishing red flags. [More](#).




#### Your IT News

**Took Teams training? Want to learn more?**  
We have additional resources for you. [More](#).

**Lifestyles: Moving to common systems**  
Tech Pack podcasts update you on Lifestyle Brands' technology integration. [More](#).

**Return to work**  
Host safer, inclusive blended meetings with our guidelines. [More](#).



#### Your IT Services

**Racine Servers Will be Down.**  
Jan. 1, 12 am – Jan. 1, 6 am; Racine servers will be down for maintenance. NA only. [More](#).

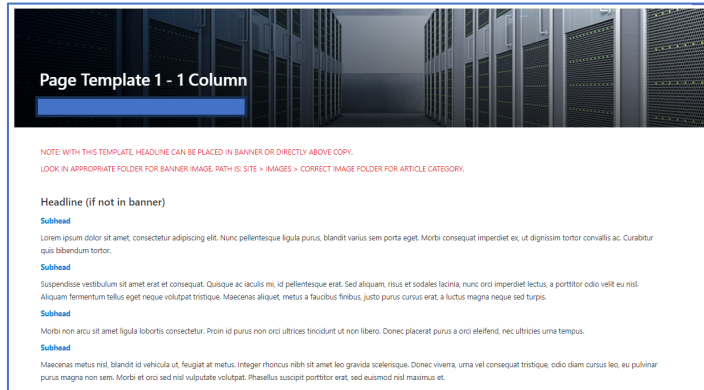
**Current Service Alerts**  
See all Service Alerts [here](#).

**New IT Service Hub: Cleaner. Leaner. Easier.**  
New and Improved IT Service Hub is coming in February. [Read more](#).

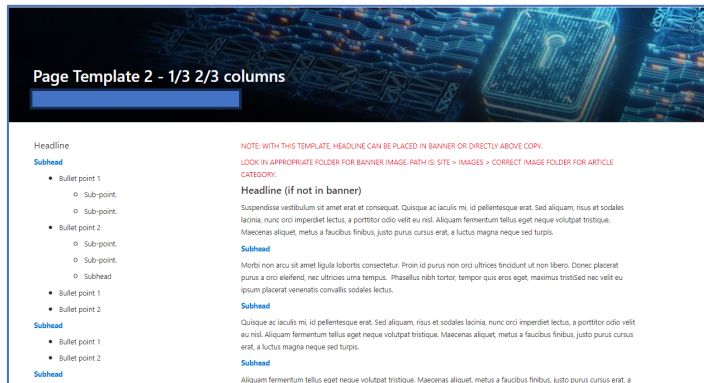
## FORMAT (cont.)

- Internal pages use one of three templates:

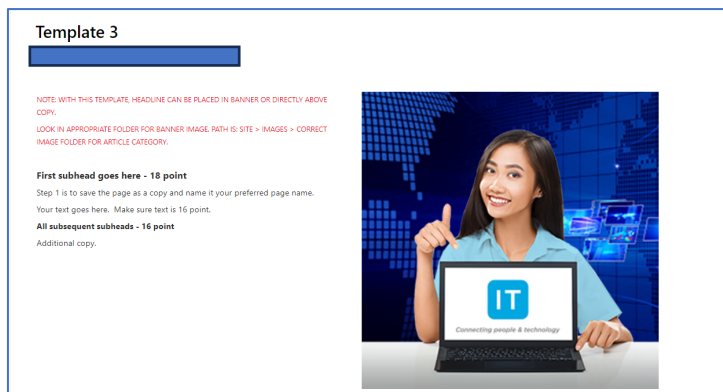
**One column – content runs full measure across page.**



**Two columns – 1/3, 2/3 with supporting links or bullet points on left and primary content on the right.**



**Two equal columns – written content on left. Large, square-cut photo on right. No banner photo.**



## STYLE GUIDE & PROCESS

### Voice, tone, and style

- Landing page
  - Headlines
    - Use AP style: Capitalize first word and proper names only
    - Use active voice
    - Use second-person perspective (you, your, we, our)
    - Make it short and engaging
    - Use acronyms only when they are widely used/known
  - Body copy
    - Brief, one- to three-line teasers
    - Uses AP style for punctuation, titles, dates, and other usage issues
    - Style is friendly but professional
      - No exclamation points or emojis
      - Avoid use of tech jargon
      - Use active voice
      - Use second-person perspective (you, your, we, our)
      - Be clear, direct, and concise
- Internal pages
  - Headlines
    - articles use same headline as landing page
  - Body copy
    - Brief, one- to three-line teasers
    - Uses AP style for punctuation, titles, dates, and other usage issues
    - Style is friendly but professional
      - No exclamation points or emojis
      - Avoid use of tech jargon
      - Use active voice
      - Use second-person perspective (you, your, we, our)
      - Be clear, direct, and concise

### Process

- Content development
  - Department SMEs send information to Comms for inclusion on portal
  - Content must be provided by Wednesday to be included in Friday updates
  - Comms reviews and edits content for landing page and internal pages
  - SME reviews and approves for technical accuracy
  - Comms finalizes all content and selects/develops images to accompany news items
  - Comms (S. Nichols) approves content for publication
  - Comms publishes updated content to landing page and internal pages by EOD Friday

## Roles

- First draft: SME
- Editing: Comms
- Approvals: SME technical accuracy  
Comms voice, tone style
- Proofing: Comms
- Posting: Comms

## Measuring Success

Google Analytics used to track engagement over time and across topics.

## Risk Management

Review and approval process for technical accuracy, voice, tone, and style to mitigate risk of inaccurate or off-message communication (e.g., customer centricity, relevance, strategic alignment)

## About this Vehicle Usage Guide

**Date Initiated:** XXXX

Revisions: XXXX

**Created by:** Comms, Sandra Nichols

**Approved by:** SLT

**Training:** Train department managers, gate keepers, content developers