

eNews guidelines

Content

Content submitted to eNews should pertain directly to Saskatchewan physicians, such as practice information, health updates, physician benefits, professional development, etc.

Content will not be accepted if it includes:

- Information, sales or promotions from third parties or for-profit organizations.
- Private/for-profit events, conferences, seminars, etc.
- Job/want ads.
- Information pertaining to allied health professionals.

eNews is an SMA vehicle, managed and distributed by the SMA. The SMA reserves the right to refuse content that does not conform to eNews guidelines, that does not reflect the values or policies of the SMA, that promotes products/services also offered by companies associated with the SMA, or that does not directly interest or benefit Saskatchewan physicians.

Events taking place in Saskatchewan will be considered for listing in eNews. Events that occur outside the province may be posted on the events calendar on the SMA website.

Survey submissions should be Sask.-based, led and/or conducted by Saskatchewan physicians, researchers or students, and pertain directly to the practice of medicine in Sask. Surveys from national physician groups or organizations (such as the CMA) will also be considered. Broader surveys involving other health care providers are not included.

Formatting

The SMA reserves the right to edit all content accepted for eNews, including text and graphics. Content will be edited to conform to SMA styles (ie Canadian Press). Supplied content should be written in the third person ("we" is only used to refer to the SMA and directly affiliated agencies).

Submissions should be no more than 150 words in length. Photos or graphics can be submitted for consideration. Non-SMA-related content can be reposted once, if necessary.

Please be brief, direct, and to the point. Include a suggested headline if desired and bulleted lists if appropriate.

When possible, the submission should contain a link to a webpage or pdf document. Links and documents must be supplied to the SMA.

Send submissions and enquiries to communications@sma.sk.ca.