



The Shamrock Blast Newsletter Submission Guide

(Updated September 2026)

The **Shamrock Blast Newsletter** is a curated district newsletter designed to be a **useful, easy-to-read resource** for students, families, staff, and the broader Westfield community. The following guidelines must be followed in order to create an informative, organized, and positive reader experience.

The following guidelines help us:

- Keep the newsletter organized and readable
- Share information that is meaningful and relevant
- Maintain a clear purpose and identity for the Blast
- Balance school, district, and community content

Our goal is for every edition of the Blast to provide value—not only to those connected to our schools, but to the city as a whole. The more people who read the newsletter, and who read more of it, the better for everyone!

Please submit items to **WWS Communications** (comms@wws.k12.in.us).





**WESTFIELD
WASHINGTON
SCHOOLS**

PHONE: 317-867-8000
19500 Tomlinson Rd, Suite B
Westfield, IN 46074
www.k12.in.us

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Newsletter Sections

- **District News** – District-wide announcements and updates
- **Upcoming Events** – School events first; community events if family-friendly and accessible
- **Sports** – School sports and school-affiliated athletic programs
- **Arts** – School-based arts programs and organizations
- **Resources** – Nurse notes, district calendar, school-affiliated resources
- **Community** – Outside organizations, events, meetings, scholarships, camps, and the district job portal

All sections follow the same submission format and benefit guidelines.





Submission Elements

All submissions must follow the format below, regardless of section. Please submit items to [WWS Communications](mailto:comms@wws.k12.in.us) (comms@wws.k12.in.us).

Headline*

- ***Required**
- Up to **75 characters**, including spaces

Blurb*

- ***Required**
- Up to **400 characters**, including spaces
- Include the most important details (what, who, when, where); how it benefits our students, families, community

Optional Button Link

- One button maximum
- Links to **one webpage only**
- Helpful if details won't fit in the blurb or graphic
- Button text: **up to 25 characters**, including spaces
 - Examples: *Learn More, Buy Tickets, Register Here*





Optional Graphics (Two Accepted Options)

Including a graphic is optional.

Why only these two sizes?

- Both fit cleanly within the newsletter layout
- Both provide flexibility depending on the content
- Both can easily be reused on Facebook, Instagram, and other platforms

We intentionally chose standard social media sizes to avoid requiring custom, newsletter-only graphics.

Alternative Text/ADA Compliance for Graphics:

To help WWS remain in compliance with federal ADA Digital accessibility guidelines, please submit alternative text (alt text) in addition to your graphic.

- **Why alt text matters:** It helps screen reader users understand images, provides context if an image fails to load, and helps search engines understand image content.
- **Keep it concise and meaningful:** Aim for fewer than 100 characters when possible, and skip phrases like "image of" or "photo of." Make the alt text a literal description of the image/graphic.

If you choose to submit a graphic, you may use **either** of the following formats:





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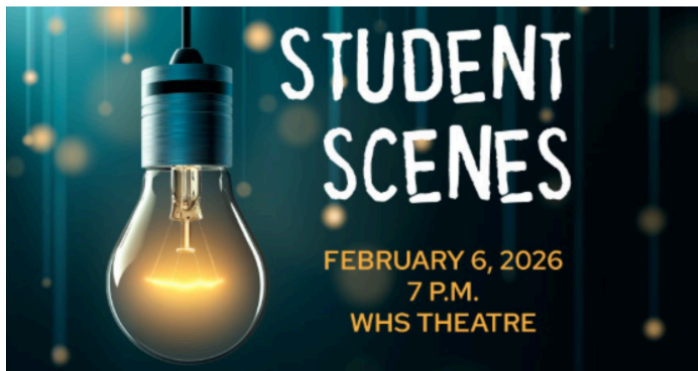
Graphic Option 1: Full-Width

- Size: **1,200 × 628 px**
- Known as the **Facebook Ad size** in Canva
- Displays full-width across the news item

This option works well when:

- You have more information to share visually
- You want the graphic to serve as a strong header

Student Scenes



You're invited to the annual Shamrock Student Scenes show at Westfield High School on February 6th at 7 p.m. This night of One Acts has student written and student directed scenes featuring a variety of Theatrical themes and is sure to be a night of fun! You can purchase tickets at the link below or at the door. WWS staff get in for free with their badge.

[Get Tickets](#)





Graphic Option 2: Square

- Size: **1:1 square format** (Instagram-style post)
- Displays **smaller, alongside the text** (typically to the right of the blurb)

This option works well when:

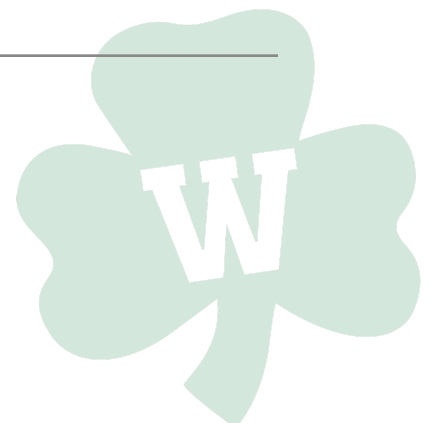
- You already have a square graphic available
- You don't need a full-width header image
- Your graphic is simpler or more visual

Westfield Band & Guard 2026 Spring Cleaning Fundraiser

The holiday decorations are down... now it's time to start thinking "spring cleaning"! The Westfield Band and Guard's annual Spring Cleaning (laundry detergent, dish soap and more) fundraiser is happening now. Westfield Band and Guard members are selling the popular, super budget-friendly bulk containers of laundry care and dishwashing products **through February 6th. See a Westfield Band or Guard member for ordering information!**



[Learn More](#)





What We Prioritize

Submissions are reviewed with the following priorities in mind (not rigid, but generally followed):

- Clear relevance to **WWS students, families, or staff**
 - Demonstrated benefit to the **district or community**
 - Support for student well-being, learning, enrichment, or connection
-

Submission Deadlines

- The Shamrock Blast is published **every other Thursday**
- Submissions are due by **12:00 p.m. (noon) on the Wednesday prior**

Late submissions will **not** be considered for inclusion until the next newsletter.





Important Note on Submission Acceptance

Submitting content does **not** guarantee inclusion.

Placement depends on:

- Available space
- Overall length and readability of the newsletter
- Volume of submissions in a given week

Westfield Washington Schools news and events will always receive priority, but we will do our best to accommodate other submissions whenever possible.

Ineligible Submissions (these guidelines go for all WWS communications channels):

- We do **not** publish advertisements.
 - Products or services may be considered **case by case** if messaging clearly demonstrates benefit to students, staff, families, or the community.
 - We do **not** publish independently administered surveys, petitions, data-collection efforts, and similar solicitations.
-





Submission Checklist

Before submitting, please confirm:

- ☐ Headline is **75 characters or fewer**
- ☐ Blurb is **400 characters or fewer**
- ☐ Content benefits WWS students, families, staff, or the community (No advertisements!)
- ☐ Optional button links to **one webpage** only
- ☐ Button text is **25 characters or fewer**
- ☐ Optional graphic is either:
 - ☐ **1,200 × 628 px** (full-width), **or**
 - ☐ **Square (1:1)** format
 - ☐ **Alternative text** (alt text) description of 100 characters or less for any image/graphic submitted (more info on alt text can be found in the graphic submission guidelines section)
- ☐ Submitted by **Wednesday at noon** before each Blast is sent: Please submit items to **WWS Communications** (comms@wws.k12.in.us).

