

Website edits reminders and guidelines

1. Designated staff who have completed SharePoint training are able to make edits to their department's web pages. [Contact Information Services](#) to request SharePoint training.
2. You can make edits to your page, but you will not see them until the edits are approved by an approver.
3. Approvers will not be able to see and approve your edits unless you:
 - a. Save the edits
 - b. Check the page in
 - c. Submit the page for approval

If you have any questions about this process, refer to your SharePoint Basics handout or visit the [Best Practices webpages](#). If you still have questions, [contact the marketing communications specialist](#).

4. All departmental websites contain the same information. You can add to the content under each subheading, but you should refrain from adding additional subheadings. The format is:
 - a. Department name, location and contact information
 - b. Mission (if applicable)
 - c. Vision (if applicable)
 - d. Programs and/or services list
 - i. Each item in this list will link to the pages that contain information about that program or service, if one exists.
 - e. Staff photos and contact information (name, title, phone number and email)
 - f. Links to social media and resources at the bottom of the page
5. Please follow the photo/video best practices. Remember:
 - a. Use web-optimized, 72dpi images with a minimum width of 800 pixels to ensure crisp, clear images across all view ports.
 - b. Horizontal-oriented images tend to perform better than vertical images.
 - c. Limit the number of photos on each page. To create impact, consider making the photo larger, rather than adding more photos.
 - d. If you have more than 1 photo you want to share, create a photo gallery web part.
 - e. Limit photos to first- and second-level pages/sub-pages.
 - f. Make sure to give credit to the photographer, if necessary, and use only photos that you have the proper permission to use.
 - g. Make sure the photo reflects or represents the content on the page it sits on.

- h. Videos cannot be embedded on your website. You will have to link to videos that sit in the Student Affairs Panopto account.
 - i. To add a video to your site, complete a web edit ticket on the intranet, and include the video in the ticket.
- 6. When you link to documents on your website, please link to a pdf, not a Word document.
 - a. Only link to documents that need to be signed and submitted.
 - b. If you are collecting data, use Qualtrics or a Smart Form. [Contact Information Services](#) for more information about Smart Forms.
- 7. When it comes to content, please remember the following:
 - a. Cater information to your primary audience.
 - i. Remember, though, that websites are public, and parents and families, employers, donors, and alumni may also be accessing the page.
 - b. Remember that most people accessing our website are looking for specific information, and do not want to spend more than 5 to 10 seconds on a page looking for information or a link.
 - i. Limit scrolling as much as possible. If you have a lot of content that requires a great deal of scrolling, create tabs or add a FAQ or other web part.
 - ii. You cannot create new pages. If you feel as though you need to create a new page, [contact Information Services](#).
 - c. Avoid using acronyms (LPSC, CDM, OSI)
 - d. Use simple language (vocabulary) and sentence structure
 - e. Include plenty of white space and use bullet points, when possible. This helps guide the reader quickly and easily through your content.
- 8. Departmental web editors will have access to various departmental and topic pages. Please only edit information on your department's page or on topic pages that are related to your department's programs and services.
 - a. If you notice errors on other pages, please [submit a ticket](#) to alert the marketing communications specialist.
 - b. If you want to add additional editors to your page, [contact Information Services](#).