What’s New?

- Cascade CMS – [https://www.hannonhill.com](https://www.hannonhill.com)
- Open Source – No need to purchase software
- Can edit from anywhere
- Specifically tailored for higher ed
- Active user community
- Content management tools
What’s New?

- Cascade rollout plan
  - Currently transitioning and testing top-level sites
  - Will be more seamless than past redesign process
  - Will contact units as we prepare to transfer their sites in order to train content managers to use Cascade
  - Migration is expected to be complete by fall 2016
What’s New?

- UNCW Guidebook App
  https://guidebook.com/schools/
- Current Guides
  - Alumni
  - Campus Recreation
  - CARE
  - Family & Alumni Weekend
  - New Seahawks
  - Crossroads
  - OSLE
  - Seahawk Saturday
  - UNCWelcome
  - Student Orientation
- Process for getting a guide
Messaging Priorities

- Eliminate references to:
  - “Feel the Teal”
  - “Dare to Soar”
- Previous key values:
  - Journey of Learning
  - Spirit of Innovation
  - Love of Place
Messaging Priorities

- Rankings
- Global reach
- Diversity

Strategic plan in development
What’s wrong with this Webpage?
Best Practices Review

Top Mistakes in Website Content

1. Broken Links
2. Outdated Information
3. Poor navigation
4. Lack of contact information
5. Too many font styles and colors
Keep Content Current

- Make certain org charts and faculty/staff lists are accurate.
- Check weekly for needed updates.
- Remove information about events promptly after they occur.
  - Set a reminder on your calendar to do so.
- Remove outdated photos or references to people who have left UNCW.
- Make sure content manager is correctly identified.
Neat Navigation

- Keep navigation terms simple and intuitive.
- Focus on visitors tasks rather than internal org charts.
- Arrange links from most to least important.
- Aim for no more than 8 links.
- Indicate when linking to a PDF.
“Write right” for the Web

- Use short words, sentences and paragraphs.
- Write with conversational style in your audience’s tenor.
- Ensure there are no spelling or grammatical errors.
  - Have a colleague proofread.
- Use bullet points and white space to organize content.
- Make sure all links are correct and active.
- Do not underline text.
Graphics and Images

• Use quality photos and graphics that illustrate your message.
  • Check Photo Archive Database (PAD)
• Make sure images provide value, not clutter.
• Size images to fit the space before uploading them.
Photos for the Web

- Accessing Photo Archive Database (PAD).
- Faculty/staff portraits
- For special projects, visit OUR website and click on Need OUR Help?
Videos for the Web

• Official UNCW videos on Vimeo
• Embed video in Contribute
• Non-UNCW produced videos and ADA compliance
• For special projects, visit OUR website and click on Need OUR Help?
Minimizing Liability

- Don’t plagiarize content. When in doubt, source it!
- Get permission to use copyrighted materials.
- Get permission to use photos of minors.
- Consider implications of photo placement with content.
- Be familiar with
  
  Responsible Use of Electronic Resources Policy and
  
  Sensitive Information Guide (http://www.uncw.edu/web/)
Improving Search Results

• Use well-crafted page titles and descriptions.
• Choose precise (and appropriate) keywords.
• Make sure your keywords are used in headings and text.
• Keep heading styles in proper order.
• Use accurate, well-crafted alternative (alt) text for images.
Working with OUR Office
to make your job easier!

- Repurpose OUR content

  - [WE ARE UNCW profiles](http://www.uncw.edu/weareuncw)
  - [New faculty bios](http://www.uncw.edu/newfaculty/)
  - [Homepage items](http://www.uncw.edu/)
  - [Event listings](http://uncw.edu/events/)
  - [In the News items](http://uncw.edu/ur/uncwinthenews/)
SWOOP
Faculty & Staff Newsletter

- Submit news to [SWOOP Submission Form](#)
- Post news and events on your website for your audiences.
  - Must have URL (great traffic driver for your site!)
- Official memos should be posted to the responsible office’s website in html or PDF.
Event Listings

• Submit events for posting on the calendar well in advance of event (http://uncw.edu/events/).
• Provide a url for event listings.
• Make sure event flyers are posted as PDFs, not low-resolution jpegs or Word docs.
OUR Resources

- Brand Identity Guide (BIG)
- OUR Menu of Services
- Templates
- Need OUR Help?
Content Manager Resources

• Content Manager Website (www.uncw.edu/web/)
• Skillport Online Training Module
Questions?

OUR@uncw.edu