Website Content Procedures

A supplement to [CMS Training Documentation](#) and [Academic Department Websites](#).

Roles & Responsibilities

The **CMS editor** is an individual, typically a department's administrative assistant, who receives training in the content management system (CMS) and is able to update academic department website content, including faculty web pages. The **content owner** is typically the department's chair. Together they are responsible for coordinating and creating content for their department webpages and ensuring all content is accurate and up-to-date.

The CMS editor and CMS owner should meet–at a minimum– for an annual review of their department's webpages no later than June 15, and set a schedule for quarterly reviews of all content.

What Can the CMS Editor Edit?

The CMS editor is able to make changes in the central content area of their departmental webpages.

Requesting Changes to Content Areas Managed by Digital Staff

A few areas on department websites can only be updated by digital communications staff members. These include masthead photos/sliders (slideshows) at the tops of pages, right-column callout boxes and the navigation in the left column.

These areas typically involve multiple publishing steps and require the selection, resizing, and optimizing of high-quality photos in Photoshop.

MASTHEADS
Email digitalstaff@davidson.edu with as much detail as possible about the nature of the change, and include the page's xID. More complex updates (for example a new masthead, new photos, new format) may require a member of Digital Staff to work directly with the department to make the changes.
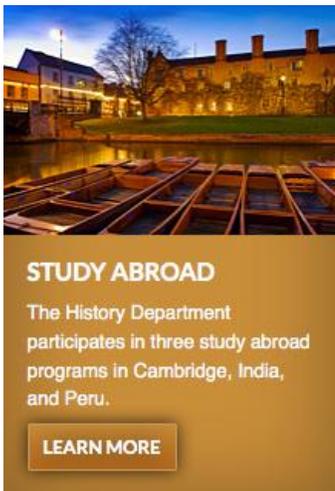
RIGHT COLUMN CALLOUTS & RELATED LINKS
Email digitalstaff@davidson.edu with as much detail as possible about the nature of the change, including the page's xID.
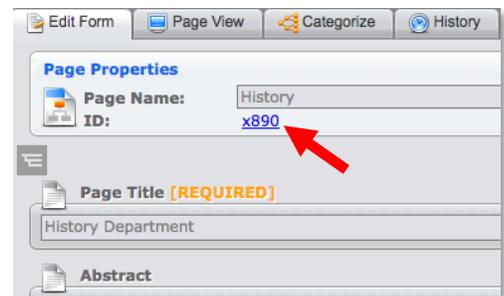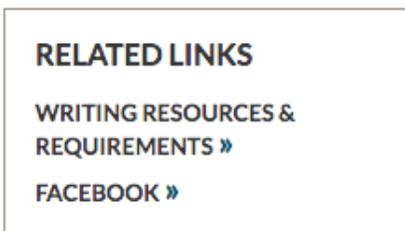
News & Events

The Davidson website provides departments with space on their homepages to display news stories and events.

NEWS
We have many resources available for departments that want to write their own departmental news:

- *Writing News Stories for Department Homepages*
- *How to Write a News Story**
- *Creating News Stories* (starting on page 22)
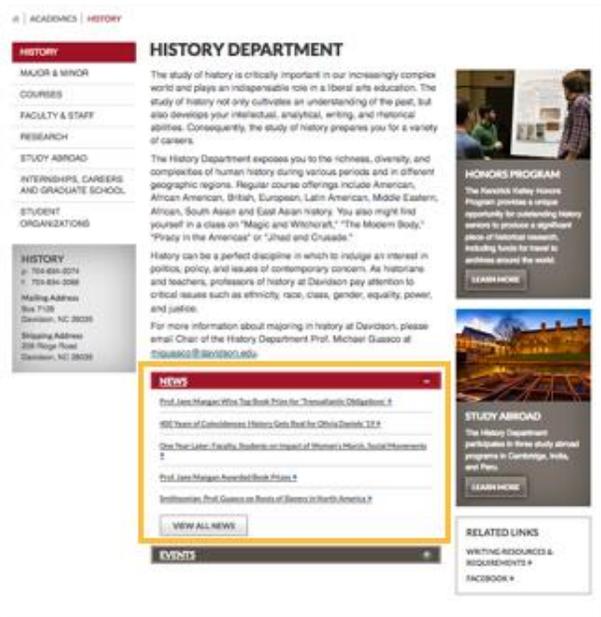
*Contains photo tips and examples, so that you can include at least one accompanying image in the news story.

For a news story to appear on a department homepage it must be tagged—all news stories are tagged by the Digital Staff as part of the CMS page review and approval process.
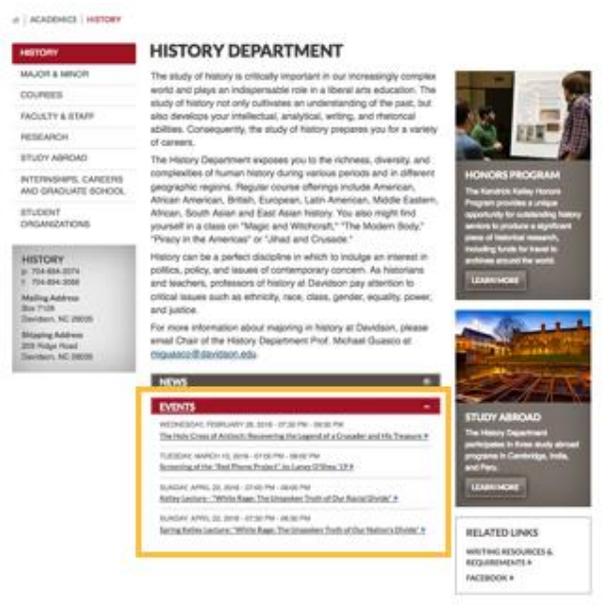
EVENTS
For an event to appear on a department homepage:

- It must be a public event.
- The event must be tagged with the department as the sponsor.

Detailed information about reserving a room and creating an event can be found in the EMS Help Documents.

Best practices for event titles and descriptions:

- Event Name: Use a short, catchy title that describes the event and why it's unique.
- Event Description: Succinctly tell your audience everything they need to know about the event, in about 75 words or less. Links are acceptable (eg. Ticket Office).
- Check your spelling and grammar. Copy and paste from a plain text editor to avoid pulling in hidden formatting.

If, Then

Here are some common scenarios, and what to do.

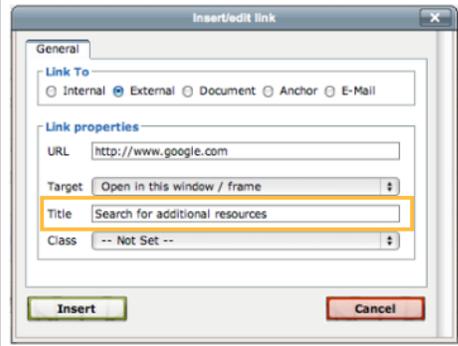| IF	THEN
You need to make copy edits to a "central area" of a departmental webpage.	• Launch the CMS → "Advance in Workflow" • Make the changes, and "Submit to Digital Group for Review & Publish" • Please remember to include comments. And use the checklist (see below). • Questions? Refer to CMS Training Documentation
You need to make copy edits to a content area managed by Digital Staff.	• Email digitalstaff@davidson.edu with as much detail as possible about the nature of the change. • Include the xID.
You need to make significant changes to a department webpage(s). Could include new imagery, substantial edits/re-writes, deleting/adding pages, adding/editing mastheads and right column callouts.	• Email digitalstaff@davidson.edu with as much detail as possible about the nature of the change. • A member of Digital Staff may work with the content owner and CMS editor directly.
You are asked to make edits to major/minor content, honors requirements, AP credit, or any content that also appears in the College Catalog.	• Content that also appears in the College Catalog is subject to additional review. • Please ensure these changes have been reviewed/ approved by Academic Affairs by contacting Meredith Mumma at memumma@davidson.edu. • Follow the usual Workflow procedures to make updates.
You need to remove or delete a webpage.	• "Advance in Workflow" → "Request Digital Staff Remove from Site" • Please include a comment as to the reason why you want the page removed/unpublished.
You need to update photography and/or add new images to departmental pages.	• All photography on the college website must be of the highest quality and, in most cases, taken by the college photographer. Imagery must meet the college's Graphic Identity Standards. • For one-off requests, please see our Photography Requests policy. • For photo updates that are more comprehensive, email Digital Staff with your request and we will set up a meeting that may include the chair, content editor and other relevant parties.
You need to add a faculty or staff member.	• In order to be added to the department's faculty and staff page, the faculty/staff member must have 1) a professional headshot and 2) a completed faculty or staff profile (please request our template if needed). • Email chrecord@davidson.edu if the faculty/staff member needs a professional headshot photo taken. • Submit the headshot and completed faculty/staff profile template to digitalstaff@davidson.edu.

You need to update a faculty member's CV and/or contact information, found in the right-column callout box on their profile page.	• Email Digital Staff with the xID of the faculty member's profile page, and the requested edit. • If updating/adding an attachment, such as a CV, please ensure it meets accessibility standards prior to emailing Digital Staff.
Your edits include an internal link, external link, document link and/or email link.	• Refer to page 10 of CMS Training Doc. • Remember to include a title description: ![Insert/edit link dialog box showing General tab with Link To options (Internal, External selected, Document, Anchor, E-Mail), Link properties with URL http://www.google.com, Target "Open in this window / frame", Title "Search for additional resources" highlighted, Class "-- Not Set --", Insert and Cancel buttons.]
You need to upload and link to an attachment.	• Refer to page 12 of CMS Training Doc. • Remember to complete the document properties, declare the link attachment (e.g. "PDF" or "DOC") and check the document for accessibility compliance.
Digital Staff informs you that we are unable to link to your document, attachment, newsletter or external website for accessibility reasons.	• Refer to the accessibility remediation resources.
You need to add a news story.	• Refer to the resources listed above to create the news story with accompanying photograph. • Refer to page 22 of the CMS Training Doc.

You need to add an event to a calendar.	• Reserve the space first, then create the associated event.
	• Add the event to the relevant calendar(s).
	• Refer to EMS Help Documents for more information and training documentation.
	• If you mark an event public, it will appear in:
	  o The public calendar.
	  o The weekly Davidson Events Digest email that, in addition to our faculty and staff, has over 1,000 non-college subscribers.
	• For an event to appear on a department homepage, it must be a public event, and the event must be tagged with the department as the sponsor.

Web Resources, Policies, Standards, & Guides

Visit the College Communications Marketing Toolbox at http://marketing-toolbox.davidson.edu

- **CMS Documentation** – www.davidson.edu/cms-docs
- **Accessibility Guidelines/Requirements** – http://www.davidson.edu/accessibility
- **Graphic Identity Standards** – www.davidson.edu/graphic-identity
- **College Style Guide** – www.davidson.edu/style-guide
- **College Communications Photography Services** – www.davidson.edu/photography-requests
- **College Communications Print & Design Services** – www.davidson.edu/creative-services
- **College Communications Photography Database** – https://davidson.photoshelter.com/index

Checklist

Each new or edited page should be evaluated against a series of checks.

CMS editors review:
- **Quality of content** – grammar, spelling, typos, written in a web-optimized format, proper subheadings usage, page title intuitive to visitors
- **Style** – is the content consistent with the college style guide? Some common examples:
  - Names & Titles, e.g. "Professor Krentz" or "Prof. Krentz," *not* Dr. Krentz
  - Numbers & Figures, e.g. 5 p.m. or 5:30 p.m. (*not* 5:00 p.m. or 5 PM)
  - Dates & Ordinal Numbers, e.g. fifth (*not* 5th) and 10th (*not* tenth); Feb. 15 (*not* February 15th)
- **Accessibility standards** – does the page or content comply with accessibility standards, e.g., alt text for images, not displaying text as an image, issues with color contrast, correctly using headings, captioning video, text transcripts for audio, etc.

Digital Staff will perform additional checks:
- **Responsiveness** – will the content on the page adjust properly for display on desktop computers, tablets, and mobile phones?
- **Site Integrity** – does the page location make sense, is there anything on the page that will impact the site, visitors, or other CMS users?
- **Web standards** – does the HTML code comply with current web development standards? Does it comply with college digital standards as approved by the Digital Governance Board?
- **Search Engine Optimization (SEO)** – is the content optimized for indexing by search engines, e.g., proper page title, correct use of subheadings. The digital staff adds meta data to ensure good SEO.
- **Visuals** – are the images used consistent with site standards, are they sized appropriately?
- **Legal –** does the page comply with college policies, state and federal laws, etc., e.g., copyright

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Digital Staff is here to support you. We will hold office hours every Wednesday, 10:30-11:30 a.m. Bring your questions, concerns, training needs—or just sit with us as you work in the CMS.

Contact info: digitalstaff@davidson.edu / 704-894-2242
We employ a "help desk" model, with one member of our staff assigned at any given time.

Location: College Communications, 431 North Main Street, in the Student Worker Room (as you enter the front door, second room on the right). *What to bring:* your questions/tasks and your laptop, or you can use one of our Macs.