HOW TO AVOID THE MOST COMMON T4 MISTAKES

Stephanie M. Scott

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REMINDERS

- Image approvals
  - Check for copyright and branding
  - Are you not sure if your image is copyrighted?
    - Use google.com/images

- Reminder of our Approval Queue process
  - In by 11 a.m. M-F and live on the website by EOD
  - Includes images approvals

- Need T4 Help?
  - Email digitalsupport@txwes.edu
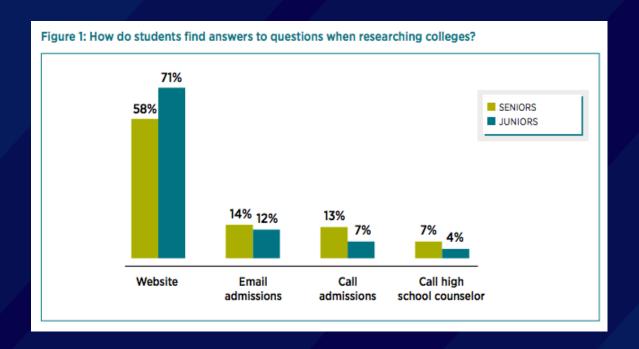 - Call us ext. 6538

TODAY'S FOCUS

▶ The value of keeping your website updated

▶ Top 10 most common T4 "mistakes"

▶ How to avoid website "mistakes"

▶ Make updating your website <u>more</u> fun

▶ Questions

▶ Web Rockstar winners

VALUE OF AN UPDATED

WEBSITE

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Figure 1: How do students find answers to questions when researching colleges?

HOW DO STUDENTS FIND ANSWERS TO QUESTIONS?

Noel Levitz E-Expectations Report 2015

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TOP 10 MOST COMMON

T4 "MISTAKES"

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MISTAKE #1

SHOW IN NAVIGATION CHECK BOX

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NEWS STORIES & EVENTS – SHOW IN NAV

- http://cms.txwes.edu/terminalfour

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MISTAKE #2
THESE AP STYLE BASICS

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AP STYLE BASICS

- Months
  - Abbreviate only the following months:
    - Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

- Titles
  - Capitalize formal titles when they appear before a person's name
  - Lowercase titles if they...
    - Are informal
    - Appear without a person's name
    - Follow a person's name or are set off before a name by commas

AP STYLE BASICS

▶ Time, date then location

    ▶ Put your event information in this order

▶ Oxford Comma

    ▶ Remove the comma before and/or in a series of three or more

    ▶ **RIGHT** – The students search for academic advising, degree plans and course information.

    ▶ **WRONG** – The students search for academic advising, degree plans, and course information.

MISTAKE #3
MATCHING YOUR SECTION TITLE TO YOUR NEWS STORY TITLE

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SECTION TITLE & NEWS STORY TITLE

▸ http://cms.txwes.edu/terminalfour

MISTAKE #4

FINDING YOUR SECTION

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FOLLOW THE PATH

▶ http://cms.txwes.edu/terminalfour

MISTAKE #5
ADDING CANONICAL LINKS

YOU FOLLOW THE PATH AGAIN

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MISTAKE #6
ADD LINKS AS A SECTION LINK

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HOW TO ADD A SECTION LINK

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MISTAKE #7
COPYING & PASTING CONTENT

FROM WORD…

- http://cms.txwes.edu/terminalfour

MISTAKE #8

ADDING YOUR NEWS STORY TO THE CATEGORY ARCHIVE

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NEWS CATEGORY ARCHIVES

▶ http://cms.txwes.edu/terminalfour

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MISTAKE #9
FORGETTING YOUR PAGE TITLE

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WHEN ADDING A NEW SECTION

‣ http://cms.txwes.edu/terminalfour

MISTAKE #10

ADDING A NEW SECTION WITHOUT CONTENT

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SECTIONS GO LIVE WITHOUT APPROVAL

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TIPS TO AVOID "MISTAKES"

▶ 1. Use your training manual as a reference

▶ 2. Strategize with others

▶ 3. Brainstorm with us!

▶ 4. Use our checklists – or make your own!

▶ 5. Contribute more often – **<u>practice</u>** makes perfect

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HOW TO MAKE UPDATING YOUR

WEBSITE MORE FUN!

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MAKE UPDATING THE WEBSITE FUN

▶ 1. Collaborate with your team

▶ 2. Think through your strategy & research

▶ 3. Work with us to track your results
   ▶ Success is contagious!

AND THE WINNERS ARE…

- Amber Coronado, 34 website updates
- Amber Procter-Willman, 18 website updates
- Marcel Kerr, 11 website updates

THANKS!

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