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Introduction

This guide was created to provide Web Content Editors with basic instruction on user experience, our data security policy, and content guidelines. We recommend that you refer back to this guide if you have any questions, and look it over every few months as a refresher. Additionally, the University Marketing and Communication Department (umac.dixie.edu) has produced the “University Branding Guide”, the purpose of which is to “… assist campus communicators in maintaining a consistent, unified brand identity” ¹ As a Web Content Editor, you should use both this Guidebook and the Branding Guide as tools to ensure that your site is up to University standards.

Web Content Editor Role

The Web Content Editor role was created to make it easier and faster for you to update your website. As a Web Content Editor, you’ll be able to make sure everything on your site is always up to date and has the information your users are looking for. Don’t worry, Web Services is here to assist you in making your site look great, building any special features you need, and answering any questions you may have.

Why?

Web Services has a limited team, and the DSU website is comprised of a large number of sites and even more pages. We do not have the resources to review all of the pages and confirm they are functional and up to date. If every department appoints a Web Content Editor to review and edit their pages, the web team can focus on making a better, safer, more reliable website, and everyone can enjoy a site that has accurate information.

Responsibilities

As a Web Content Editor, you will be responsible for making sure the information on your site is always as accurate and current as possible. We don’t ask that you edit your content every day (though you’re more than welcome to!) but please review it at the beginning and end of each semester, anytime your department has staffing or policy changes, or other departmental changes that need to be reflected on the site. If you are leaving DSU or transferring departments, you must notify Web Services. If possible, let us know who will be assuming your role as Web Content Editor.

We don’t expect you to become a programmer or designer – just follow our style and content guidelines and focus on keeping your information up to date. Either your assigned intern or the Web Services team can help you with the hard stuff, such as developing special features or designs.

You will be responsible for following some basic information security guidelines:

- **Don’t** share personal information about yourself, your coworkers, or students. Bear in mind that the content you post reflects your department and the university as a whole.
- **Don’t** post any images that don’t belong to you, your department, or DSU without permission from the photo’s copyright holder. Don’t plagiarize other sites.
- **Don’t** add any code or scripts to the site, let our team do that for you.

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¹ Quote by President Richard B. Williams, taken from the University Branding Guide
Training
The Web Services team will provide all DSU Web Content Editors with training on how to use our site builder, WordPress. We’ll give you an outline of what features you’ll be able to easily add to your site and which features you may have to ask an intern or our web team for assistance with.

We will also outline our data security policy, so you know what is and isn’t safe to share. We’ll review our site’s style guide, and content guidelines, so you know what kinds of things to put on your site, and how they should look.

Once you attend one of our Web Content Editor Trainings, and sign a Memorandum of Understanding, you’ll be ready to edit.

Support

Need assistance with content editing?

Contact your assigned intern.

Need help developing new features or redesigns?

Contact Aaron Campbell, Director of Web Services

aaron.campbell@dixie.edu | 435-652-7780

Site’s not working? Emergency with your website?

Contact Rex Frisbey, Senior Web Developer

frisbey@dixie.edu | 435-652-7958

Concerns about internet security?

Contact Andrew Goble, our Information Security Officer

goble@dixie.edu | 435-652-7963

Need help with branding; or getting photos, videos, & graphics?

Contact Jordan Sharp, our Vice President of Marketing & Communication

jsharp@dixie.edu | 435-652-7544
The Basics of UX

At DSU Web Services, we’re striving to create a better experience for our users by employing the cross-disciplinary practice of UX, or User Experience— which is central to creating great products. To make a website that users enjoy using and can find information quickly, we need to design a site that puts the user's needs first.

User Goals & Site Goals

A good website is designed to help users complete their goals. What are your users’ goals? How can you (and Web Services) help users complete this goal?

You probably have goals for your site as well. You might want to increase enrollment in a program, get funding for a new program, run online surveys or advertise events. Think about what goals you have for your department. How can you leverage your website to advance these goals?

Once you’ve established what your user goals and site goals are, meet with your web intern to discuss how we can meet these goals. If coding or design is involved, your intern or Web Services will implement these solutions for you.

We can also help you set up data tracking to see metrics on how effectively we’re meeting these goals.

Information Design

Storytelling for Web

A good website tells a story to the user. You need to explain to the user who you are, what you do, and why it should matter to them, in as few words as possible. Remember that your users are visiting with a goal in mind— they have a problem, and they hope to solve it with your website. Help them solve this problem and you’ll make your users happy!

Experience

Many people approaching web design from an academic or administrative background forget that web is a different medium from print. Users have different expectations for what a successful site is compared to a successful essay or report. Here are some general guidelines to keep users happy and engaged:

- Keep things short and to the point, and use a picture or infographic instead of text whenever possible.
- Provide multiple pathways for users to find important information.

Advanced Features

Web Services is happy to help you add additionally functionality and designs to your site. Contact us if you would like to add any of the following:

- Custom designs
- Calls to action
- Forms
- Applications
- Calendars
- News feeds
- Videos
- Galleries
- Sliders
- Analytics
- And more- just ask!
SEO: Search Engine Optimization

What is SEO?
SEO, or ‘Search Engine Optimization’, is the process of getting more traffic to your website through search results, for free! In order to increase the traffic to your website, the content can be optimized through the use of informational title tags. In other words, if you use titles and headings that are helpful and descriptive of what is on your site, it will rank higher in relevant search results.

Content Guidelines

Deciding what information to put on a website can be daunting, but we’ve created some guidelines to help give you ideas on what to include and how to structure things. Determine which of the three categories below your department falls under and read up on the content guidelines. You should also visit umac.dixie.edu and read through the Branding Guide, particularly pages 41-56.

Academic Department Content Guidelines

Required Content Elements
- Faculty/Staff page (including faculty education/qualifications)
- Contact Information
- Office Location
- Degrees/Programs Offered
- Links to Courses Offered (course catalog)
- Advising Information

Suggested Content Elements
- Events Calendar
- Links to relevant scholarships
- FAQs/Resources
- Events Feed on Homepage
- Blog Posts/News (if you regularly post to Facebook or twitter, we can find a way to create WP posts from your FB posts)
- Links to internships or research opportunities
- Career Information
- Mentorship Opportunities
- Online appointment scheduling for advisors or faculty office hours

Audience
Your primary audience will be current or future students. Our students come from diverse backgrounds, many from different regions, ethnicities, ages, socioeconomic backgrounds and countries, so you should not make assumptions about their reading level. You should strive to use standard international English with limited amounts of jargon. While it may be appropriate to use academic language on your pages, try to be considerate of users who may not
understand it and only use it when appropriate. Additionally, bear in mind that younger audiences prefer websites with more images, videos, and interactive elements, not text-heavy. Keep your pages short and to the point.

Administrative Department Content Guidelines

Required Content Elements

- Staff Page
- Contact Information
- Office Hours & Location

Suggested Content Elements

- Events Calendar
- Online Forms
- FAQs/Resources
- Events Feed on Homepage
- Mission Statements
- Services Offered

Audience

Your primary audience will vary based on your department. It may be staff, students, or the community. You should tailor your content for whichever demographic your site primarily reaches. Your site should make it easier for your user base to learn about what you provide as well as make it easier for you to provide information and services.

Collecting Metrics on Engagement

You should consider setting up goals for your website, such as “acquire 10 new contacts” or “complete 20 service requests,” which can help you track your progress towards meeting your department’s goals. Please discuss with Web Services what your departmental goals are and we can help tailor your site to achieve them and set up experiments to track them.

Special Events or Seasonal/Temporary Pages

Majority of sites under these divisions have their own site requirements and development teams.

We ask that you:

- Follow established university branding
- Stay in communication with Web Services about the direction of your online presence
- If your site is not part of the dixie.edu WP network, work with Web Services to get any calendars, events, or other relevant dynamic content cross-listed on our site.
- Follow our Internet Data Security Guidelines

If you are hosted on DSU’s WordPress network (our main site) and have special target goals for your site: e.g. selling tickets, collecting donations, signing up users for events, please communicate to Web Services your department’s goals. We’ll find a solution that works for you, and help you set up experiments and goals to monitor your success in achieving these targets.
Web Security

As someone with editor access to your website, it is your responsibility to help us keep your site safe and secure. This requires using basic internet security precautions, such as:

- Never share your login information with anyone no matter how official it may seem
- Watch for phishing scams and let Network Security know if you see one
- Do not write down any passwords and leave them near your computer
- Always log out when using a public computer

Data Security Guidelines for dixie.edu

*note: this policy is still under review and subject to change.

Introduction

Web Services takes the protection of our users’ data seriously. We’ve drafted the following guidelines for protecting sensitive personal information about our users and minimize the risk of data exposure.

For our purposes, we’re defining *sensitive information* as information that can be used to steal a person’s identity, used by those intending harm, or information that is protected by FERPA.

*Data Exposure* is exposure of sensitive and/or personal information on the internet in such a way that it becomes visible to the public. In the event of an exposure, we have outlined a procedure to resolve the situation as quickly and fairly as possible.

Sensitive Information

What is considered sensitive information:

- First/last name
- Addresses
- Phone numbers
- Emails
- Majors
- Grades/GPA
- Date of birth
- Family information
- Passwords
- Hometown
- Previous schools
- Class schedules
- Social security numbers
- Visa numbers
- ID/Driver’s License
- Credit Card/Bank account info
- Medical records

Some of this information must never be collected or revealed on dixie.edu, and some of it must be used conscientiously.

User Data Collection on dixie.edu

*Using third-party forms: Google Forms, Surveymonky, etc.*

*Never use third-party forms for any kind of sensitive data or personal information.* Web Services cannot protect the data stored in third-party forms.

Acceptable Uses:

- Reservations for events
- Anonymous surveys
- Opinion polls
Not-Acceptable Uses:
- Applications for jobs/scholarships/etc.

In the event of a data exposure, unintended public access, or identity theft

**Contact our Information Security Officer, Andrew Goble (435-652-7963), immediately.**

In the event of the exposure of sensitive and/or personal information becoming publicly accessible on our website, inform Andrew which page contains the exposed data, what kind of data is exposed, and when and how it happened. The DSU web team and information security office will take steps to secure and protect the user information exposed, and prevent future exposures.

If you are unable to reach Andrew Goble, contact our Senior Web Developer Rex Frisbey (435-652-7958).