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Last Updated March 2020
Web Content Editor Role

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.

Duties:

- At least once a semester, review each subpage hosted on dixie.edu that falls within your department’s area of responsibility. Ensure content is accurate and reflects any policy or staff changes.
- Watch for emails from Web Services in order to stay aware of updates and changes.
- Periodically check your ‘Site Editors’ screen and resolve any suggested revisions. (Continued in later section)
- 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.
- Understand that Web Services does reserve the right to make changes to your site(s) without consulting you in order to maintain consistency and accuracy across all of dixie.edu.

Work Order System

If you have questions or need assistance, the best thing is to submit a Work Order. This form can be easily accessed at any time in the global footer – click ‘Website Feedback’. Or visit our Web Services website and click the red ‘Work Order Form’ button.

When the Work Order is accepted by a member of our team, you will receive an email notification that includes their contact information so you can contact them if needed. When the Work Order is complete, you will receive another email notification in which you can Accept the changes, and the Work Order will be closed, or Reject the changes, in which case you will need to clarify what additional modifications needed.

When submitting a Work Order, it’s important that you are as specific as possible in your instructions of what needs to be done. Provide URLs to the specific pages that need updating and explain exactly what you need done; this will make the process go much faster if we don’t have to continually reach out for further clarification.
WordPress

Why WordPress?

WordPress is a free, flexible, and powerful blogging platform and content management system that is used on thousands of websites. Up to 25% of sites on the internet are built with it. WordPress is very simple to use for novices, and has endless options for customization.

Please note: the URL to log in to Dixie’s WordPress should be kept secret from anyone who isn’t a Web Content Editor. If you can’t remember the login URL, please call Web Services via your office phone.

Having trouble logging in?

1. Make sure you are on campus
2. Double check your username/password
3. Try logging in from the main site
4. Call Web Services to verify your permissions
5. Submit a Work Order

Click here for more information

Gutenberg Blocks

DSU Custom Blocks

These blocks were created as a collaboration between DSU's Web Services and marketing agency EKR as part of the website redesign in the summer of 2019:

<table>
<thead>
<tr>
<th>Accordion List</th>
<th>Accreditation</th>
<th>Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Carousel</td>
<td>Banner with Text</td>
<td>Contact</td>
</tr>
<tr>
<td>DSU Employee</td>
<td>Events</td>
<td>Gallery</td>
</tr>
<tr>
<td>Heading</td>
<td>Hours of Operation</td>
<td>Icon Call to Action</td>
</tr>
<tr>
<td>Image Call to Action</td>
<td>Mid-page Banner</td>
<td>Primary Button</td>
</tr>
<tr>
<td>Quote Carousel</td>
<td>Related Resources</td>
<td>Skewed Accordion</td>
</tr>
<tr>
<td>Skewed Image Spacer</td>
<td>Skewed Image Text</td>
<td>Social Media</td>
</tr>
<tr>
<td>Staggered Grid</td>
<td>Text Call to Action</td>
<td>Text</td>
</tr>
<tr>
<td>Two Column Block</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

You should be familiar with how to use these blocks after having attended a WordPress training with a member of our staff.

If you need a refresher or want to learn more about a block you’re not familiar with, we’ve created a great resource for you on our Web Services website. Click on ‘Web Editor Resources’ to find the ‘DSU Custom Blocks’ page link. On this page you will also find a training video that you may find helpful.

If you’re experiencing an issue with any block that isn’t included in our resources, don’t hesitate to submit a Work Order or contact a member of our team and we’ll gladly help you out.
Accessing WordPress Remotely

While logging into WordPress normally requires users to be on campus, there are special circumstances that require working remotely. In these cases, a Virtual Private Network (VPN) can be used to securely access WordPress from off-campus locations.

You’ll need to install the VPN client Cisco AnyConnect (pre-installed on most University-issued laptops). Instructions on installing the client can be found below.

- Windows
- MacOS
- Android/Chromebook
- iOS (iPhone/iPad)

Content Guidelines

Writing for the Web

Many people approaching web design from an academic or administrative background forget that web is a different medium from print. Here are some general guidelines to keep users happy and engaged:

1. Keep things short and concise. Studies show that most users read only 20% of the content on a web page.
2. Use bulleted lists and short paragraphs in place of long text. Users will have an easier time skimming text if it's broken into bullets or short paragraphs.
3. Implement an “Inverted Pyramid” style of writing. With this style of writing, the most important information is placed at the top of the page, followed by the next most important information and so on.

Inclusive Language Guidelines

One mechanism for creating an inclusive environment is for faculty and staff to model to students the use of inclusive language. Language has been and continues to be a powerful tool for excluding marginalized groups from society. Linked below is a list of inclusive terminology which, when used in daily discourse, helps everyone feel included and respected.
Media / Photos

Where to get photos to use on your site(s)

First and foremost, our recommendation is that you use UMAC approved photos. You can access their database at photos.dixie.edu, or have a UMAC photographer/videographer do a shoot especially for your department (for a charge).

Another option is to browse a stock photo website for source free images. Our favorites are:

- https://unsplash.com
- https://pexels.com
- https://media.defense.gov/
- https://photolib.noaa.gov/Collections

You must make sure you have permission to use a photo before uploading it to the Media Library. We credit the artists whose photos we use; the 'Photo Credits' link can be found in the footer. To have an artist added to this page, submit a Work Order using this form and our team will be glad to do so.

Resizing / optimizing images for use on the web

An important factor in SEO is page load time, and an important factor in page load time is the file size of images/media on a page. All images should be optimized and resized specifically for the block they're going to be used in. Found below is a list of all the image sizes for DSU custom blocks (in pixels).

<table>
<thead>
<tr>
<th>Block Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Carousel</td>
<td>1500 x 700</td>
</tr>
<tr>
<td>Banner with Text</td>
<td>1200 x 760</td>
</tr>
<tr>
<td>Blog Post Feature</td>
<td>1100 x 750</td>
</tr>
<tr>
<td>Blog Post Side Image</td>
<td>450 x 300</td>
</tr>
<tr>
<td>DSU Employee</td>
<td>200 x 250</td>
</tr>
<tr>
<td>Image CTA 2 Columns</td>
<td>575 x 320</td>
</tr>
<tr>
<td>Image CTA 3 Columns</td>
<td>360 x 320</td>
</tr>
<tr>
<td>Image Spacer 1st Position</td>
<td>930 x 270</td>
</tr>
<tr>
<td>Image Spacer 2nd Position</td>
<td>670 x 270</td>
</tr>
<tr>
<td>Image Spacer 3rd Position</td>
<td>1500 x 270</td>
</tr>
<tr>
<td>Mid Page Banner</td>
<td>2048 x 500</td>
</tr>
<tr>
<td>Page Title Banner</td>
<td>2048 x 700</td>
</tr>
<tr>
<td>Photo Gallery One-Half</td>
<td>585 x 380</td>
</tr>
<tr>
<td>Photo Gallery One-Third</td>
<td>380 x 380</td>
</tr>
<tr>
<td>Photo Gallery Two-Thirds</td>
<td>760 x 380</td>
</tr>
<tr>
<td>Skewed Accordion</td>
<td>800 x 800</td>
</tr>
<tr>
<td>Skewed Image with Text</td>
<td>2048 x 600</td>
</tr>
<tr>
<td>Two Column Block</td>
<td>600 x 400</td>
</tr>
</tbody>
</table>

Using Photoshop is the easiest way to resize & optimize images. If you don't have Photoshop or don't know how, please submit a Work Order or contact a member of Web Services and we will gladly get your images properly sized and optimized for you.
Alternative Text

What is alternative text?
Alternative text is a short, meaningful description attached to an image. Visually impaired users might have a screen reader to tell them what’s on the page, and providing alternative text helps them get a full picture of the content. Alternative text also turns your images into hyperlinked search results – meaning, you can potentially receive more visitors to your site(s) when a search engine pulls these images up as results.

How do you add it?
WordPress makes it very simple to add alternative text. Go to the Media Library, click on an image, and type a short, specific description in the ‘Alternative Text’ textbox.

Learn more about adding effective alt text here

Icons

What are icons used for?
Icons are a great way to add visual interest to a page. They can be used in two of our DSU Custom Blocks: Image Call to Action and Staggered Grid. The Icon Call to Action (2-columns) is shown below.

![Item 1 and Item 2 Icons](image.png)

A few short sentences describing the resource you’re linking to. A few short sentences describing the resource you’re linking to.

A few short sentences describing the resource you’re linking to. A few short sentences describing the resource you’re linking to.

/ LEARN MORE / LEARN MORE

Where do I find icons to use?
There are two places with icons you can use. The first is our page of EKR/DSU Custom Icons, which can be accessed from your WordPress Dashboard by hovering over ‘Site Editors’ in the left navigation and selecting ‘DSU Icons’. You can also browse FontAwesome (free icons).

For further instructions on adding icons, visit your WordPress Dashboard, hover over ‘Site Editors’ in the left navigation, and select ‘Icon Call to Action’.
PDFs & Documents

Inserting PDFs into your page is a little bit complicated, you'll need to use a hyperlink or anchor tag. To do this, first upload the file to the Media Library. Then, copy the direct URL of the file from the Media Library. Paste the link into the hyperlink of the highlighted text or ‘Link URL’ field.

Watch video tutorial

In general, Word documents, Excel files, PowerPoint presentations, etc. should not be on our site. Not all users have the software necessary to view those kinds of files, so they should be exported and posted as PDFs instead.

Media ‘DO NOTS’

- Do not upload an image of a flier and post it on your site. Those using a screen reader will not be able to read the text on the image, and your fliers must likely do not fit our site’s design. You must transfer the information from the image onto the page. If you're having trouble, please submit a Work Order and we’ll take care of it.
- Do not leave old, unused, or duplicate files in the Media Library. The WordPress Media Library is not to be used as a repository, you will need to find another way to store old files that you don't want to lose, and delete any files that are no longer in use on the front end.
- Do not upload any images that haven't been properly sized and optimized for use on the web. Large images are one of the main reasons for slow page load times.
- Do not upload any images that you don't have permission to use.
- Do not upload an image to the Media Library without providing alternative text.
Site Editor Screens

The Site Editor screens identify issues on your site(s) and are updated monthly. As part of your role as Web Content Editor, you are expected to visit these pages periodically and fix any issues that you can. We send monthly analytics report to your department/program supervisors, and the numbers from these Site Editor Screens will be included in those reports.

These screens can be accessed using the left navigation of your WordPress Dashboard, simply hover over ‘Site Editors’ to view how many errors of each kind have been found.

Error Types:

- Images: images that are either too large (file size greater than 1 MB, width of height greater than 2048 px, or images with missing/improper alt text)
- Links: broken links (404 error) or non-working redirects (300, 301, & 307 errors)
- Documents: an external file or link that doesn’t open in a new tab or missing files
- Typos: any word not in our dictionary or vulgar words
- Phones: improperly formatted or non-hyperlinked phone numbers

To learn more, visit the Site Editor Screen Help Page which we created to address issues or questions you might have regarding these screens.

Accessibility

As a public university, and because we receive federal/state funding, we are required to comply with ADA Section 503 website accessibility standards.

What is Website Accessibility?

Web accessibility is designing and developing your website in a way which allows people with disabilities to navigate through and understand the content – whatever hardware, software, or hearing/sight abilities they may have.

What can you do?

Here is a list of simple steps you can take to help us create an accessible site:

- Provide informative, unique page titles.
- Use headings to convey meaning and structure; group related paragraphs.
- Write meaningful text alternative for images. (find more info in Media/Photos section above)
- Provide clear instructions for users, and keep content clear and concise.
- Do not use images of text (fliers), but rather replace with actual text.
- Do not include content that flashes or could cause seizures / other physical reactions.

Learn More

Read More
Basic HTML

Note: As a Web Content Editor, you likely won’t encounter any code at all, but having at least a basic understanding of how to use HTML can help you debug issues you may run across.

Within WordPress you’ll find two views of the content editor. The “Visual” editor looks similar to a word processor, and gives you a preview of what the finished page will look like. The “Code” editor will show you the raw HTML code; here, you can examine the code to see what the tags look like.

HTML standards for Hyper Text Markup Language, and consists of elements which are represented by tags. The tags label pieces such as “heading” and “paragraph”. HTML tags normally come in pairs- the first is the start tag, the second is the end tag. The end tag is written like the start tag, but with a forward slash. Examples:

<h1>This is a heading</h1>

<p>This is a paragraph</p>

Click here to learn more about HTML.

Allowed HTML tags

The WordPress Visual Editor and Text Editor both have features built in to filter content and remove undesired tags. If your code is disappearing, it is most likely NOT on the list of Allowed HTML Tags. If you require HTML that is not on the approved list, or need custom CSS or JavaScript on a page, it must be added by an admin (Web Services & Web Interns).

The following tags may safely be used by all authors, editors, and admins.

<table>
<thead>
<tr>
<th>address</th>
<th>a</th>
<th>abbr</th>
<th>acronym</th>
<th>area</th>
<th>article</th>
<th>aside</th>
<th>audio</th>
<th>b</th>
<th>bdo</th>
</tr>
</thead>
<tbody>
<tr>
<td>dd</td>
<td>dfn</td>
<td>details</td>
<td>div</td>
<td>dl</td>
<td>dt</td>
<td>em</td>
<td>fieldset</td>
<td>figure</td>
<td>figcaption</td>
</tr>
<tr>
<td>font</td>
<td>footer</td>
<td>form</td>
<td>h1</td>
<td>h2</td>
<td>h3</td>
<td>h4</td>
<td>h5</td>
<td>h6</td>
<td>header</td>
</tr>
<tr>
<td>hgroup</td>
<td>hr</td>
<td>i</td>
<td>img</td>
<td>ins</td>
<td>kbd</td>
<td>legend</td>
<td>li</td>
<td>map</td>
<td></td>
</tr>
<tr>
<td>mark</td>
<td>menu</td>
<td>nav</td>
<td>p</td>
<td>pre</td>
<td>q</td>
<td>a</td>
<td>samp</td>
<td>span</td>
<td>section</td>
</tr>
<tr>
<td>small</td>
<td>strike</td>
<td>strong</td>
<td>sub</td>
<td>summary</td>
<td>sup</td>
<td>table</td>
<td>tbody</td>
<td>td</td>
<td>textarea</td>
</tr>
<tr>
<td>tfoot</td>
<td>th</td>
<td>thead</td>
<td>title</td>
<td>tr</td>
<td>track</td>
<td>tt</td>
<td>u</td>
<td>ul</td>
<td>ol</td>
</tr>
<tr>
<td>var</td>
<td>video</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Blocked HTML tags: iframe, style, script, & canvas.
Home Page Slider

General Rules

1. The slider block is for use on first and second tier pages only.
2. The slider should consist of no more than 3–5 slides at a time.
3. Slider topics must fall into one or more of the categories outlined below – exceptions made with cabinet approval.
4. Any department/division may submit proposed content for a home page slider using this form.
5. UMAC will determine which topics receive home page features and will select the image, content, and time frame.
6. Slides will be randomly generated, unless specifically prioritized by UMAC.

Categories

Events:

- Definition: Large events with 1000+ attendees expected of events involving cities of Washington County, State and/or Federal government.
  - Ex: Commencement, Homecoming, D-Week, July 4th Fireworks, Concerts
- Time Limit: Slider may go up two weeks before the event, and must be removed within one day after the event.
  - For events with tickets that must be purchased in advance, slider may go up three days before ticket sales begin, and must be removed within one day after the event.
  - For ongoing events, a short message may be added directly beneath the home page slider instead of including it in the slider for the entirety of the event. The slider should be reserved for ever-changing topics.

General Messaging:

- Definition: Apply to a broad audience – academics, athletics, community outreach, or institutional messaging.
  - Ex: Average class size = 20, student research/innovation, 13th lowest debt in the nation
- Time Limit: Case specific. (This is filler content)

Special Announcements:

- Definition: News or announcements that are interesting and relevant to the masses; impacting a vast majority of stakeholders.
  - Ex: Best Colleges, D-1, enrollment numbers
- Time Limit: No more than seven days.

Emergency Updates:

- Definition: Emergency updates that impact a vast majority of stakeholders. Image used should be a solid color, depending on the level of emergency – to be determined by UMAC.
  - Ex: Mass shootings, earthquakes, bomb threats.
- Time Limit: Added to the slider as soon as the department of Risk Management or the Department of Public Safety notifies Web Services & UMAC, taken down as soon as the issue is resolved.

Disclaimer: UMAC will have the authority to override any of these rules and make the final executive decisions.
**Security**

**Information Security Guidelines**

As a Web Content Editor, you are responsible for following some basic information security guidelines:

- Do not 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.
- Do not post any images that don't belong to you, your department, or DSU without permission from the image's copyright holder.
- Do not plagiarize other sites.
- Do not add any code or scripts to the site, let our team do that for you.

**Basic Internet Safety Precautions**

You are also responsible for helping us keep your site(s) 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 phising 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**

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.

**What is considered sensitive information:**

- First/last name
- Address
- Phone number
- Email
- Major
- Grades/GPA
- Birthday
- Family information
- Passwords
- Hometown
- Previous Schools
- Class Schedule
- Social Security Number
- Financial information
- ID/Driver's License
- Medical records

**User Data Collection**

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 of third-party forms: reservations for events, anonymous surveys, opinion polls, etc.

Not-Acceptable uses: applications for jobs, scholarships, etc.

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

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 Web Services Director Aaron Campbell (435-231-9667).
References


