**Website Editing 101**

**Responsibilities of department web editors:**

* Once or twice a semester, add a news/features story to your department’s major/minor page(s). You can do this in once in December and once in June or whenever is most convenient for you.
* Once or twice a year, add a new alumni profile to your site(s). This includes adding a story about the alum and uploading a high quality photo submitted by them. The photo template we’re using requires the photo to be high resolution and preferably vertical (taller than wide).
* Review department sub-pages once or twice a year and make updates as necessary. This might include your department’s Careers, Scholarships or Internships webpages, among others.
* Review your landing page(s) once or twice a year and contact the Com-Mar office if we need to update your statistics, faculty members, etc.

**How to log in**

* Go to [www.goshen.edu/academics](http://www.goshen.edu/academics) and scroll down to the green section at the bottom. Click the button that says Login
* Type in your normal GC username and password. (If this doesn’t work, call ext. 7569 and let us know.)
* Welcome to WordPress!

**How to add a news/feature post:**

* Login to WordPress if you haven’t already done so
* Click the Posts link on the left hand menu. Click “Add New.”
* Once you’re in the post, add your content as you normally would. Here are few things to keep in mind:
* In the Format section, you’ll notice several options. Most of the time you’ll want to do a “Standard” post, but occasionally you’ll want to create a post that links directly to an outside URL. In this case, choose “Link” and then add the URL in the “Post Link” field.
* In the Categories section (right hand side), check all of the major/minor pages you would like the profile to appear on. You also need to check the Feature box.
* To create a thumbnail image, go to the section labeled Featured Image and click “Set featured image.” From there you can select a photo from the photo library or upload a photo saved on your computer. Once you select a photo, you can click “Post-Thumbnail Editor” to edit it. In the thumbnail editor, click the section labeled News. Then crop the photo as you would like and click “Crop and Save.”
* Don’t forget to add a short excerpt for your story. This is the caption that accompanies the story/photo as it appears on the landing page.
* Finally, click Publish to make your post live!

**NOTE:**

In the past, if you wanted to add a Com-Mar news story to your site, you had to add a special link to it. Now, we will automatically publish our relevant stories to your site(s). You don’t have to do anything with them—we do all the work! That being said, your department will probably want to post content that Com-Mar isn’t covering (e.g. a story about a cool student project, an upcoming special lecture, or a link to a story on an outside web source about an alum who is doing interesting work). You know your department better than we do, so please be proactive about posting lesser known stories that highlight interesting things in your department. We don’t expect you to do this more than once or twice a semester. If your department publishes a regular newsletter, consider re-using some of those news items on your website.

**How to add a new alumni (or student) profile:**

* Once you’re logged in to WordPress, click the Profiles link on the left hand menu. Click “Add Profile.”
* For the headline, type the person’s full name and graduation year (e.g. Jane Miller ’79). In the next two lines, type their job title or area of study in college (i.e. Social Work Major), and a one-sentence excerpt about the person (“For the past 11 years, Tim has been working as a mathematical statistician at the U.S. Census Bureau.”)
* In the text section below, add at least one paragraph about the alumni and their post-college work. Two or more paragraphs is preferable! Ideally, profiles will read like a Q&A interview and give you a sense of who the person is. You might consider developing a list of questions to ask your alums about their work and lives.
* In the Categories section (right hand side), check all of the major/minor pages you would like the profile to appear on. In the Profile Types section (right below the Categories section), check the Alumni box if you’re making an alumni profile or the Student box if you’re working on a current student profile.
* Do not add a photo directly to the post. Instead, go to the section labeled Featured Image and click “Set featured image.” From there you can select a photo from the photo library or upload a photo saved on your computer. Once you select a photo, you can click “Post-Thumbnail Editor” to edit it. In the thumbnail editor, click the section labeled Profiles. Then crop the photo as you would like and click “Crop and Save.” (Note: if the photo is more wide than tall, go to the section labeled “Profile page image” and select “Show wide image above interview”)
* Finally, click Publish to make your post live!

**How to add photos, pdfs and other media files to a page or post:**

* This is the same as the old site! Find “Media” in the left hand menu of WordPress and click “Add New.” Then upload your file(s).
* You can also upload media files from within a page or post. Just click the button that says “Add Media” located right above the section where you type your story.

**How to view a cached landing page:**

* When you publish a story or profile to your department’s landing page, it won’t automatically show up on the page. That’s because we’re caching theses pages to speed up their loading time. Any new content you post to your landing page will go “live” overnight. But, you can still view the changes you’ve made by going to your landing page and adding **?update** to the end of the URL. This should allow you to view the content you’ve just created and make sure it looks OK.`

**Resources:**

* Web tutorial videos can be found at [www.goshen.edu/tutorials/](http://www.goshen.edu/tutorials/)
* If you have any questions about the website, you can always call 574.535.7659 or email commar@goshen.edu. We’re happy to help!
* Please review the Goshen College writing style guide. This guide tells you when to capitalize certain words, where to put commas, etc. PLEASE refer to this guide whenever you add new content to the site. We want to make sure our grammar and spelling are consistent on every page of the website.<http://www.goshen.edu/com-mar/files/2014/02/writing_guide.pdf>
* Some style guide quick tips:
* Department names are lowercase unless they are proper nouns (e.g. biology department, theater major, English department). The only time you capitalize is when you’re writing out the full, official name of the department (e.g. Goshen College Biology Department).
* Capitalize official college course titles; do not use quotation marks (e.g., Expository Writing; Chemical World). If referring to a type of class rather than a specific course, use lowercase (e.g., He is taking a chemistry course this semester.)
* In most cases, do not use a serial comma after a conjunction (e.g. Awards were given to sociology, business and Spanish students).
* Capitalize and spell out formal titles such as professor and chair when used before a name (e.g., Professor Kathy Meyer Reimer). When a department affiliation is also mentioned, several options are available. All parts of a title that come after the name should be lowercase except for proper nouns (e.g., Professor Kathy Meyer Reimer of the education department; Kathy Meyer Reimer, professor of education).