

# Guidelines for the Website

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## Contents

Branding .....	3
<b>Overview</b> .....	3
<b>Elements on Pages</b> .....	3
<b>Styling</b> .....	3
Content .....	3
<b>Content Strategy</b> .....	3
<b>Written Content</b> .....	4
<b>Photos</b> .....	5
<b>Videos</b> .....	5
Pages and Page Elements .....	5
<b>Home Page</b> .....	5
<b>High Level</b> .....	6
<b>Detail (Standard)</b> .....	7
Content Components: .....	7
<b>Program Detail</b> .....	7
Student Stories .....	8
<b>Events Detail</b> .....	8
<b>News Detail</b> .....	9
News & Events .....	9
ADA Compliance .....	10
Who to Contact .....	10
Checklist for Editors .....	11

# Guidelines for the Website

## Branding

### Overview

We know the historic Alumni Gates. We know the iconic Bronco. We know the lamp & flame and the colors that shout FSU – White and Blue!

Fayetteville State University's graphic identity is designed to convey a sense of the university's mission, character and style. It represents the traditions and values of our historic university.

When used consistently and cohesively, our official logo, colors, typefaces, photos, letterhead and other elements reinforce a distinctive university image and depict a strong, unified institution.

University communicators and external marketing consultants contracted by FSU are required to follow the graphic identity in all communications.

### Elements on Pages

Each page of the website is built to have a Header and a Footer. The Header contains the navigation for our website, but it also holds our university logo. The header will be on every public page of the website.

The Footer is at the bottom of every public page of the website. It holds navigational elements as well as our UNC logo, links for applying and other courses of action. Our copyright information can also be found in the area.

The Header and Footer can not be removed from any page of the website.

### Styling

[To find logos click this link.](#)

[To review our style guide click here.](#)

For more information about branding, contact our Director of Marketing at 910-672-1697.

## Content

### Content Strategy

#### *Audience*

Prospective students and their families looking for information regarding Fayetteville State University and the rich history of the University. These students/families are most likely local to the region and looking for information about why FSU is a good choice for their education.

#### *Tone and Voice*

Tone: Warm and friendly, we want the writing to showcase the vibrant community feel that exists on campus.

Voice: First and second person present. Use 'we', 'you' and 'you'll' rather than speaking to the audience in the third person.

### *Key Message*

- The website should speak to the diverse and unique heritage of the school. We want to focus on academic excellence, and variety of program options.
- We want to position cost of the university as value rather than cheap.
- We need to showcase in a unique manner the ways that campus life and student life opportunities benefit students.
- A smart choice for high quality education at an affordable price.
- Higher education leads to better jobs
- Committed to excellence in teaching, research, scholarship, and service
- Safe
- Nationally ranked degree programs
- Innovative learning opportunities
- Convenience and flexibility to fit your lifestyle
- Supportive, “family-like” atmosphere
- Diverse

### **Written Content**

#### *What should my page look like?*

- Headers – should be largest in size, bold. In one to three words tell what is on the page
- Sub-Headers – should be smaller than headers and tell what information can be in the following section
- Main Text – smaller than sub headers – easy to read and follow
- Bullets – use bulleted lists when order doesn’t matter
- Numbered lists – use when order matters
- Summaries – initial bit of information near the top of the page that tells the reader what is on the page. Should be written at a 5<sup>th</sup> grade reading level
- Main Content – throughout the page, written at an 8<sup>th</sup> grade reading level
- Accompanying content – maybe linked or added near the bottom of page, maximum of 11<sup>th</sup> grade reading level

#### *How should I form paragraphs?*

- Keep paragraphs short (cut out fluff or any information that is not important to the reader)
- Start with key ideas in each paragraph using words that will tell the story of the rest of the paragraph
- Use short sentences
- Use keywords that users search for
- Use bulleted or numbered lists when possible
- Use one concept per paragraph
- Present information in a linear fashion

- Write directly to the audience (using ‘you will’ rather than students will)

*What should I write about?*

- What does your reader want to read about?
- Know your reader.
- Ask questions that your reader might ask and answer them. Simply.
- Be respectful of your reader’s time. Give them important information first.
- Every sentence should be based on a description of fact.

## Photos

Photos should be student-focused. Tell a story. Be of good quality.

Photos should **not** be boring, fuzzy or pixelated.

If you need to have photos taken, contact Marketing.

All photos should be at 72 pixels per inch (ppi)

Masthead – 1280 x 460 px

Student Photo – 600 x 600 px

Video Photo – 754 x 424 px

Homepage Banner photos – 1200 x 600 px

News & Events Thumb – 300 x 300 px

News & Events Feature – 260 x 500 px

Faculty & Staff Photo – 300 x 300 px

**PHOTOS SHOULD NOT HAVE TEXT ON THEM (like those created in photoshop). This is against ADA compliance requirements.**

## Videos

Videos should be hosted on YouTube and be embedded on the website using the multimedia content component. The video URL should follow this formula or else it will not display.

[www.youtube.com/embed/VideoID](http://www.youtube.com/embed/VideoID)

Videos on the website should be of high quality, unlike those you might see on social media.

Marketing can help contract out video production as needed.

## Pages and Page Elements

### Home Page

The home page of the website is the main page at [www.uncfsu.edu](http://www.uncfsu.edu). It speaks primarily to the prospective student. It houses an image slider with “Be” statements, Statistics, Feature sections, links to campus information, and News & Events.

### University Homepage Banner Feature Criteria

The featured item must:

- Be of interest to the prospective student or family.
- Contain a marketing message with a “Be” statement.
- Be designed, created and/or approved by Marketing and/or Web Content Manager.
- Contain a link to a page within the website where more information can be obtained.
- Be a quality image.
- Must NOT contain text directly on the image.
- Must NOT contain more than five images in rotation.

What may be featured:

- Campus impact & emergency notices if the emergency feature is not available.
- Features of student, faculty or alumni images if of interest to the prospective student.
- Major university recruitment efforts.

What will not be featured: (Some of these can be placed in the Feature section instead.)

- Specific class offerings.
- Anything internal and not for the public.
- Announcements.
- Athletic Announcements.
- Events.
- Campaign Announcements.

Changes:

- Changes can occur whenever needed.
- Marketing messages (or images) should be alternated every semester.

All events and news articles should reside in the News & Events feature at the bottom of all pages on the website. All internal news and events should be located in AdAstra or FSU News.

### **Feature Sections**

The feature section in the middle of the home page has two sections. For special reasons, more sections can be added. It is not advised to have more than three sections.

The top section is reserved for a student feature. The link should lead the user into the website to learn more. Unless a major accomplishment or honor is being featured, academic areas across campus should be featured and changed monthly.

The second feature can be for additional things like our History during the Sesquicentennial year. But can be used for other information that would be important to the public or the prospective student including but not limited to campaign milestones, major athletic accomplishments, major campus events.

### **High Level**

The high level page is used as the overview page for a department or area. What distinguishes this page is the blue graphic in the middle of the page that holds four statistics or points of distinction. This page is used sparingly and only as an overview, main page for a section of the website.

To view instructions on how to edit this page, click here: <https://www.uncfsu.edu/high-level-page>

## Detail (Standard)

Unlike the high level page, this page is used for almost all pages of the website. All details and content components can be added to this page.

### Content Components:

- Accordions - the plus sign that opens to read more information. Use these to consolidate pages and keep the user on one page rather than many.
- Infoboxes – Student stories and other featured material can be placed in infoboxes. Choices of quote, story and stats can be utilized.
- Multimedia – this section can be used for videos or image sliders.
  - Videos: Videos should be housed on YouTube. The link to embed the video should follow this formula or else the video will not display properly.  
[www.youtube.com/embed/ID](http://www.youtube.com/embed/ID)
  - A thumbnail image is needed for the video. It's best to take a screenshot of the video and adjust size to 754 x 424px and 72 ppi.
  - If using an image slider, don't put more than 10 images. Each image can have a title, subtitle and copy. The slider is manual, not automatic. Please use quality photos that tell a story and show your area in the best light.

To view instructions on how to edit this page, click here: <https://www.uncfsu.edu/detail-page>

## Program Detail

The program detail page is much like the Detail page except it has some additional embed options for photos and introductory text that are pulled into the program finder.

The Embed section has a field for a short Teaser. And an image 300 x 300 px at 72 ppi. This will display in the program finder.

In the Category tab of the page, choose the program and other details so it will be found in the finder.

Information to include on the academic program pages – **PLEASE KEEP THESE ITEMS CONSISTENT ON ALL PROGRAM PAGES.**

- Contact information (in the sidebar)
- **Top Body Copy - Why Choose (Degree Name)? header, then copy answering this question.**
- **Second Body Copy – What Will You Learn? What Will You Do? Along with answers to these questions.**
- Accordion – Jobs
- Masthead – choose a student-focused, story telling photo of good quality. Crop to 1260x480.

Refer to the Content Strategy section of this guide to learn some helpful tips about writing for our audience.

To view instructions on how to edit this page, click here: <https://www.uncfsu.edu/program-detail>

## Student Stories

If you have a long student story, don't post the whole story within the Infobox, it will yield bad results visually. Instead, pull a short piece of the story and choose the story option in the infobox. Or choose a quote from the story and choose quote from the dropdown menu within the infobox.

After your information is entered, create a new detail page under the Student Story folder in Ingeniux and title the page the name of the student. This page is where you can post the full story along with a photo of the student. In section controls choose Community.

Then back in the infobox, link the story to the new student story page and create link text that says "Read more"

The student story photo should be 600x600 in the infobox. Choose a good quality photo of the student preferable a head and shoulders shot.

## Events Detail

The events detail page is similar to a regular Detail page but with event information like Date, location, time included. These fields are required. Please provide as much information as possible so those planning to attend can find out everything they need to know.

The Events pages should be added to the Events section (folder) in Ingeniux.

The embed section requires two photos – one thumbnail 300x300 which is displayed in the events listings, and the other is the feature which displays in the carousel on the bottom of the web pages and is 260x500.

Events are posted on the website by their date.

In the category tab, choose events and any other category that fits your event, so it shows in the proper areas.

Include:

- Photos
- Description of the Event
- Contact Information
- Ticket pricing
- Flyers (be sure all information on the flyer is in live text on this page. Do not post only a flyer, this is not ADA compliant.)
- And more

In the Sidebar > Right Column Component > choose the Sidebar Callout – Events option. This will post some text in the sidebar that links to all other events.

Social media buttons are built into the page. When shared, the image will also appear in the post.

To view instructions on how to edit this page, click here: <https://www.uncfsu.edu/event-detail>



## News Detail

The News Detail page is similar to the Detail Page except it has some publishing fields that are required. The news articles are displayed on the website according to their date and time. The News pages should be added to the News section (folder) in Ingeniux.

The embed section requires two photos – one thumbnail 300x300 which is displayed in the news listings, and the other is the feature which displays in the carousel on the bottom of the web pages and is 260x500.

In the category tab, choose News so that they article displays in the proper areas.

Include:

- Press Release
- Photo
- Links to other pages
- Videos
- Flyers (be sure all information on the flyer is in live text on this page. Do not post only a flyer, this is not ADA compliant.)
- And more

In the Sidebar > Right Column Component > choose the Sidebar Callout – News option. This will post some text in the sidebar that links to all other news articles and FSU News archives.

Social media buttons are built into the page. When shared, the image will also appear in the post.

To view instructions on how to edit this page, click here: <https://www.uncfsu.edu/news-detail>

## News & Events

### Procedures

As of April 2018 (These may change in the future.)

**News:** Once press releases are posted from Jeff Womble's office, they are collected and posted on the website in the News section, manually.

Include: Press release and photo.

All articles/releases should go through Jeff Womble's office first.

**Events:** Public campus events can be sent to Misty McMillan prior to the event. To get maximum exposure on the website, it's ideal to have events posted for at least two weeks prior.

Include: Event Name, Dates, Times, Location, Description, Ticket Information, Photo (All required)  
Optional: Flyer, video, links

### Photos

Photos should be of good quality and relate to the event or news article. Flyers will not be used instead of photos. Flyers can be additional content, however.

## ADA Compliance

### What is ADA Compliance?

The U.S. Department of Justice published the Standards of Accessible Design in September 2010. These standards stated that all electronic information and online technology be accessible to people with disabilities, including computer hardware program software and documentation.

[Interactive Accessibility](#) said, “The ADA standards apply to commercial and public entities that have ‘places of public accommodation’ which includes the internet.”

For more information: [https://www.ada.gov/2010ADASTandards\\_index.htm](https://www.ada.gov/2010ADASTandards_index.htm)

### Practical instructions:

- Videos must have captioning or transcripts.
- Pages need to comply with contrast guidelines.
- Images cannot have text on them (Flyers) unless they are supported with live text that can be read with a reading device.
- Each image must contain an image description.
- Links and page titles must have relevant names and information.

## Who to Contact

### Editors

Each area (division, department, office) probably has a web editor. This person is responsible for compiling the information they need on their pages. They are also responsible for uploading the content to the website. If you have a problem or question about content on one of your department’s pages, start with the web editor in your area.

### Web Content Manager (WCM)

A Web Content Manager helps develop and advise on content throughout the website. This may include written copy, photos and videos. The WCM can also assist in page layout and advising on best path of information for our users. The WCM can also offer some technical advice as far as using the page templates within Ingeniux.

If you need help with content or your pages, contact Misty McMillan in Marketing.

### Webmaster

A Webmaster handles things behind the scenes of the website – unlike the Web Content Manager who handles things on the front end of the website. If you have technical issues logging in to Ingeniux or need permissions, etc., the webmaster is your contact person.

The webmaster also handles our intranet – MyBronco Portal.

If you need help or have trouble with permissions or technical things on your webpages or MyBronco Portal, contact Bill Gibson in ITTS.

## Checklist for Editors

Check your pages every semester:

- Check and fix broken links.
  - Go through all your pages and click on links to see if they work.
- Check contact information.
  - Has someone left, been added – make sure it's correct.
- Check your content information.
  - Have policies changed? Have you added or deleted a program?
- Check your images.
  - Do they have image descriptions? Are they pixelated? Are they outdated?
- Check your events or news.
  - Are they outdated?
- Check your content for outdated material.
  - Do you reference 2016 when it's 2018?
- Should you update your Stats section?
  - High Level Pages
  - Do you have new achievements, etc., to highlight.