WEB CONTENT SUPPORT PLAN

Summary

The Web Content Team (WCT) operating within E-communication Services will assist designated content posters and content authors to identify, prioritize, coordinate and respond to the specialized needs of academic and administrative departments regarding Web content.

Though assistance is available, designated department content posters are responsible for all content within their department's Website and for securing appropriate release permissions. See the Berry Web Policy at www.berry.edu/web for more information.

E-communication Services reserves the right to review, evaluate and purposefully edit content submitted for release in the Berry College Website.

Web Content Team (WCT) Responsibilities

The WCT is a cross-functional group of students who work under the supervision of E-communication Services to provide campus-wide web posting support in graphic and web design, information architecture, poster training, usability, audio/video, social media and other Web initiatives.

The Web content team members will assist with:

- Training and support on effective online communication and web page maintenance.
- Content updates, review or audits, and correcting broken links and misspellings as they are discovered
- Ensuring that content and accompanying images are appropriately sized and formatted, consistent in navigation and presented in a user friendly manner
- Ensuring content is accurate, current and in accordance with the Berry College Web Policy and Addendum to the Style Guide
- Support for other web and electronic communication projects

<u>Note on Content Responsibility</u>

Though assistance and training is provided by E-communication, individual departments are ultimately responsible for the creation, maintenance, and accuracy of their content. This includes, but is not limited to text, images, PDFs, forms, links, audio, and video.

Poster Support Services

The WCT provides a range of services and reference material to support designated content posters and content authors for the Berry College Website.

Content authors are members of the Berry College community who provide content but do not have access to the www.berry.edu server. They are not required to undergo training unless they wish to become designated college posters.

Content posters are Berry College faculty, staff or students officially designated by department administrators or E-communication Service to post content on the Berry College Website. Content posters are required to complete all necessary training as provided by E-communication Services. All content posters should participate in the Berry Web Support Group (BWSG). They will be added to the e-mail distribution group and will be notified of quarterly meetings, training etc.

Scheduled poster training is provided throughout the year in the following areas:

- Web and graphic design
- CMS content creation and management
- Adobe Contribute Software
- Content planning and writing
- Social and interactive media

Creating new content is only part of the responsibilities of a content poster. There are other tasks which need to be performed on a routine basis to keep Web pages current. The following is the WCT's Top 3:

1. Reviewing and updating existing content at least once a semester
2. Restoring broken links
3. Improving ease-of-use, specifically findability and readability

Please note: When reviewing existing content, posters are to pay attention to dated content such as faculty/staff contact information, events, policies, handbooks etc.

A list of all designated posters and area of responsibility is available at www.berry.edu/web. If your department has no content poster, send update requests to E-communication Services using the online content update request form that can also be found at www.berry.edu/web

Website Audits and Redesigns

Departments requesting a new Web page, Web section or a redesign of an existing Website ***must*** use the online request form. Any section of the Website that requires a redesign is subject to an audit by the WCT.

During a site audit, the WCT will examine all existing navigation structure, text, graphic, audio and video content to help determine your department's content needs. After a site audit, a tentative Web Content Optimization Plan, subject to your department's approval will be presented. Depending on the size and complexity of the redesign, a project timeline may be created to ensure all content posters and authors provide the WCT with required content in a timely manner.

Although content posters and authors are responsible for providing content and information, the WCT will assist with the following:

Editing: A Web Content Specialist is available to help create new text or edit existing text for your webpage(s).

Photography: Berry College has an extensive database of campus photographs. However, if new images are needed, student photographers on the WCT are available to take photos. We will work with you to schedule a photo shoot if one is required.

Graphic Design: We have student graphic designers who work under the supervision of the PR and Marketing staff, to help create new graphics for your Website.

Information Architecture: The WCT and other members of the E-communication staff are available to help with your content planning which include navigation, layout, forms and content writing.

Audio and Video production: In cases where audio and video content are needed, the student videographer, under the supervision of the Interactive and Social Media Specialist, is available to assist with video shoots and online streaming of events.

Social Media Initiatives: The Interactive and Social Media Specialist is available to provide counsel on managing social media accounts such as Facebook and Twitter.

Online Toolkit for Designated Posters

E-communication Services has licenses for web authoring software, content management tools, and can provide a range of useful utilities to help with Web development tasks.

Contact us to learn more about utilities and other technologies that are available for use.

Content posters can visit www.berry.edu/web for tools, tips and information on a variety of issues such as:

- Content update FAQs
- Adobe Contribute FAQs and Tutorial
- Web publishing account request form
- Web content update request form
- Copyright information
- Copywriting tips (content writing)
- Berry Web Policy
- Berry Web Style Guidelines
- Downloadable logos and photos
- Social media guidelines