

College of Agricultural and Life Sciences and UI Extension Website Policies

Sitecore

- Sitecore is the official hosting location for all CALS and UI Extension department/center/county/program websites.
 - Support for Sitecore is provided by CALS Communications.
 - New websites in Sitecore must be built by CALS Communications but edits can be made by web authors.
 - Faculty and staff can become web authors to make their own website edits after completing Sitecore training (contact ext-web@uidaho.edu for training dates).
- Websites produced outside of Sitecore will not be supported by CALS or Extension. We can link to these sites, but will not provide technical support.

Blogs

- Sitecore does not offer a blogging function. If you'd like to create a blog, please follow these guidelines:
 - Do not use your blog to replace your official website, but instead as a complement to your other material and content.
 - To avoid unwanted advertisements from showing up on your blog, we recommend:
 - Blogspot as a free blogging service.
 - WordPress as a paid blogging service.
 - Do not use the free application of WordPress. Advertisements that you can't control, and which may conflict with U of I's mission could be shown on your blog without your knowledge.
 - Blogs will not be searchable from the U of I website and have different accessibility challenges from the university website.
 - We can add a link to your blog from your official website to help drive traffic.
 - Blogs should be used for less formal, more time-related updates and promotion. Best practices recommend at least weekly posts.
 - Use proper U of I logos and colors so that clients know the content is from a reputable source.
 - On your blog, provide links back to your official websites, especially in main headers or other global navigation.
 - We recommend that you add backup administrators to your blog to help in emergencies or transitions.
 - Use blog titles that identify the connection to the University of Idaho.
 - Consult CALS Communications before purchasing any domain names or creating customizations or analytics accounts.
 - Support for blogs is not provided by the University of Idaho.

Personal Faculty Websites

- If you would like to create a website for your laboratory or yourself as a professional, we ask that you use language and domains/usernames that make it clear that the content represents your work and is not a representation of the university.

- For example, feature your name or lab name more prominently and put references to the institution in the bio/about area instead of a main header/footer.
- We recommend Weebly for personal faculty websites.
- Support for personal websites is not provided by the University of Idaho.
- If you are interested in a website through Sitecore that focuses solely on your research (not a laboratory), please contact ext-web@uidaho.edu for assistance.

CALS and Extension Featured Content

- Content to be featured on the CALS and Extension home page must align with current marketing goals and be approved by the CALS Marketing and Communications Manager.

Writing for the Web

- The U of I website is responsive, which means that content will rearrange and resize itself depending on the size of the device being used to access the website.
- Due to this format, content must be written with a Mobile First Philosophy.
 - Mobile First Philosophy means focusing on how the content will look on a mobile device first, before progressing to the desktop.
 - Designing for the smaller screens forces us to focus and prioritize our content to narrower constraints.
 - Placing the most important and relevant information first will enhance the experience for the user whether they are on a mobile device or desktop.
- Users scan webpages before leaving or reading more information.
 - Users typically scan content on the page in an F-pattern (left navigation and first two paragraphs)
 - A user typically reads 20% of the words. Even high-literacy users scan text.
- Guidelines for mobile friendly content:
 - Use clear headings, bold and italic text and link text help focus users' attention to key information.
 - Start with an introductory sentence or two to set the purpose of the webpage.
 - Have only one idea per paragraph.
 - Most important information at the top.
 - Use bulleted lists when necessary.
 - Use bold and emphasis to make important keywords catch the user's eye.
 - Use plain language: clear and concise.
 - Write at an 8th grade reading level to allow for easy scanning of your webpage.
 - Avoid jargon or explain complex concepts.
 - Sentences should average 12-17 words.
- If content is submitted that does not follow these guidelines, it will be edited at the discretion of CALS Communications.
- Resources for web writing:
 - www.plainlanguage.gov/howto/index.cfm
 - Writing tips for using plain language
 - <https://readability-score.com>
 - Find out how easy your text is to read
 - www.nngroup.com/topic/writing-web/

- Articles from the Nielsen Norman Group on best web writing strategies

AP Style

- The University of Idaho adheres to AP Style, including our websites, with some exceptions. Please consult the [U of I style guide](#) and [UI Extension style guide](#) for more details.
- Content will be edited to meet AP and U of I style guidelines.

Images

- Locally relevant images are preferred for websites.
- If a photo doesn't help to tell the story on a website, leave it off.
- Please consult with CALS Communications if a stock image needs to be used.

Analytics

- Google analytics are available for all webpages within Sitecore. Please allow up to a week for analytics results and provide as much information as possible when requesting.