College of Agricultural and Life Sciences and UI Extension Website Policies

Content Management Systems

- Sitecore is the preferred hosting location for all CALS and Extension websites.
  - Support for Sitecore is provided by Debra Rumford (CALS) and Michelle Boese-Empey (Extension)
- Websites produced outside of Sitecore will not be supported by CALS and Extension. We can link to these sites, but will not provide technical support.
- Blogging: UI WordPress is recommended for UI content that has a blogging component for regular updates. If the content will not be updated at least once a week, then consider a static website on Sitecore.
  - Support for UI WordPress is provided centrally by University Communications and Marketing (Ilya Pinchuk).
- Blackboard Learning is for UI courses that students are registered for.
  - Support for Blackboard is provided centrally by ITS.
- Weebly is recommended for personal faculty websites. Weebly is not supported by the University of Idaho.

New websites

- New websites in Sitecore will be built by CALS Communications. Once the website is built, users will be trained as a web author to make minor edits.
- New websites must be requested through CALS Communications.

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 UI 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 new 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 [UI style guide](#) and [UI Extension style guide](#) for more details.
- Content will be edited to meet AP and UI 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.