

## 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 8<sup>th</sup> 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](http://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/](http://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.