**OU Campus Workshop Learning Outcomes**

**OU Basic Training**

LOG IN

EDIT A PAGE

***Page Edit View***

Choose Section to Edit

* Main Content
* Promo Top
* Promo Bottom
* Left Nav Menu

WYSIWYG Toolbar Edit

* Just Edit
* Just Edit Expand View
* Table-friendly Toolbar

Saving Work

* While Working
* To Publish

Preview Mode (Do not navigate through your website in this mode)

Publish

* Version Description
* Publish
* View in New Window

Back to OU Campus Tab

Editing Contact Information and Hours

Navigation Interface Views

* Page Edit View
* Page Action View
* Pages View (All Folders & Files)
  + Props.pfc
  + nav.inc
  + Images and PDF folders

Logging Out

* Make Sure Light Bulb Button is Turned Off
* Select Logout on name dropdown

Create a New Page

Upload Documents (PDFs, Word, PPT)

Adding a Link

* PDF
* External Website
* Page on another department’s foothill.edu website
* Link within own website
* Creating Buttons

Snippets and Assets Preview

**Using Images**

Banner (1300x330)

Contact Circle (400x400)

Buttons (Use Link Style selection)

Main Content Main Image (700x(500 or less))

Floating with Text Wrap (Max 350) ??? Let’s test this

Biography (Profile Photos 150x200)

Right Column (500)

Student (Gateway) Boxes 178x178

Learn More Boxes 268x261

Factoids

Image Gallery

Adding Video

**Tool Box Review**

WYSIWYG Toolbar

Subheadings

Styles

Text Color

Images

Page Action Tools

Page Listing View Action Tools

**Writing for the Web**

Accessibility and Search Engine Optimization

Who is your audience

Think mobile first

Usability

What’s their task

Write in first person – You, we, our

Use subheadings to separate key concepts – like signage in a grocery store

Use short paragraphs – 1 thought per paragraph

Use bullet points

Spell Check

Ask someone else to check your work for accuracy after you publish

Create a new page for a major new topic

Think consistency in style – use the Web Editorial Style Guide

We use AP Style

* Keep an editorial calendar for information that needs to be update quarterly and annually
* Be aware of event related information that should be removed