HOW TO AVOID THE MOST COMMON T4 MISTAKES

Stephanie M. Scott
Director of Digital Marketing & Strategy
REMINDERS

- Image approvals
  - Check for copyright and branding
  - Are you not sure if your image is copyrighted?
    - Use google.com/images

- Reminder of our Approval Queue process
  - In by 11 a.m. M-F and live on the website by EOD
  - Includes images approvals

- Need T4 Help?
  - Email digitalsupport@txwes.edu
  - Call us ext. 6538
TODAY’S FOCUS

- The value of keeping your website updated
- Top 10 most common T4 "mistakes"
- How to avoid website "mistakes"
- Make updating your website more fun
- Questions
- Web Rockstar winners
VALUE OF AN UPDATED WEBSITE
HOW DO STUDENTS FIND ANSWERS TO QUESTIONS?

Noel Levitz E-Expectations Report 2015
TOP 10 MOST COMMON
T4 "MISTAKES"
MISTAKE #1
SHOW IN NAVIGATION CHECK BOX
NEWS STORIES & EVENTS – SHOW IN NAV

- [http://cms.txwes.edu/terminalfour](http://cms.txwes.edu/terminalfour)
MISTAKE #2
THESE AP STYLE BASICS
AP STYLE BASICS

Months
- Abbreviate only the following months:

Titles
- Capitalize formal titles when they appear before a person’s name
- Lowercase titles if they...
  - Are informal
  - Appear without a person’s name
  - Follow a person’s name or are set off before a name by commas
AP STYLE BASICS

- Time, date then location
  - Put your event information in this order

- Oxford Comma
  - Remove the comma before and/or in a series of three or more
  - **RIGHT** – The students search for academic advising, degree plans and course information.
  - **WRONG** – The students search for academic advising, degree plans, and course information.
MISTAKE #3
MATCHING YOUR SECTION TITLE TO YOUR NEWS STORY TITLE
http://cms.txwes.edu/terminalfour
MISTAKE #4
FINDING YOUR SECTION
FOLLOW THE PATH

- http://cms.txwes.edu/terminalfour
MISTAKE #5
ADDING CANONICAL LINKS
YOU FOLLOW THE PATH AGAIN

- http://cms.txwes.edu/terminalfour
MISTAKE #6
ADD LINKS AS A SECTION LINK
HOW TO ADD A SECTION LINK

- http://cms.txwes.edu/terminalfour
MISTAKE #7
COPYING & PASTING CONTENT
FROM WORD…

- [http://cms.txwes.edu/terminalfour](http://cms.txwes.edu/terminalfour)
MISTAKE #8
ADDING YOUR NEWS STORY TO THE CATEGORY ARCHIVE
NEWS CATEGORY ARCHIVES

- http://cms.txwes.edu/terminalfour
MISTAKE #9
FORGETTING YOUR PAGE TITLE
WHEN ADDING A NEW SECTION

- http://cms.txwes.edu/terminalfour
MISTAKE #10
ADDING A NEW SECTION WITHOUT CONTENT
SECTIONS GO LIVE WITHOUT APPROVAL

- http://cms.txwes.edu/terminalfour
HOW TO AVOID WEBSITE "MISTAKES"
TIPS TO AVOID "MISTAKES"

1. Use your training manual as a reference
2. Strategize with others
3. Brainstorm with us!
4. Use our checklists – or make your own!
5. Contribute more often – practice makes perfect
HOW TO MAKE UPDATING YOUR WEBSITE MORE FUN!
MAKE UPDATING THE WEBSITE FUN

1. Collaborate with your team
2. Think through your strategy & research
3. Work with us to track your results
   - Success is contagious!
QUESTIONS?
ROCKSTAR WINNERS!
AND THE WINNERS ARE...

- Amber Coronado, 34 website updates
- Amber Procter-Willman, 18 website updates
- Marcel Kerr, 11 website updates
THANKS!