WEB CONTENT ROCKSTAR BREAKFAST SERIES: News & Events Made Easy

Elaine Sharpe
Digital Content Specialist
What Defines News and Events?

- **News can be anything you want it to be. Really.**
  - Faculty/staff achievements
  - Personnel changes
  - New programs
  - Important deadlines
  - Policy changes
  - Helpful seasonal tips

- **Events are just what they sound like.**
  - If you have something you want on the University calendar, add it to your department’s “Upcoming Events” section.
Why Do News and Events Matter?

- Because your department is important.
  - You have information to share, and the best way to share that information is by posting news and events.

- Because the Flame is all about YOU.
  - We can’t make sure you’re getting the news that matters most if we don’t know what that news is. Your input counts!

- Search Engines
  - You’ve probably heard of Google. They like recent content.
  - Posting news and events is a great way to keep your site recent, even if you don’t have any updates to make.
  - 57% of DFW admissions site visitors find us through search.
  - Admissions traffic = $$$
And Now It’s Time For An...

AWESOME MUSIC METAPHOR!
Liner Notes vs. Hit Singles

Your regular website updates are your liner notes:
- It’s information that has to be there.
- If it’s not there, people get upset with you.

Your news and events are your hit singles:
- They’re what set you apart from other Rock Stars.
- They’re what make your album go triple platinum and your YouTube music video get 3 billion views.

How do you get on the charts in the Flame?
Start posting!
How Can I Speed Up the Process?

NEWS AND EVENTS?

OH WAIT... I DO HAVE TIME FOR THAT
How Can I Speed Up the Process?

If you want to save a few steps…

- Duplicate an existing news or event item
  - If you do this, you’ll create a page that already has content
  - All you have to do is change three things:
    - Section name
    - Content name
    - Content details

- You can even create a “dummy” story to duplicate
  - You can mark the fields you need to change.
  - No risk of overwriting an existing story
How Can I Speed Up the Process?
What if I Have Trouble Writing?

- Writer’s block is real. It happens. We can help.
- How do I write a good story? Pretend you’re writing an email.
  - Write your headline
    - Pretend it’s a longer, more engaging subject line
  - Write your lead sentence
    - Email time is precious. You need to get your most important information in the first 40 words.
  - Add your important details
    - What else is essential to your message?
  - Wrap it up
    - This is the time to add your background info and say good-bye.
How Do I Get News and Events in the Flame?

- Make sure your content is approved.
- Make sure your content is delivered on time.