



**WEB CONTENT ROCKSTAR BREAKFAST SERIES:
Content Approval Demystified**

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Why Do We Have Content Approval?

- ▶ Because one set of eyes is never enough.
 - Mistakes are going to sneak through sometimes ... and that's OK.
 - Even the very best copy editors miss easy catches.
 - Need evidence?



Why Do We Have Content Approval?

- ▶ The human brain is a decoding machine.
 - Even if the rest of the word is jumbled, if the first and last letter of a word are correct, you can probably read it.
 - For example, it doesn't matter in what order the letters in a word appear, the only important thing is that the first and last letter are in the right place. The rest can be a total mess and you can still read it without problem.
 - When it's only one word that's got a typo, it's harder to catch.
 - The water bucket gets filled once every 45 minutes.

What About Other Stuff?

- ▶ It's not just about typos and misspelled words.
 - We check for all kinds of things during the approval process:
 - Is it the correct content type?
 - Does it follow our formatting and style guidelines?
 - Will it make sense to our audience?

- ▶ Ok, but what does that mean?

And Now We Turn to Chloe...



Content Basics

- ▶ There are only three content types you should use regularly:
 - **General Content**
 - For everything that goes in the center channel of your department's website.
 - **Event – TWU**
 - For all of your department's events.
 - **News Story**
 - For all of your department's news.
- ▶ Make sure you're adding your content correctly.
 - Every news story or event has its own section
 - Each section is only assigned one news story or event

Basic Style and Formatting

▶ What is style, anyway?

- Style is what keeps the site consistent from one page to the next.
- It determines things like:
 - Page layouts
 - Paragraph formatting
 - Capitalization
 - Color schemes and fonts

Basic Style and Formatting

- ▶ What should my content look like?
 - Left-aligned paragraphs
 - One space between sentences
 - No underlined text
 - Use exclamation points very, VERY sparingly.

- ▶ But what if I want to be creative with my layout?
 - Creativity is great, but the website has to have a consistent look and feel to it. It's part of how we protect our brand.

How Will You Know if it Makes Sense?

- ▶ Step 1: Pretend you know nothing about your content
 - Read what you've written and ask yourself if there are any important details you're leaving out.

- ▶ Step 2: Have someone else read your content
 - You might be the world's greatest pretender, but your brain will still magically fill in the blanks sometimes. Even if you think it's crystal clear, have an outsider put some eyes on it.

- ▶ Step 3: Make your changes and reread it.
 - Doing this out loud helps. A lot.

That's Great, But...

**YOU STILL HAVEN'T
EXPLAINED HOW
CONTENT GETS
APPROVED.**

The Content Approval Process

- ▶ Step 1: Create your content.
- ▶ Step 2: Review your content and approve it at the department level.
 - Always have someone else review your changes before you submit them, even if they're not trained in T4.
 - Make sure you've gone through the content-readiness checklist.
- ▶ Step 3: Web Services reviews your content and publishes it.
 - We'll make minor corrections if necessary.
 - Spelling/grammar/punctuation
 - Headline improvement
 - Minor rewrites/formatting/style changes

What Keeps My Content From Getting Approved?

- ▶ Using the wrong content type
- ▶ Not creating a section for a news story or event
- ▶ Leaving out important information
 - Event start dates/times/locations
 - Form instructions
- ▶ Excessive “rogue” formatting
 - If it doesn’t look like the rest of the site, don’t do it.

And Now It's Time For An...

**AWESOME
MUSIC
METAPHOR!**

Remixing Original Songs



Remixing Original Songs



How Does That Relate to T4?

- ▶ Vampire Weekend's original song was great on it's own, but Chromeo put a spin on it that made it even more appealing to the band's target audience.
- ▶ YOU are the face of your content. Everyone has heard of Vampire Weekend, but Chromeo is the one behind the scenes tweaking the original to make it stand out. (P.S. The Web team is Chromeo.)

Yes, I know it's a stretch.

Work with me, we brought food.