



**WEB CONTENT ROCKSTAR LUNCH SERIES:
Content Elements: Which Types to Use and When**

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What is a Content Type?

- ▶ A content type is an object with a set of rules and fields that allows you to add content to a page that already has a defined style .

- ▶ Everything that appears on the website is part of a content type.
 - News & Events
 - Center-channel Content
 - Contact Information
 - Photos & Videos
 - Forms
 - AND SO MUCH MORE!

Why Do We Have so Many Content Types?

- ▶ Having a wide variety of content types makes it easier for you to build engaging pages for your department.
 - Two words: No HTML.
- ▶ Things that would take hours for a professional to code only take minutes to produce thanks to the work of our developer.
- ▶ So while sometimes content types might seem like a pain in your neck (or somewhere else), they really do save you time.

Which Content Types do I Actually Use?

▶ For Academic Templates:

Standard

- General Content
- News Story
- Event – TWU

Intermediate

- Left-Side Info Box
- General Content – Right Side
- Page Banner

Advanced

- Department Page Navigation

Which Content Types do I Actually Use?

▶ For Admissions Templates:

Standard

- General Content
- News Story
- Event – TWU

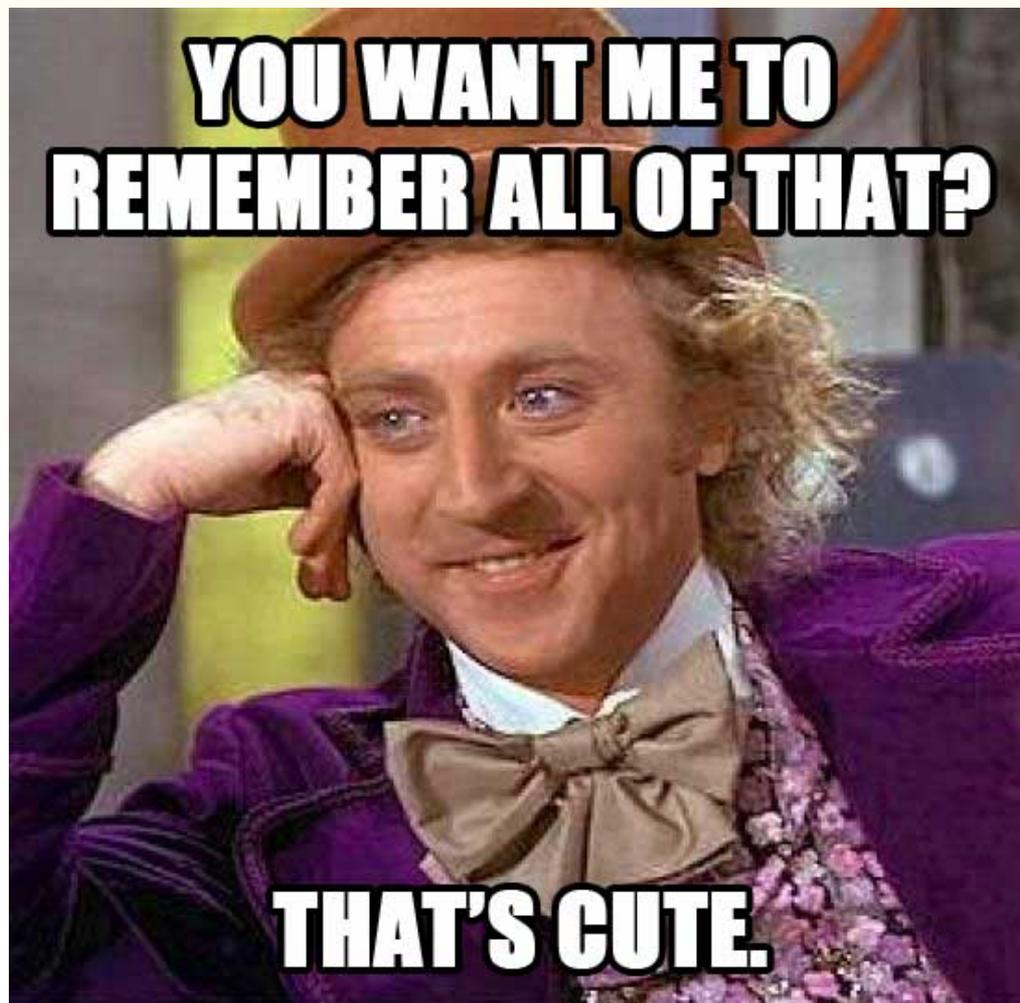
Intermediate

- Promo Box - Gradient
- Promo Box - No Gradient
- Featured Paragraph
- Content Block
- Right Simple Box
- Contact Container

Advanced

- Hub Page Sub Nav
- Hub Page Section News
- Hub Page Section Events

And After Today's Session...



We're Here to Help

- ▶ We updated all of the content type descriptions in T4.

- ▶ We also built you a content type library (and it's almost live).
 - You'll be able to see every single content type you could possibly use on a day-to-day basis, as well as get a better understanding of how to use them.
 - You can view these content types on an example page so you don't have to guess what it will look like when you add it.
 - [Academic Content Type Examples](#)
 - [Admissions Content Type Examples](#)

- ▶ We also built an [Image Optimization Guide](#) for you.

And Now It's Time For An...

**AWESOME
MUSIC
METAPHOR!**

Choosing the Right Instruments for a Song

- ▶ Are you familiar with George Michael?



Choosing the Right Instruments for a Song

- ▶ Don't play guitar when what you really need is a saxophone.



Choosing the Right Instruments for a Song

- ▶ Imagine “Careless Whisper” as an electric guitar solo. It doesn’t work. And if George Michael had used the wrong instrument, we wouldn’t have this YouTube magic:



Choosing the Right Instruments for a Song

- ▶ So in a website context, why is this important?
 - Users get the experience they're designed to have.
 - You get the look and feel your website is designed to have.
 - Your information gets displayed in a clear, scannable way.
 - Your content doesn't get rejected, which saves you time.