

Owens Website – WordPress CMS Tips & Links

Owens Style Guide

The standards for writing documents for Owens Community College. It includes what to capitalize, when to abbreviate, how to use campus locations, website vs. web site, etc.

www.owens.edu/marketing/style_guide.pdf

SOME COMMON MARKETING STANDARDS TO USE:

- **When referencing the College**, always capitalize the “C” in College. *Example. Please send your information to the College.*
- **Do not write OCC** when referencing the College name. Either use Owens or Owens Community College.
- **When writing the campus locations**, it must be hyphenated as follows: Toledo-area Campus, Findlay-area Campus. Capital “C” in campus. NOT Toledo Campus, Findlay Campus.
- **When writing dates** do not use “th” or “st” after the date. ex. June 21st, October 14th, write it as June 21 or October 14.
- **Times are written as follows:** 11 a.m. – 2 p.m., OR 1 – 2 p.m. The p.m. is not required if it pertains to both the starting and ending time. Do not include “:00” NOT 11:00 a.m. – 2:00 p.m.
- **Phone number area codes** are written as (567) 661-7120. NOT 567-661-7120 or 567.661.7120.

Owens Brand Guidelines

Instructions for how to best represent the College by adhering to specific logos, colors, graphics, font families, and more.

www.owens.edu/marketing/brand_guidelines.pdf

Marketing Public Website Webpage

Includes logos, guidelines, and more.

www.owens.edu/marketing/

Marketing Intranet Webpage

Includes branding information, templates, online forms and contact information.

<https://intranet.owens.edu/pr/>

Writing for the Web

Adapted from: <https://www.enchantingmarketing.com/writing-for-the-web-vs-print/>

- **Write for the web! Write for people scanning the page:**
 - Keep the content simple. Use headers and sub-headers to break up information.

Example:

Prior to your First Appointment with your Owens Advisor

Talk with your HS counselor about...

- What credit do I need to graduate high school?
- What time of the day can I take my CCP classes?
- Request counselor to complete [CCP Authorization form](#).

- Use bullets or lists to break up paragraphs of information to make it easier to scan.
 - Use short sentences.
 - Put your most important information first (“above the fold” in newspaper terms).
- **Don’t try to be clever or creative. Keep content obvious and self-explanatory.**
 - If using acronyms, spell out the names then use the acronym in parenthesis for the first reference. *Example: Owens is a member of the Ohio Community College Athletic Conference (OCCAC). The OCCAC consists of 12 teams.*
 - **Use Call to Actions (CTA’s) when possible.**
 - Register now!
 - Request information
 - Contact Admissions

Website Accessibility Tips for ADA Compliance

Adapted from: https://www.schoolwebmasters.com/School_Website_Accessibility_Tips

Contrast Issues -- Color alone shouldn’t be used as the sole method of conveying content or be used to distinguish links from surrounding text. Use headers to distinguish from main content.

Tables -- If you use tables in your websites, they must have header and row identifiers to display information or data. Data summaries should be used where appropriate to help a person using a screen reader understand the information in the table.

Semantic Markup – Headings and Lists -- Since screen readers and other assistive technologies ignore visual styling, you must use HTML headings (h1, h2, etc.) for all content headings. Also, use HTML lists (ul, ol, and dl tags) to show progression or sequence. Don’t underline text for emphasis – use bold or italics.

WORDPRESS TIPS

NOTE: Please take your own notes below.

Tip for Adding Content: You can add content by cutting and pasting from Word or Excel.

- Some editing might be required if styles don't carry over. For example, make sure the headings are the correct size, the links are working, the bullet lists are correct, etc.

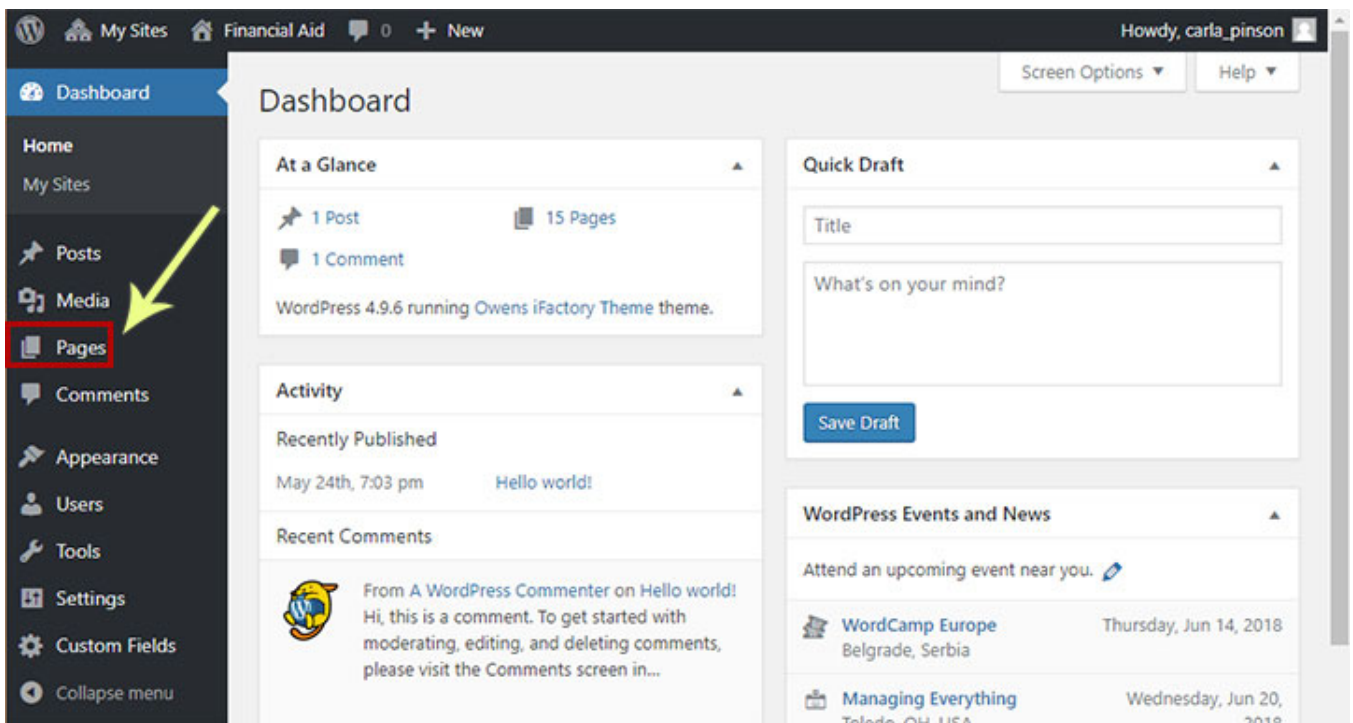
How to Log In

1. Type www.owens.edu/wp-admin/ in your browser
2. OR Click **Site Administration** in the lower right corner of the footer on any Owens webpage
3. Enter your Owens log in credentials
4. The Dashboard will open



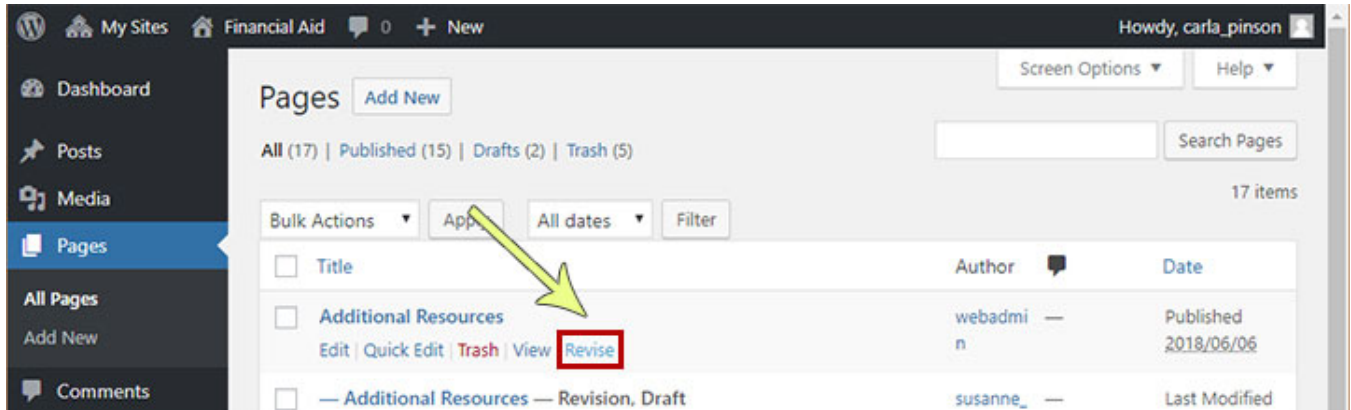
In the Dashboard

1. Click **Pages** to see the webpages you can edit



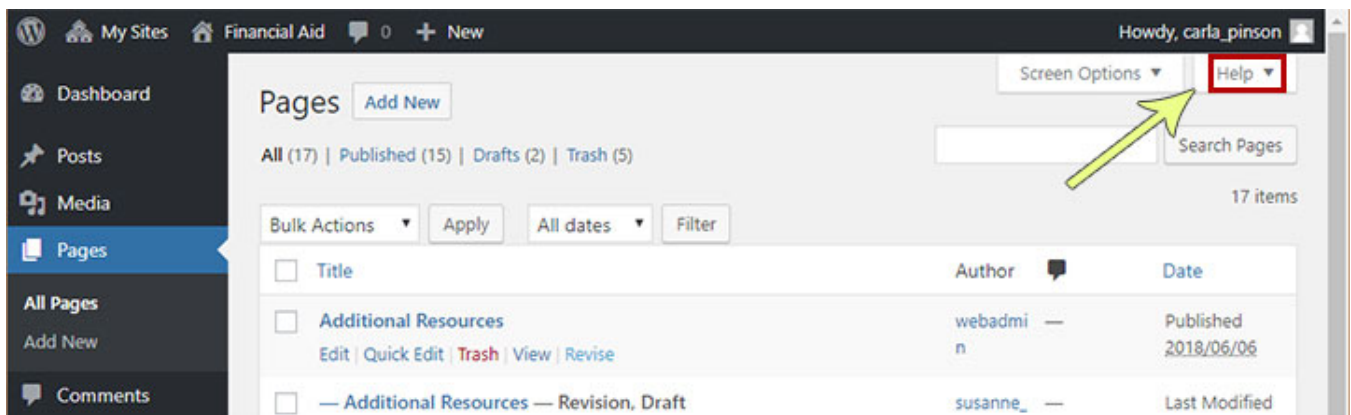
After you Click Pages

1. Click **Revise** or the name of the webpage to edit the page.



For Help Documentation

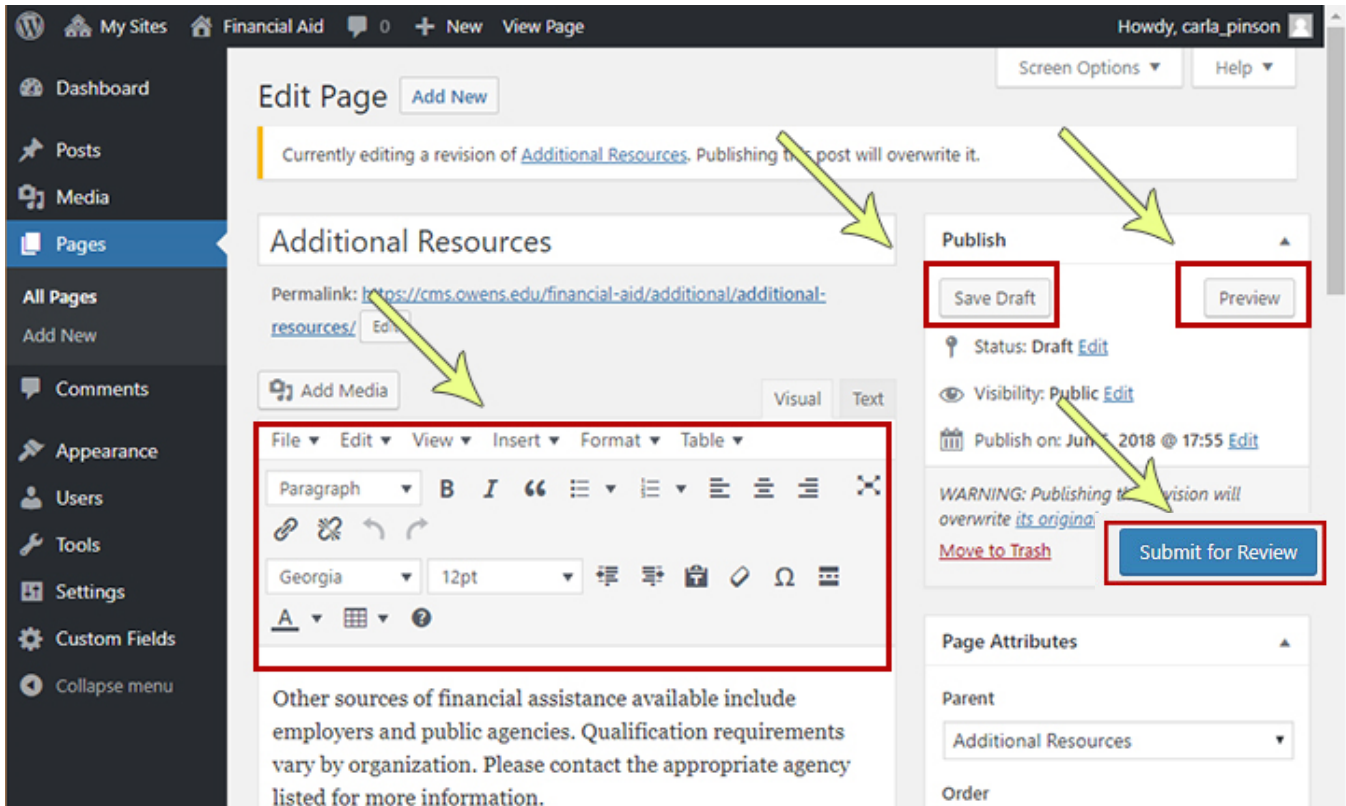
1. Click the **Help** link in the upper right corner





Editing a Page -- After you Click Revise

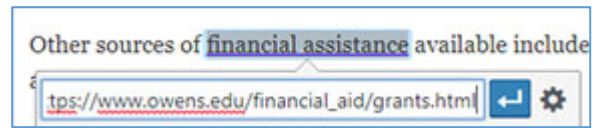
Parts of the Edit Page

- Page edit tools
- Save Draft option
- Preview the webpage
- Submit for Review button




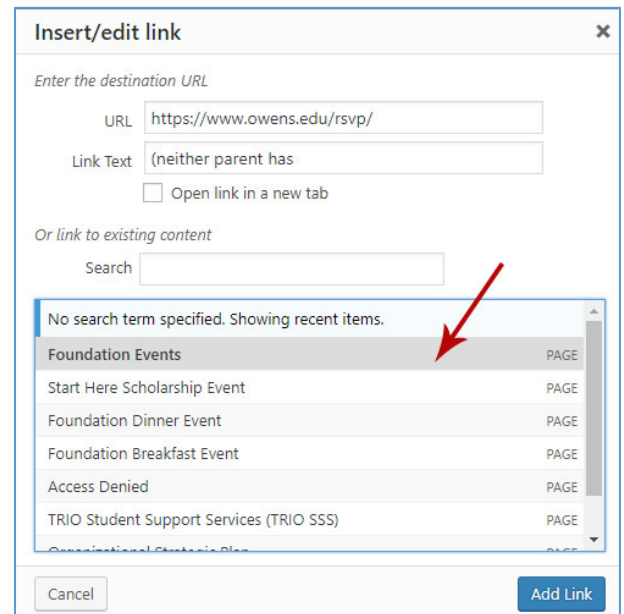
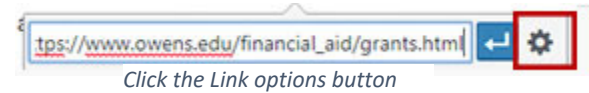
How to add Links within the Webpage

1. Highlight the text you want to link
2. Click the Insert edit link icon in the page edit tools section (toward the top) 
3. Type or paste the link you want to insert into the box
4. Click the apply button 



How to Link to an Existing Webpage in your Section

1. Highlight the text you want to link
2. Click the Insert edit link icon in the page edit tools section 
3. Click the Link options button
4. When the new window pops up, click the webpage you want to link to
5. Make sure the Link Text is what you want displayed on the page
6. Click Add Link



Insert/edit link

Enter the destination URL

URL

Link Text

Open link in a new tab

Or link to existing content

Search

No search term specified. Showing recent items.

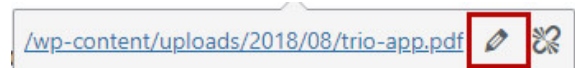
Foundation Events	PAGE
Start Here Scholarship Event	PAGE
Foundation Dinner Event	PAGE
Foundation Breakfast Event	PAGE
Access Denied	PAGE
TRIO Student Support Services (TRIO SSS)	PAGE
Organizational Statistics Plan	PAGE

Click the webpage you want to link to

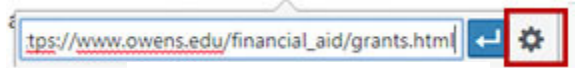
How to Open Links in a New Tab

When linking to non-Owens websites or PDFs, set the link to open a new tab (open a new page)

1. Click the link
2. Click the Edit button
3. Click the Link options button
4. Click the Open link in a new tab



Click the Edit button



Click the Link options button

Insert/edit link

Enter the destination URL

URL

Link Text

Open link in a new tab

Or link to existing content

Search

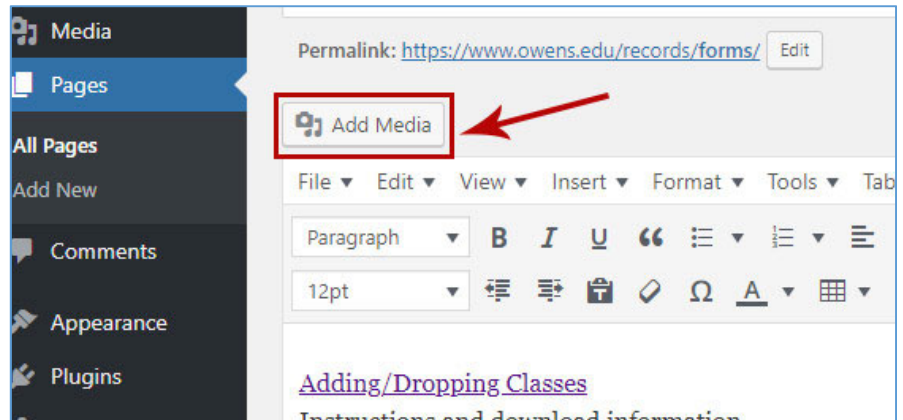
Click Open link in a new tab

How to add Media Files

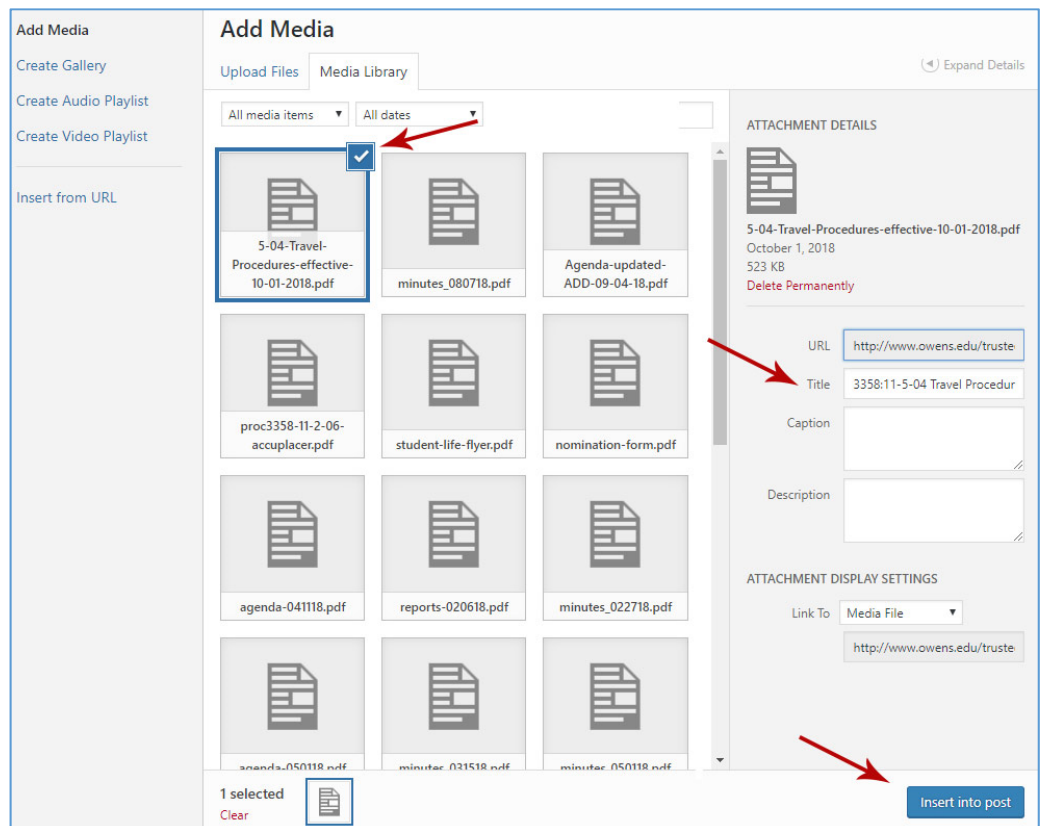
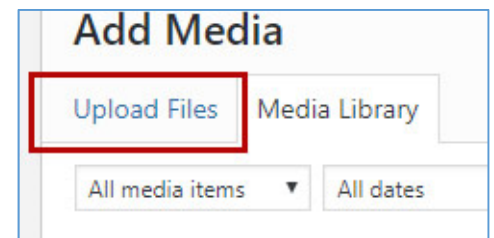
Media Files include PDFs, images, videos and other files. For our purpose, we will focus on uploading and adding PDFs to your page. Once uploaded, these files are housed in your **Media Library**.

To upload a PDF to your Media Library.

1. While editing a page, click the Add Media button



2. When the new window opens, click Upload Files
 - a. **Note:** Clicking the Media Library link next to the Upload Files link will show you files currently in your Media Library
3. Select the PDF you just uploaded
4. Make sure the title is correct on the right side – this is the text that will show on the webpage
5. Click Insert into post



How to Update an Existing PDF Link on the Page

If the new PDF is not yet in the Media Library:

1. On the page you're editing, highlight the PDF link you want to update
2. Follow the steps on Page 7 to upload the new PDF to the Media Library
3. Click Insert into post
4. Follow the steps on Page 6 to open the PDF links in a new tab

How to Insert a New PDF Link on the Page

1. On the page you're editing, highlight the text you want to make into a PDF link
2. Follow the steps on Page 7 to upload the new PDF to the Media Library
3. Click Insert into post
4. Follow the steps on Page 6 to open the PDF links in a new tab