Adding and Creating News

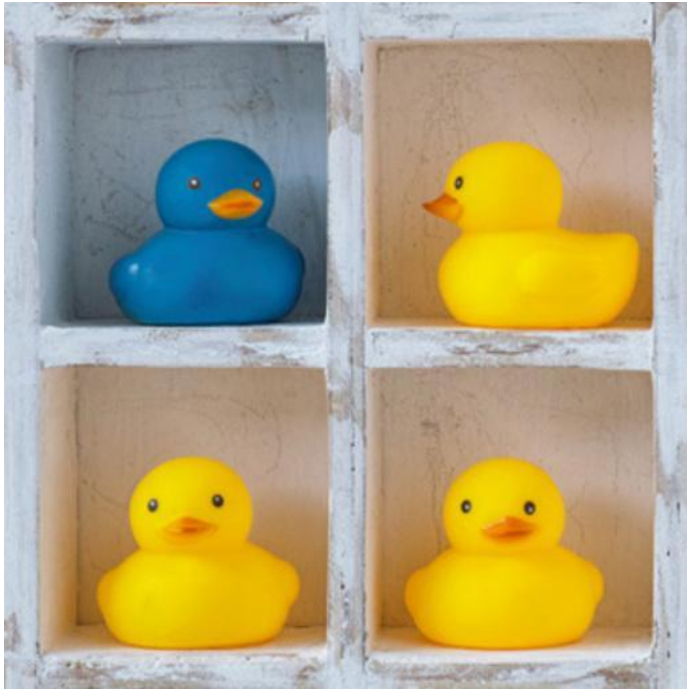
...also Managing News

Agenda

- Two types of news content
  - Imported
  - Local
- Adding and managing news (demos)
- Things to consider when writing news articles
- Where to get help
- Questions?

Two types of news content

- Imported from Duke Today
  - Technically from trinity.duke.edu, but the origin is Duke Today
- Locally created
  - Stories an editor creates directly on your site



Adding and managing news

- Adding a news article
- Linking to an external article
- Using the media library
- Categorizing a news article
- Updating the front page news
- Using the “Manage news” page

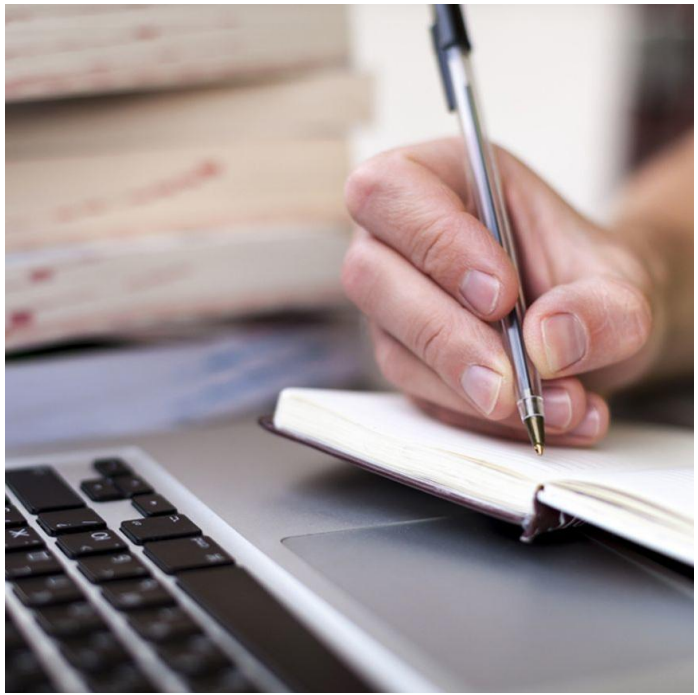
Things to consider when writing news articles

Articles highlighting department events or awards

- Find publicly available information
- Remember your audience. Avoid really specific jargon or abbreviations
- Link to the faculty member's Scholars profile or the departments/programs mentioned.
- Photos should have captions and a photo credit.

A few notes on style

- Headlines: Capitalize all major words, including verbs of any length (like *is*) and prepositions longer than 3 letters (like *above*).
- Trinity Comms generally follows the AP Style Guide
- Duke's Language guide



Where to Get Help

When to contact Communications:

- You are asked to write a news article about a department accolade.
- You want to add categorized news to a specific section of your website.
- You see a story on DukeTODAY that you think should be on your website.

Where to Get Help

When to contact Web Support:

- The editing interface is not behaving as documented.
- You are logged in but you do not have the ability to add a news article.
- “The website has encountered an unexpected error.”

If you’re unsure, start with Web Support:
trinitywebsupport@duke.edu

In Conclusion...

- News can either be imported or created directly on your site by an editor.
- Imported news cannot be edited with the exception of the fields that are used for categorizing or overriding the title.
- Use the “Manage news” page to find and work with news, both imported and locally generated.
- Trinity Web Support and Trinity Communications are resources available to you as a website editor.

Questions?

...also,

Thank you!