KENNEDY LIBRARY WEB COMMUNICATIONS

A simple guide to good web content.

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with questions or comments.

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Kennedy Library Web Communications
A simple guide to good web content.

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Content: Conny Liegl
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TABLE OF CONTENTS

1. Identity 1
2. Key messages 3
3. Content 5
4. Grammar 7
    4.1. Capitalization 7
    4.2. Numbers in text 7
    4.3. Dates and times 7
5. Lists and bullet points 9
6. Tone of voice 11
7. Action words 13
8. Icons and emoticons 15
    8.1. Icons 15
    8.2. Emoticons 15
9. Content layout and style 17
    9.1. Layout 17
    9.2. Typography 17
    9.3. Colors 17
10. Links 19
11. Naming files 21
12. Images 23
    12.1. Sidebar images 23
    12.2. Sider images 23
13. Videos and audio 29
14. Working with WordPress 31
    14.1. Pages 31
    14.2. Posts 32
    14.3. Content editor 32
    14.4. Shortcode 33
15. Contact and support 35

1. IDENTITY

We are Robert E. Kennedy Library or Kennedy Library.

The preferred uses of the university name are:
- California Polytechnic State University
- Cal Poly

Other name derivations that may be used are:
- Cal Poly at San Luis Obispo
- Cal Poly, San Luis Obispo

The full address of the university must appear as follows:
- California Polytechnic State University, San Luis Obispo, CA 93407

We are not REKL or Cal Poly Library or other variations.
Cal Poly may not be shortened to CP.

1.1. Mission

The mission of Robert E. Kennedy Library is to promote open and informed inquiry, foster collaboration and innovation, support the unique needs of every student and scholar at Cal Poly, and contribute to the cultural life of San Luis Obispo.

1.2. Values

The library is committed to valuing the scholar in everyone by delivering excellent service, fostering collaboration and innovation, and respecting and nurturing Cal Poly's distinctive sense of community.

2. KEY MESSAGES

Key messages the library should convey through the website are:

- It's all about you [the visitor].
- We empower you, we inspire you, we put you in control.
- Your research is valuable.
- We welcome your participation in shaping the library.
- The library offers a set of tools for your research needs.
- We spark/provoke your ideas.

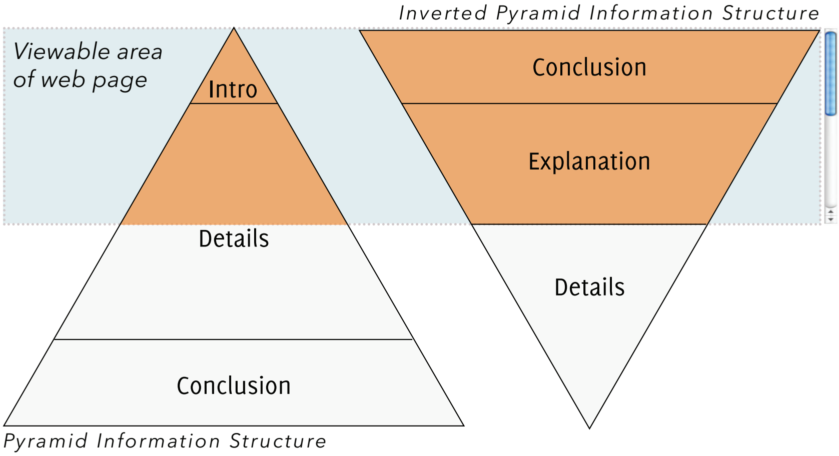
Messages we do NOT want to communicate:

- We are everything to everybody.
- We help all users with the same information.
- We'll give you a generic answer, whatever your problem might be.

Time on page	Call to action
In **1 second** the user should understand…	Kennedy Library empowers students and helps with their research.
In **10 seconds** the user should understand… (primary message)	Kennedy Library houses exciting study spaces, and provides research help to students. Visitors can borrow books, articles as well as tech materials.
In **2 minutes** the user should understand… (secondary message)	Kennedy Library supports student & faculty research and collaborates with several partners at Cal Poly. There is a digital repository, and materials not available on-site can be ordered from across the country.

3. CONTENT

All content should be simple, clear, brief and scannable. The goal is to keep users engaged by presenting the conclusion first, then explaining the issue, consequently giving more details in the last paragraphs.


Inverted Pyramid Information Structure
Viewable area of web page
Intro
Details
Conclusion
Conclusion
Explanation
Details
Pyramid Information Structure

Remember:

- Get to the point. Then stop.
- Use plain English.
- Express one thought at a time.
- Let the facts speak for themselves.
- Use short words and phrases.
- Never use a long word when a short one will do.
- If it's possible to cut out a word, cut it out.

Source: bit.ly/www-write

The resources in the Data Studio give students access to a wide variety of data and allow them to use that data in novel ways. Students can tailor the Data Studio furniture and hardware to their liking to best promote effective teamwork. Through instruction, collaboration and hands-on experience, students are able to direct their own learning and explore familiar topics in new ways.

Use the fast computers and GIS software in the Data Studio for your data projects. Arrange furniture and monitors for group meetings and team tasks. We will provide help, seminars and tutorials to promote and strengthen your research skills.

4. GRAMMAR

Use proper grammar, punctuation and spelling. Avoid abbreviations, slang and questionable language.

If you use library in a sentence it's lowercase unless preceded by Kennedy. Do not shorten to REKL or REK library.
The library...
Kennedy Library
Robert E. Kennedy Library

Find the full Cal Poly Stule Guide at:
www.marketingcomm.calpoly.edu/sites/marketingcomm/files/campus_style_guide.pdf

8.1. Capitalization

Proper nouns, department and committee names are capitalized.
The library's Interlibrary Services desk is located on the first floor.

Use sentence case for headlines, capitalizing only the first word and proper nouns.
Mission, values and vision of Kennedy Library

Please do not use title case anywhere on the website.

8.2. Numbers in text

When writing figures, please use the following:

For the numbers one to nine, always use words (except in dates). For 10 upwards, use figures.
Kennedy Library has eight fishbowls and 20 study rooms total.

8.3. Dates and times

For events, always write the date in full, with commas:
Thursday, March 25, 2013

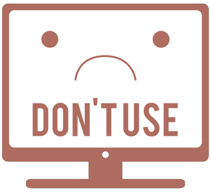
Express the time using the 12 hour clock, separate the numbers with a colon, add am or pm without periods and without spaces behind the number:
We are open from 10:00am to 5:00pm today.

5. LISTS AND BULLET POINTS

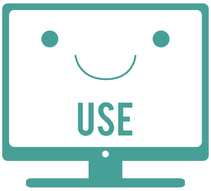
Web readers are active, not passive. Impatient users browse web content, skip paragraphs and whole pages, follow links in a random order to find information fast.

A majority of the users scans the page instead of reading word for word, focusing on headlines, summaries and captions; a quick glance at the page should present them with all valuable options already.

Use bulleted lists to split up information and make it easier to scan content, but never more than nine items at once, with a maximum of two hierarchy levels.



We offer mentoring and training in a collaborative environment where you can acquire excellent customer service and team skills as well as technology and information skills that can help you succeed in your courses and future careers.



What it is like to work at Kennedy Library:

- Collaborative
- Active mentoring and training
- Provide excellent customer service
- Build team, technology and information skills

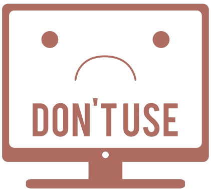
6. TONE OF VOICE

Be direct but friendly to our visitors. Relate to them.
Talk the language of students, our primary audience. Address them directly. Always look for the simplest way to say what you want, avoid tech and library speak. Students are stressed from their research, the website content should support them and make them feel motivated and inspired.

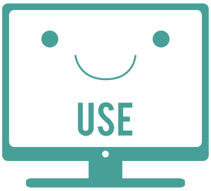
It is important to write content for readers, not yourself, using an inclusive, positive and non-offensive tone.

- Use bold text and italics sparingly. Never underline words or headlines.
- Never SHOUT at the users.

Don't Use	Use
ILL	Interlibrary Services
Patron	Visitor
Check out resources	Borrow materials
Circulation Desk	Checkout desk
LearningCommons	2nd floor information
Periodical	Journal
A/V	(Multi)media, tech
Unique holdings	Unique items



Most of our computers are in our six labs on the first and second floors. There are also open computer stations throughout the library, available to any of our patrons.



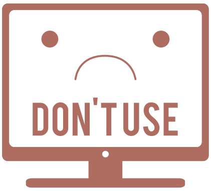
Find computers in the six labs on the first and second floor.

Computers in open areas on floors one through five can be used by any visitor.

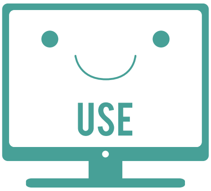
7. ACTION WORDS

Use action words to actively involve users in the content.

Action words are simple, conversational and easy to understand. They let the user know exactly what to do next.



There are eight Collaboration Rooms available in the Learning Commons. Each is equipped with white board and a flat screen monitor (VGA connection with supported resolutions: 1920x1080, 1280x720), and each room seats up to eight people.



Use “fishbowls” for your group meetings.

- Seats up to eight people
- Large white board
- Flat screen monitor

Find the collaboration rooms on the 2nd floor, between Julian’s café and the exhibit area.

➔ Book now!

8. ICONS AND EMOTICONS

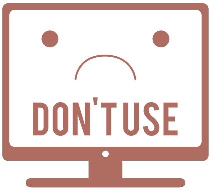
8.1. Icons

Icons allow for a more intuitive navigation of the website. They draw attention to action words and hyperlinks, but used wrong they can distract from the content.

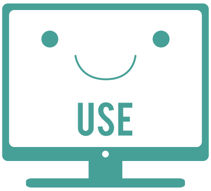
- Never use more than one icon per paragraph.
- Never use more than two different icons per page.
- Only use them in approved colors.

For a list of available icons, please consult the Font Awesome library at ***www.fortawesome.github.io/Font-Awesome/icons/***

Please work with the web designer to integrate them in your page.



➔ Book now! ⬅
✔ Up to eight people
✖ Not more than three hours
➔ Find one here



➔ Book a study room now!
  - Up to eight people
  - Not more than three hours

➔ Find an empty room.

8.2. Emoticons

Do not use emoticons on the website. It has a more official tone than our social media sites, so smileys are not appropriate.

9. CONTENT LAYOUT AND STYLE

9.1. Layout

Since we don’t know what kind of display (PC monitor, laptop, television, mobile phone, tablet), what resolution (number of pixels that display can display), orientation (landscape, portrait) or size the user utilizes to visit the website, **we designed a site layout that is responsive to all display technologies, and adaptable to any resolution.**

Please be aware of the flexibility of the content as display sizes change. Please try not to manually fix any width sizes, as this would corrupt the mobile user experience.

Ultimately, the content rules over the design. Websites have to be accessible and usable for all visitors. Our website offers a consistent, intuitive and usable layout to engage all users.

9.2. Typography

For highlighting, use **bold** for single words or sentences in paragraphs.

Never use *italics* or underlined words on web pages. Italics are hard to read, and underlined words will be mistaken for clickable links.

All headlines have associated styles, which you can define in the content editor. Headlines are hierarchical elements, structured from Heading 1 (highest) to Heading 6 (lowest). Please use only Heading 2, Heading 3 and Heading 4 on your pages or in posts.

9.3. Colors

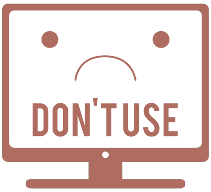
The template defines colors of paragraphs, headlines and other elements. Please do not highlight words/sentences with any additional colors.

Consult with the web designer if you need ideas to make certain information stand out more.

10. LINKS

All web pages are connected through links. To provide an enjoyable online experience and to comply with current accessibility requirements, links have to be named correctly.

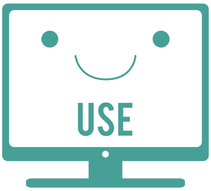
- **Use descriptive language, and include all relevant words for the link:** Do not name your links “learn more”, “click here”, “here”.
- Don’t overdo it: no more than two links per sentence, new words only linked once when first mentioned.
- Please do not link to unreliable sources or questionable web pages. Consult with the web designer if you are unsure.



Fifth Annual student video competition: Read more

Our research guides (click here) are made by our college librarians.

New service: VAST: Academic Video Online. VAST is cross-disciplinary. VAST is free.



Fifth Annual student video competition: How to enter?

Our research guides are made by our college librarians.

New service: VAST: Academic Video Online. VAST is cross-disciplinary. VAST is free.

The look of links is determined by our templates, and standard formatting should not be changed. Please do not underline words manually.

Links to library-wide pages are opened in the same window or tab. Links to pages outside Kennedy Library (including Cal Poly and other institutions) open in a new window or tab, which you can specify in the WordPress visual editor.

11. NAMING FILES

We are trying to establish a consistent naming scheme for any files you upload to the WordPress content management system.

Files names should be specific and descriptive rather than random or generic. Your file name will automatically generate the alternative textual description following recent accessibility requirements. This text will be read by screen readers, and can be further specified or changed in the “alternative title” field upon upload to the Media Library in WordPress.

For images and videos, please make sure you rename and resize (see chapter 12. Images) the file after you download it from the camera. File names created by the camera are usually generic and non-descriptive, like CP0123-567, and file sizes are often very large.

For PDF files or similar, we need to make sure we can tell different versions and iterations apart. We suggest to add a date to distinguish files.

Don’t Use	Use
CP0123-567.jpg	staff-conny-liegl.jpg
Kaila.jpg	librarian-kaila-bussert.jpg
partnerlogo.png	ieee-logo_small.png
sciencecafe.mp4	science-cafe-guayaki.mp4
report.pdf	20130806_report.pdf
hours.pdf	hours-summer14.pdf

We have restricted the upload to accept conventional file types only (JPG, PNG, PDF, etc.) and limited the maximum file size. Should problems with your upload occur, please submit a Technical Service Request through the Cal Poly Portal.

12. IMAGES

Web content needs to load quickly. Browsers download images from a web server, making it the editors' responsibility to provide images that download fast. Please change your image resolution to 72dpi and save it as a JPG (best for photos) or PNG (best for logos, images with transparency effects), and resize your images. Our team can help with that!

In general, please avoid using images larger than 1000px width or height on your web pages. Our responsive website template will fit your picture to any display size.

Use images sparingly. Best is to use images only for better explanations of the topic, not as "decoration". No more than two images on a website, except when in photo galleries. Be aware that web users generally ignore irrelevant images, especially when they are animated (so-called "banner-blindness").

Please do not overlay your images with text, and avoid having text in the image itself. Due to the responsive design, your images will adjust to any display size, and text might be unreadable to the users. Text in images is also an accessibility issue.

Please respect image copyright, and credit authors if applicable. Request written permission from Special Collections and Archives when you are looking to use an image from their collection, and ideally link back to the department.

12.1. Sidebar images

To change an image in the sidebar of our website, add your preferred photo as a "featured image". If none is specified, your page sidebar image will fall back to the category default image that is defined for the page template.

Please use the aspect ratio of 5:1 for your image, a size of 1000px width and 250px height is ideal. A photograph is preferred over illustrations.

12.2. Slider images

Please use the aspect ratio of 5:1, ideally resize your image to 2500px width and 500px height. Since the slider image is spanning across the whole width of any device, we require a higher resolution.

To request design work for your slider image, please contact the Design Team.

DON'T USE

Generic portrait

PolyConnect
ITS / KENNEDY LIBRARY COMPUTER LAB
Impersonal “empty building”, people hidden behind computers

USE

Service Award
Presented To
Judy Drake
2014 Black Legacy Weekend
In recognition of your multiple years of service and commitment to Cal Poly's Black Faculty and Staff Association

Employee in work environment

Open, friendly, “we are here for you”

DON'T USE

Students working individually, outdated equipment, no faces

Bad contrast, generic, “empty” building, dull

USE

Active help from employees, state-of-the-art equipment, bright colors

science
cafe
From Scum, Perhaps the Tiniest Form of L

Personal, friendly, open, building filled with life

13. VIDEO AND AUDIO

We encourage embedding of videos from Vimeo, YouTube, or similar. Our web templates also support embedding of podcasts and other audio files.

When a link is added in the visual interface of the content editor, it is automatically displayed in a video or audio player when the page is being saved. Please note: You will not see the media in the preview mode.

Please always ensure that the linked files are working correctly by saving the page and viewing the final content on the live server.

Some editor permissions restrict users from posting media content. Should WordPress remove your embedded link, please submit a Technical Service Request through the Cal Poly Portal, so we can adjust your permissions.

Please do not embed content from unreliable sources or questionable web pages. Ask for help if you are unsure.

14. WORKING WITH WORDPRESS

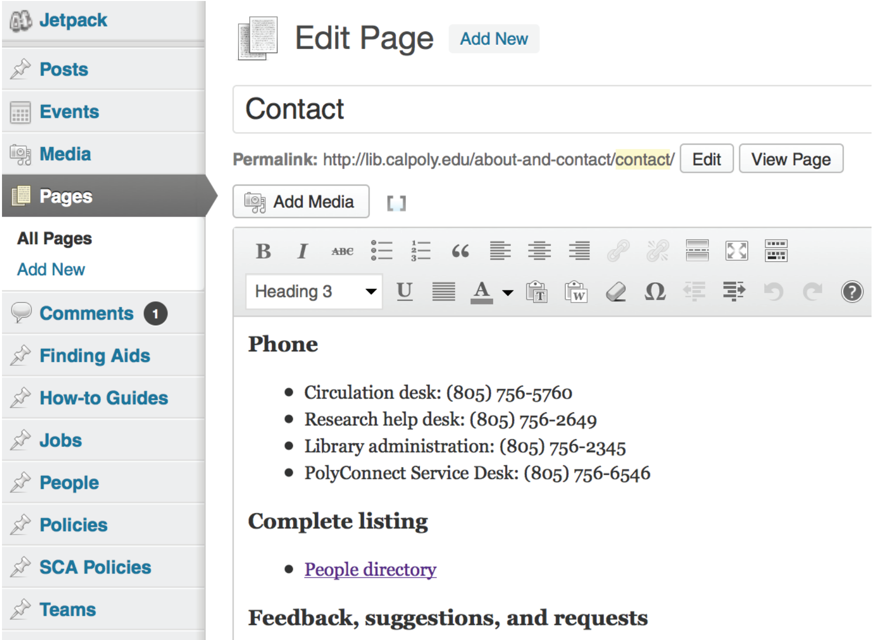
WordPress is a free and open source blogging tool and a content management system (CMS) based on PHP and MySQL. WordPress was used by more than 22.0% of the top 10 million websites as of August 2013. (Source: Wikipedia)

In WordPress, you can create and edit either posts or pages.

14.1. Pages

The Kennedy Library website uses pages for all static content such as "about + contact," "Special Collections and Archives," "Faculty," etc.

Access Pages through the link in the left-hand sidebar. You can search existing pages and edit the content by clicking "Edit".


Jetpack
Posts
Events
Media
Pages
All Pages
Add New
Comments 1
Finding Aids
How-to Guides
Jobs
People
Policies
SCA Policies
Teams
Edit Page
Add New
Edit
View Page
Add Media
Heading 3

Contact

Permalink: http://lib.calpoly.edu/about-and-contact/contact/

Phone

- Circulation desk: (805) 756-5760
- Research help desk: (805) 756-2649
- Library administration: (805) 756-2345
- PolyConnect Service Desk: (805) 756-6546

Complete listing

- People directory

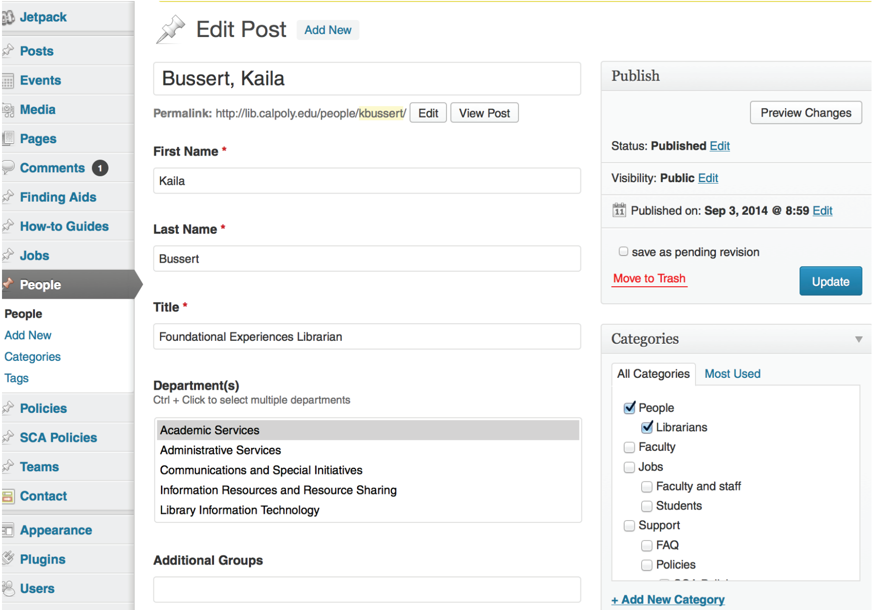
Feedback, suggestions, and requests

Please contact the web designer when planning to create new pages to set up correct sidebars, featured images and link it in the page navigation.

14.2. Posts

The most common use for posts is for blog stories that appear in chronological order on the homepage. In addition to the blog, we have created custom post types for sequential, recurring, or generally modular content like “Jobs,” “People,” “Finding Aids,” and “Policies.”

Posts can be categorized and tagged, which help to identify content, and display it on selected pages. We can “pull in” people posts from certain departments as defined by their tags, and display them on the according page, for example.


Jetpack
Posts
Events
Media
Pages
Comments 1
Finding Aids
How-to Guides
Jobs
People
People
Add New
Categories
Tags
Policies
SCA Policies
Teams
Contact
Appearance
Plugins
Users
Edit Post
Add New
Edit
View Post
Preview Changes
Move to Trash
Update
All Categories
Most Used
+ Add New Category

Bussert, Kaila

Permalink: http://lib.calpoly.edu/people/kbussert/

First Name * Kaila

Last Name * Bussert

Title * Foundational Experiences Librarian

Department(s)
Ctrl + Click to select multiple departments

Academic Services
Administrative Services
Communications and Special Initiatives
Information Resources and Resource Sharing
Library Information Technology

Additional Groups

Publish

Status: **Published** Edit

Visibility: **Public** Edit

Published on: **Sep 3, 2014 @ 8:59** Edit

☐ save as pending revision

Categories

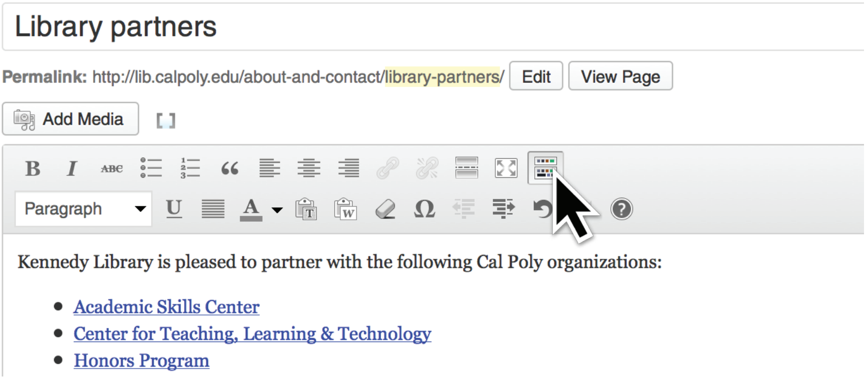
☑ People
  ☑ Librarians
☐ Faculty
☐ Jobs
  ☐ Faculty and staff
  ☐ Students
☐ Support
  ☐ FAQ
  ☐ Policies

14.3. Content editor

Use the built-in what-you-see-is-what-you-get-editor by choosing the tab “visual” in any page or post. Choosing “Text” will give you the code view, if you prefer to work with HTML directly.

The editor icons offer similar functionality to editing a Word document, and give you options to use bulleted or numbered lists, add and remove hyperlinks, and define certain styles like paragraphs or headlines for your posts.

Click the last icon in the first row to show the “Kitchen Sink” and reveal more functionality.


Library partners
Permalink: http://lib.calpoly.edu/about-and-contact/library-partners/
Edit
View Page
Add Media
Paragraph

Kennedy Library is pleased to partner with the following Cal Poly organizations:

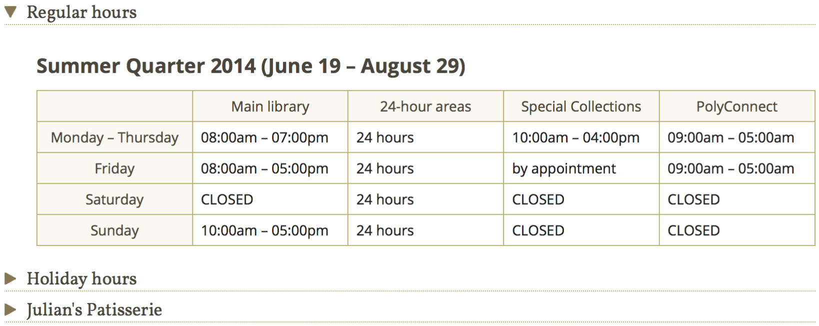
- Academic Skills Center
- Center for Teaching, Learning & Technology
- Honors Program

Insert pictures by clicking “Add Media.” You can choose existing images from the Media Library, or upload new ones. Choose gallery view for multiple images.

14.4. Shortcode

Shortcode adds extended functionality to your content – without the need to code or program. Square brackets [ ] mark shortcode that WordPress recognizes as functional commands.

On the Kennedy Library website, shortcode is used to include expanders with custom link anchors, to insert forms or post content, and to create columns.


▼ Regular hours

Summer Quarter 2014 (June 19 – August 29)

	Main library	24-hour areas	Special Collections	PolyConnect
Monday – Thursday	08:00am – 07:00pm	24 hours	10:00am – 04:00pm	09:00am – 05:00am
Friday	08:00am – 05:00pm	24 hours	by appointment	09:00am – 05:00am
Saturday	CLOSED	24 hours	CLOSED	CLOSED
Sunday	10:00am – 05:00pm	24 hours	CLOSED	CLOSED

▶ Holiday hours
▶ Julian's Patisserie

To create expanders, use the follwing shortcode in the visual or text editor:

```
[expand title=”Having tech trouble?” id=”tech”]

    Your content goes here.

[/expand]
```

This shortcode displays “Having tech trouble?” as the headline. Users will see this, and can click to “open” the expander and display all content therein.

The ID id=”tech” signifies a page anchor, that you can share with users to direct them specifically to this content:

http://lib.calpoly.edu/be-involved-and-give/feedback/#tech

When this link is clicked, users will be taken to the according section in the page expander, opening the expander automatically.

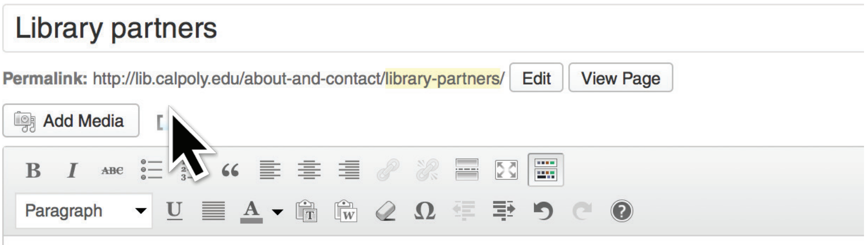
If you would like the expander to be opened on default at all times (users can manually close it), you can add a simple command to the shortcode:

```
[expand title=”Having tech trouble?” id=”tech” expanded=”true”]

    Your content goes here.

[/expand]
```

To create columns, you can use the shortcode generator in the editor view. You will have several different layout options, the most conventional are third or half columns that will adjust to the display size automatically.



Library partners

Permalink: http://lib.calpoly.edu/about-and-contact/library-partners/

15. CONTACT AND SUPPORT

To request editing access and writing priviledges for the main website, please talk to your Executive Team representative first. Each department can allow several editors to maintain and update content of their area.

If you would like to contribute to the library blog, please contact the communications and public programs coordinator. The coordinator can also help you to "get the word out" in online communities, if applicable. For specific blogging and social media guidelines, please refer to Kennedy Library's communications guide.

After seeking approval, please submit a Technical Service Request to create a website login through the Cal Poly Portal, and schedule a one-hour training session with the web designer. Please contact the Design Team for any graphic design needs, and the Library Information Technology group for specific technical questions. We are happy to help!

Need help with?	**Contact**
Analytics and statistics Content and structure General information User testing Web design WordPress training	Conny Liegl, cliegl@calpoly.edu (805) 756-7544, room 510A
Blog Copy edit support Online communities	Karen Lauritsen, klaurits@calpoly.edu (805) 756-7549, room 205
Create new pages Login information Page maintenance Technical difficulties	Please submit a Technical Service Request through the Cal Poly Portal. Choose "Web Requests" from the dropdown list of General Issues.
Graphic design	Design Team, lib-design@calpoly.edu (805) 756-7544, room 510A

DESIGNED BY
FIONA FUNG

CC BY