Reason CMS 201

Refresher for Current Reason CMS Users
Writing for the Web

- Consider who the web content is for and write to that audience
- People are looking for specific info, scanning the page
- Use short intros, bulleted/numbered lists, and brief paragraphs
Voice and Tone

- Welcoming, but not needy/desperate
- Intellectual, but not stuffy
- Crisp and to the point, but not abrupt
- Modern, but not casual
- Approachable (at times humorous), not silly
Common Mistakes

- Two spaces after a period
- Extra space between paragraphs or bullets
- Writing out URLs or writing “click here”
- Missing a serial (or oxford) comma
- Centered content
- Separate page for each piece of content
- Welcome paragraph
- Duplicate and private events
Responsive Web Design

- ? increase in mobile traffic to Luther website since last year
- Website is optimized for all screen sizes
- Writing for mobile best practices
- Resize browser window for quick testing
Live Demo
Responsive Changes

- Navigation
- Assets
- New page types
Reason Reminders

- Always use Firefox
- Remember to save work
- Always double check your work
Welcome to Luther! Luther College, located in Decorah, IA, is a liberal arts college affiliated with the Lutheran Church (ELCA). We welcome you to visit our campus and explore how you might fit into the Luther community.

About Luther

Located in the vibrant town of Decorah, in northeastern Iowa, Luther is an undergraduate liberal arts college affiliated with the Lutheran Church (ELCA).
Dahl Centennial Union

The Union is the busiest building on campus, housing the admissions office, book shop, career center, student art gallery, eateries, the Onesta Market coffee and sandwich shop, and Martys, a special place for food and entertainment.

The Union is also home to the president's and dean's offices and the Diversity Center, along with the student life and student activities offices.

Dahl Centennial Union houses the admissions welcome center, administrative offices, offices for student organizations, dining facilities, a book shop, the campus mail center, conference rooms, and one of four art galleries on campus.
Visual and Performing Arts

Facilities

Center for the Arts

The award winning building houses the Art, Dance, Theatre, and Intermedia Art majors and a music classroom creating a lively inter-arts atmosphere. Sunnyside Café is located in the CFA atrium where students can enjoy coffee and cinnamon rolls. The building features:

- north-facing drawing and painting studios,
- ceramic studio,
- design lab,
- printmaking studio with a relief press, a proof press, and an intaglio press,
- papermill,
- darkroom,
- two woodshops,
- two exhibition galleries,
- weaving room equipped with 18 looms,
- flexible 225 seat theater,
- spacious scene shop adjacent to the theatre,
- dressing room,
- green room with kitchenette,
- costume shop equipped with 10 domestic and industrial machines and a dye vat,
- design lab with CAD software and a plotter printer,
- two sun-filled performance and practice studios.
students, faculty, and staff acquire some of the tools necessary to be successful in college and begin to map their futures.

Move-In Day Schedules

- First Year Students
- Transfer Students
- Parents

New Student Orientation

New Student Orientation is designed to help first-year and transfer students make a successful transition into the Luther community. During orientation, students learn more about Luther and the college academic and community expectations, interacting with meaningful ways with other new students, faculty and staff acquire some of the tools necessary to be successful in college, and begin to map their futures.
Image Rules

- Must have copyright permission
  - Luther Visual Media photos are allowed
- Must be high resolution (large)
  - At or above 600 pixels in either width or height
- Must be relevant to content
- Must be uploaded to Reason
Image Resources

- Image Guidelines and Dimensions
- Custom Graphics
- Usage Rights and Attribution
Social Media

Social media support:

- Facebook
- Twitter
- Google+
- YouTube
- Email Newsletters
Available Resources

- Web Style Guide
- Reason Video Tutorials
- Print Style Guide
- Photo Bureau Photo Request

Need additional help?
Submit a Web Content Request!
Call to action buttons are useful for promoting permanent pages and websites in addition to ongoing registration forms. Call to action buttons are used exclusively with the intent in mind to move website users to complete the intended action. Call to action buttons also include built-in web code to produce marketing campaign data such as click-through rates.

- **Sidebar Callout**
  Sidebar callouts are useful for promoting temporary events and forms as colors such as yellow and red can be used to draw immediate attention. Only one sidebar callout is allowed to be used at a time to avoid confusion among website users.

- **Sidebar Section**
  Sidebar sections are useful for promoting events, forms, pages, and websites. Multiple sidebar sections can also help with organizing content for website users. The sidebar section itself can't include a hyperlink, but the included paragraph content can contain hyperlinks.

- **Sidebar Image**
  Sidebar images are useful for promoting events, pages, and websites. Custom sidebar graphics are designed by the Web Content Team and can be requested by contacting Travis Hummel through email at hummelt@luther.edu or phone at 563-387-1417.
Luther College is a private liberal arts college, founded in 1861 by Norwegian immigrants in the Lutheran tradition of higher education. Our campus is located in beautiful Decorah, Iowa.

At Luther, we appreciate that you are a whole person with a variety of interests and talents. We encourage you to explore your passions, discover how your skills can meet the world's needs, and connect with the larger world through research, experiential learning, and study abroad programs.

We would love to have you visit our campus during a scheduled group visit event or on a day that works for your schedule. We look forward to meeting you!

Upcoming Events

**Aug 4**
- Iowa Private College Week
  - All day

**Aug 5**
- Iowa Private College Week
  - All day

**Aug 6**
- Iowa Private College Week
  - All day

**Aug 7**
- Iowa Private College Week
  - All day

Luther Quick Facts

- **Location:** Decorah, IA [map](#)
- **Academics:** 60+ majors, minors & programs
- **Students:** Nearly 2,500 (99% live on campus)
- **Faculty:** 110 (93% with terminal degrees)
- **Student/Faculty Ratio:** 12:1
- **Alumni:** 92.3% find their current job satisfying
- **Affordable:** 98% receive financial aid

Learn more about Luther College
Website Analytics

- Pageviews
- Off-campus and on-campus traffic
- Specify date ranges
- Sources of traffic
- Analytics by page
Live Demo
Website Maintenance

- Create an update schedule and plan
- Keep in mind:
  - Seasonal content
  - Numbers/statistics
  - Events
- Most important:
  - Up-to-date and accurate content
  - Good experience for the user
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<th>End Date</th>
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<td>Rhythmic Circus: Feet Don’t Fail Me Now!</td>
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