Reason CMS 201
Refresher Session for Current Reason Users
Writing for the Web

- Consider who the content is for
- People scan pages for specific info
- Write with conversational language
- Write concise
- It’s okay to scroll
What Makes a Good Page?

- Sections
- Brief/concise paragraphs
- Bulleted lists
- Hyperlinks
- Accessibility
Common Mistakes

- Centering text
- Bold headings
- Extra spacing
- “Click here” hyperlinks
- Double spacing after periods
- Bad image descriptions
Using Images

- Relevant
- Source
- Quality
- Description
Facilities

Center for the Arts
The building houses the art, dance, intermedia art, theatre programs creating a collaborative 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
Move-In Day Schedules

- First-Year Students
- Transfer Students
- Parents

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's academic and community expectations. Students participate in meaningful ways and develop a sense of community. Students also acquire some of the tools necessary to be successful in college, and begin to map their futures.

Welcome Olesse
Focus on Research > Luther College recognizes the importance of undergraduate scholarly activity. Student research is supported through a series of distinct programs, including the Summer Student/Faculty Collaborative Research program.

About Luther

Located in the vibrant town of Decorah in northeastern Iowa, Luther is an undergraduate liberal arts college affiliated with the Lutheran
The Center for Faith and Life (CFL) is the college’s main performance hall, which features world-class artists, performers, and speakers, and serves as the home of Luther’s worship services. The Center for Faith and Life is located nearby Dahl Centennial Union and across from Volda Hall of Science.

During the academic year, the Center for Faith and Life hosts Christ, Man at Luther in addition to the Center Stage Series of performances.
Event Reminders

● Before creating an event, check the Main Events Calendar
● Events can be borrowed from other Luther sites and calendars
● Events can be created for your specific site
● Event guidelines are available
Social Media

Social media support:
● Facebook
● Twitter
● Instagram
● Google+
● YouTube
● LinkedIn
● Email Newsletters
Promoting Content - Sidebar Callouts, Sections, and Images

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 Hissong through email at hissongt@ Luther.edu or phone at 563-387-1417.
Promoting Content - Call-to-Action Buttons
Responsive Web Design

- Website is optimized for all screen sizes
- Writing for mobile best practices
- Resize browser window for quick testing
- Some elements change order of appearance based on screen size
Reason Reminders

- Always use Firefox
- Remember to save & double check work
- Don’t modify the site navigation menu
- Delete old content (assets, images, etc.)
  - It’s okay to keep old events and blogs
- Proper URLs (lowercase, don’t abbreviate)
- Use meta descriptions instead of keywords
Available Resources

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

Need additional help?
Submit a Web Content Request!
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
Questions?