

## TIPS AND BEST PRACTICES

### Rector

- It is rare for one person to have skills in all the categories. Recognize you might need to involve a few people work on the web site.
- Routinely post new information on the web site.
- You might find it helpful to schedule a list of news stories for the year. Provide the list of news stories to your content editor, photographer, and web site editor.

### Content Editor

- Consider using flyers to promote events. The flyers present a nice visual that is usually more effective than listing a few lines of text. The Detroit Apostolate does a very good job with this. Look at their home page for some ideas.

### Images for Web Site

- It is a good idea to compress the images before uploading to the site. Compressed images will upload quicker, take up less storage, and display quicker in pages. There are instructions in the Image user guide for a free compression utility.
- Some images from iPhones do not appear in the correct rotation. Even though the images may appear properly oriented on the desktop computer; once uploaded, they appear sideways or upside down. Check the Image User Guide for ideas to correct the image orientation.
- Images enhance news stories and web pages. Joomla has a nice gallery feature. Avoid over using images, though. A photo gallery with multiple versions of the same image can diminish the impact. Cull out multiple copies or unnecessary images.

### Web Site Editor

- Although you can change fonts, and many features in the editor, please use the pre-defined formats and styles. This will ensure a uniform look across the Institute web site.
- When pasting text into editor, right-mouse click at the point to insert text; then select “Paste as Plain text”. After the text is pasted, use the format drop-down to set the desired effect.