Guidelines for website home page Carousel and Featured Items

Carousel:

Content Guidelines:

- The Office of Marketing and Communications (MarCom) accepts story requests/recommendations from all areas of BenU to represent the University as a whole with preference given to academic stories that reflect our Benedictine pedagogy and hallmarks. To request MarCom write a press release/story (under the Writing/Media Relations tab) or carousel feature (under the Web tab), please complete MarCom’s project request form 3-4 weeks in advance at [http://ben.edu/marcom/request.cfm](http://ben.edu/marcom/request.cfm).
- Stories should be worthy of a press release/news article and hold appeal to those outside the University
- Timely stories that highlight a University achievement or an individual achievement that reflects positively on the University, not just the individual
- Relevant stories that feature students, alumni, faculty and staff to promote BenU, its programs, successes, values, etc.
- Stories should not be pre-event simply to promote an event, but can mention an event while it is taking place if something like a unique/interesting display, art show
- Can be a post-event story if a prominent speaker was featured or something unique was accomplished
- Must have a usable photo capable of 1130x400 sizing. Photos may be submitted to MarCom for consideration. In addition, MarCom’s loaner camera is available to take a photo or photography may be requested via MarCom’s project request form 3 weeks in advance at [http://ben.edu/marcom/request.cfm](http://ben.edu/marcom/request.cfm).

Technical Guidelines:

- Headline and subhead must be brief to not obscure the image
- A variation of the University’s name must be in the headline or subhead for SEO
- Must link to a story
- Size photos to 1130x400
- Identical photo should be used on jump story newsroom page and different pictures or video should be used within the body of the story
- Change content weekly, dependent upon content availability, however content should remain no longer than two weeks
Featured Items:

Content Guidelines:

- To request a “Featured Item” please complete MarCom’s project request form 3-4 weeks in advance at [http://ben.edu/marcom/request.cfm](http://ben.edu/marcom/request.cfm). Choose “Featured Item” under the Web tab.
- There are 5 “Featured Items” content boxes on the home page. The categories are:

  1. Enrollment – upcoming main campus and Moser events, announcements, etc.
     - Events open to the public, especially if RSVP needed or event is advertised elsewhere
     - Post 4-6 weeks in advance of event as space allows
     - This box should not become so long that it pushes down all other boxes to “below the fold”

  2. University Development – alumni events, fundraising events, announcements, initiatives, etc.
     - Events open to the public, especially if RSVP needed, tickets must be purchased or event is advertised elsewhere
     - Post 4-6 weeks in advance of event as space allows

  3. Student Life/Current Students – registration, commencement information, campus events, announcements, etc.
     - This box should ideally be used for upcoming events and opportunities open to general public, but note that the new Student Life/Current Students page should be used for student focused events
     - Events open to the public, especially if RSVP needed, tickets must be purchased or event is advertised elsewhere
     - Post 4-6 weeks in advance of event as space allows

  4. Academic – Center for Lifelong Learning, Center for Civic Leadership, Visiting Scholars, Faith and Reason events/announcements, etc.
     - Events open to the public, especially if RSVP needed, tickets must be purchased or event is advertised elsewhere
     - Post 4-6 weeks in advance of event as space allows
     - The new Student Life/Current Students page may also be used for student-only events

  5. Art Gallery/Community/General – events/announcements, upcoming exhibitions, MLK Breakfast, Festival of Asia, camps, etc.
     - Events open to the public, especially if RSVP needed, tickets must be purchased or event is advertised elsewhere
     - Post 4-6 weeks in advance of event as space allows
     - Art gallery web page must be up to date before exhibits can be promoted on main page
     - The new Student Life/Current Students page may also be used for student-only events

Technical Guidelines:

- Graphics may be submitted to MarCom for consideration or MarCom will use a graphic from other materials worked on related to the request.
- Graphics should preferably be square or 320x300.