WordPress Community of Practice

January 2016
Agenda

- Style Audit
- Web browser trends
- Featurettes
- Shortcodes
- Annual events pages, Archiving content
- Open Forum, Office Hours
Style Audit

• The Style Audit is a collection of visual enhancements aimed at
  ○ 1) Improving the user experience of our website
  ○ 2) Bringing more consistency across sites to strengthen the brand

• Launched December 16, 2015
  ○ Overall, launch went well

• Outstanding issues
  ○ CTA button size in sidebar
  ○ Dropdown menus offscreen
Browser Support

- As of January 12, Microsoft stopped supporting IE 8, 9, and 10.
  - They announced this 18 months ago.
- The older versions still work, but won’t receive bug fixes or other security patches.
- BCO no longer designs for IE 8 or older.
  - Less than 1% of our audience uses IE 8 or older
- The site is still functional, it just doesn’t look as nice.
- whatbrowser.org
Featurettes (formerly “Sliders”)

- Featurettes content type found in left admin menu
- Activate homepage presentation by having at least 3
- Can be edited from the front-end
- Ex. bco-remodel.bates.edu/biology
Shortcodes

- Updated Shortcode Reference on bates.edu/wordpress
  - Use the shortcut bates.edu/sr
- New “foldaway” shortcode for hiding/showing content
- Examples
  - http://www.bates.edu/admission/apply/application-options/
  - https://www.bates.edu/catalyst-fund/
- Use sparingly.
Annual events pages

What should I do with pages that are only relevant for a portion of the year?

Examples:
- Orientation schedule, Admission Open House schedule, Reunion, Commencement, MLK Day, etc.

Recommendation:
- Keep annual recurring events pages up year round.
- Rather than taking the page down in the offseason, update the copy to inform audience.
Archiving content

- WordPress is a platform for publishing current information
  - Pages can be unpublished; revision history
  - Backups are kept for security and college records
- Archiving information should be done outside of WordPress
  - Google Drive, network storage, etc.
Group Survey

● Do you use social media to communicate with your audiences?

● Do you maintain an email list to communicate with your audiences?