

# WordPress Community of Practice

January 2016



# Agenda

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

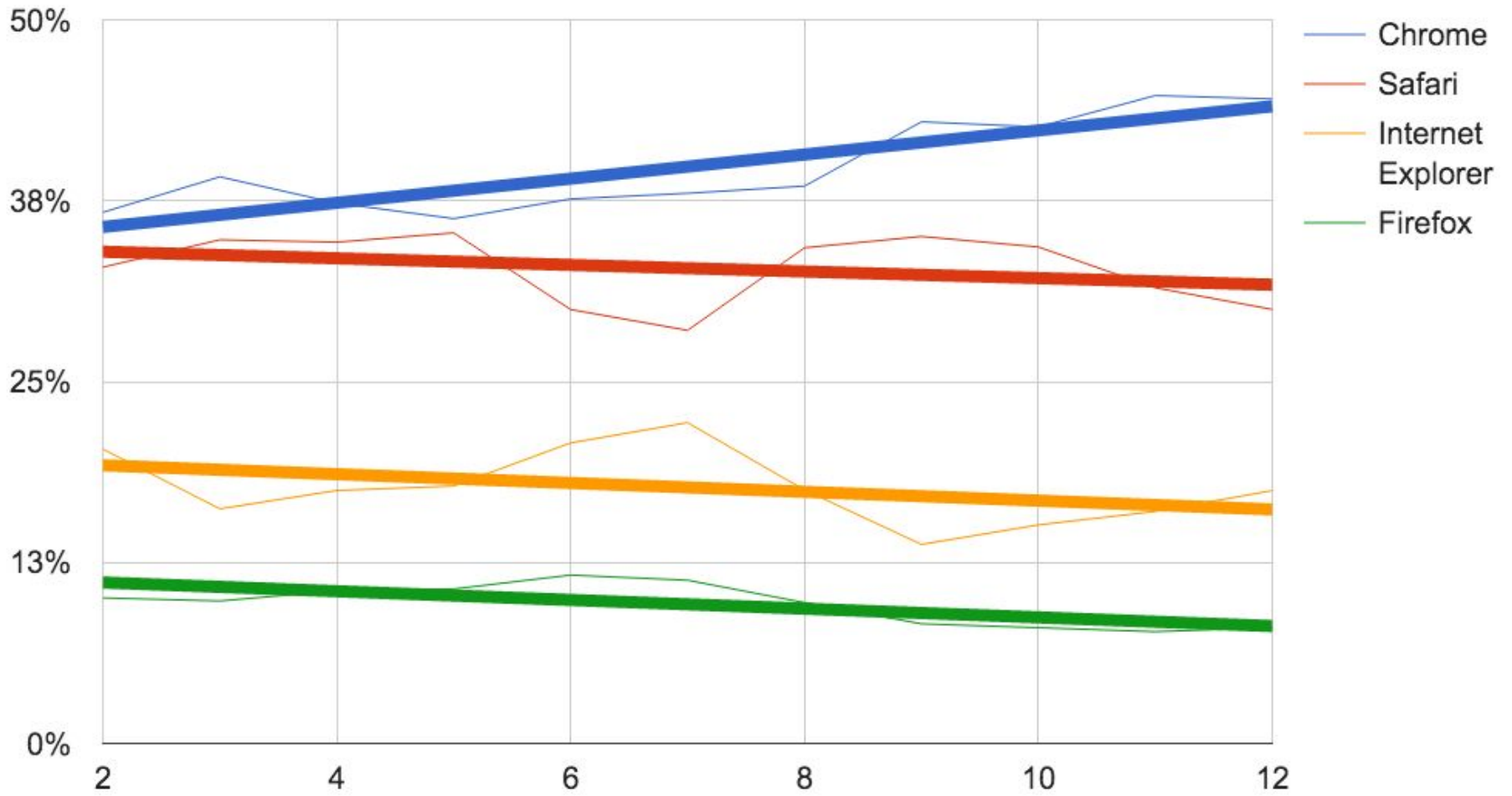
# Style Audit

- 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](http://whatbrowser.org)

# Bates Browser Trends Feb. - Dec. 2015



# 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](http://bco-remodel.bates.edu/biology)

# Shortcodes

- Updated Shortcode Reference on [bates.edu/wordpress](https://bates.edu/wordpress)
  - Use the shortcut [bates.edu/sr](https://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 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  - Pages can be unpublished; revision history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?

# WordPress Community of Practice

January 2016

