

Bates

WordPress Community of Practice

March 2017 | 10-11 a.m.

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Agenda

1. What's new in WordPress since November
2. Bates.edu Privacy Policy
3. Social Media Community of Practice
4. Web Accessibility
5. WordPress Workshop

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What's new in WordPress since November

1. Shortcode reference ([link](#))
2. Shortcode Creator
3. Table of contents ([link](#))
4. Naming Sidebars / Widgets ([link](#))
5. Blogging ([link](#))

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Bates.edu Privacy Policy -- Overview

1. Best practice
2. Lives in the background
3. Protects us and our visitors
4. Articulates
 - a. How we collect data from visitors
 - b. How we use visitor data

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Bates.edu Privacy Policy -- Terms

1. Types of collection
 - a. Automatic (ex. Google Analytics)
 - b. Opt-in (ex. Email subscription form)
2. No 3rd party advertising
3. No selling of data
4. No data from people under 13

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Social Media Community of Practice

- Social Media is a communications pillar
- Led by David Ernst, Digital Content Specialist
- Join the listserv at bates.edu/wordpress

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Social Media Community of Practice is a place to discuss...

- Best Practices - copy length, tone, media types & more!
- Sharing is caring: What's happening in your corner of Bates?
- Successes and challenges - What's Working? What's Not?
- Looking down the road. New trends. New social tools.
- Brainstorm - Fun ideas that are social first assets.
- Social media workshop

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Web Accessibility

- Web Accessibility with Abigail Nelson (Assistant Dean of Accessible Education and Student Support).

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Web Accessibility -- Needs Accessibility Addresses

- Visual
- Motor
- Auditory
- Seizures
- Cognitize

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Web Accessibility -- Best Practices

- Semantically meaningful HTML
- Textual equivalents provided for images
- **Links named meaningfully** ([link](#))
- Large and/or enlargeable text and images
- Color-independent emphasis of links (ex. underline)
- Sufficiently large clickable areas (also good for touch screens)
- Coded such that navigation via keyboard is possible
- Flashing effects optional or avoided
- Content written in plain language and illustrated with instructional diagrams and animations

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Web Accessibility -- Test your content

- [W3C Markup Validation](#)
- [WAVE](#)
- [AChecker](#)
- [508Checker](#)



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