

Website Training

Learning Objective: By the end of the training, the contributor will understand the campus's brand promise, value proposition and how to create content that supports value proposition.

Contributors will also have a basic understanding of how to edit text and images, use appropriate visual elements to appropriately communicate the message, and audit content.

1. Log onto their own webpage
2. Understand, describe, and follow the WSUTC branding and value proposition:
 - a. Audience awareness
 - b. Photos that represent narrative content
 - c. Profiles that engage end-users
 - d. Editorial calendar that drives content
3. Make simple edits to existing webpages and submit them for review
4. Upload documents to the document library and link to them in pages
5. Insert photos from the media library
6. Create new webpages using the visual composer
 - a. Main, Secondary, Tertiary pages
 - b. Rows
 - c. Columns
 - d. Navigation
7. Understand when and how to use common visual elements:
 - a. Accordion
 - b. Block Quote
 - c. Button
 - d. Call to Action
 - e. Contact form (linked and embedded)
 - f. Directory Widget
 - g. Empty Space
 - h. Image (single, gallery, slider, with text, text over)
 - i. Separator (with and without text)
 - j. Tabs
8. Audit content and develop schedule for regular updates