iSchool Website: Creating & Changing Content

This draft document outlines the process for:

- Putting up new content on the iSchool website
- Making changes to existing content on the iSchool website

I. CREATING NEW CONTENT

A. Announcements, news, and events

Creators can write as they wish, with the following provisos.
- All content must conform to iSchool in-house web style guide and UofT web style guide.
- Creators may consult with Web Content Coordinator after consulting the style guides.
- Web Content Coordinator can edit for mistakes in style, grammar, typos, etc., and to increase clarity if required.

B. Personal profiles

Creators maintain their own personal profiles.
- Personal profiles should conform to iSchool in-house web style guide and UofT web style guide.
- Web Content Coordinator can edit for mistakes in style (e.g. PhD not Ph.D.), and typos.
- Coordinator can assist creators with developing their profiles. Contact nalini.singh@utoronto.ca

C. Blogs

Creators maintain their own blogs. Web Content Coordinator does not edit personal blogs.

D. New content (other than A–C above)

1. Creator discusses content with Web Content Coordinator in terms of the criteria below. If content involves creator(s) in other iSchool areas, may include such person(s) in discussion.

   CRITERIA FOR DISCUSSING CONTENT CREATION & CHANGES

   - Priority [when]
   - Purpose [why]
   - Site placement [where]
   - Content description and requirements: [what]
     - text, images, graphics, databases, etc.
   - Format: [what]
     - new page, new section of existing page, new block, new menu item, etc.
   - Linkages with other existing content
   - Life span
   - Style and tone
   - Web development implications

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2. Creator creates content after discussion.
3. Creator sends content to Web Content Coordinator.
4. Web Content Coordinator edits, confirms changes with creator if required, and approves.
5. Creator publishes content.

II. WORKING WITH EXISTING CONTENT

A. Correction of factual information, grammar, or typos
   ◦ Creator corrects.
   ◦ Web Content Coordinator can also correct and inform creator.

B. Departures from iSchool and/or UofT Web Style Guides
   ◦ Web Content Coordinator informs creator.
   ◦ Creator corrects style.

C. Significant changes
   e.g., moving content to a different section of website or page
   1. Creator discusses criteria with Web Content Coordinator.
   2. Creator makes changes after discussion.
   3. Creator sends content to Web Content Coordinator.
   4. Web Content Coordinator edits, confirms changes with creator if required, and approves.
   5. Creator publishes content.