

Office of Communications Homepage Content Guidelines for www.spelman.edu

The Spelman College Web site is the College's primary marketing tool to attract, inform and capture potential students. It also serves as an informative online resource for current students, faculty, staff, parents, alumnae, donors and friends of the College.

The Spelman.edu homepage is developed, designed, updated and maintained by the Office of Communications. The Office is responsible for the direction and placement of information on the Spelman College website. Events posted on the homepage must be broad-based in appeal and of importance to our community and external audiences.

Departments, programs, student groups or alumnae with news, events, or promotions for consideration on the homepage must submit requests to the web team at least two weeks prior to the date the news or event announcement should begin. Exceptions will be made for emergency or priority content on a case-by-case basis.

Stories on the homepage are often aggregated from various content sources maintained by the Office of Communications such as the Spelman Connection, the Messenger, and Inside Spelman. The web team also routinely partners with faculty, students and staff to generate campus news and information for the development of homepage content.

The website must stand alone in communicating the personality and attributes of the College, and be a one-stop shop for detailed information on all aspects of the College. With that in mind, the Office of Communications considers the following three "Ps" when developing content for the homepage:

1 – Presidential/PR

Presidential announcements and engagements relative to the College community and those requested by the Office of the President are posted on the homepage.

2 – Purpose

Events and activities that support the purpose and mission of the College are posted on the homepage.

3 – People

Homepage stories focusing on people within the Spelman community including students, faculty, and staff of the College are featured. Alumnae, trustees and donors stories with a national impact and/or stories that involve an event with a Spelman College connection will be considered. Exceptions will be made accordingly for stories that fall outside these guidelines.

Homepage Content Process

1. Homepage story requests are to be submitted to webteam@spelman.edu at least two weeks in advance. The requests should include the necessary supporting materials (event/story details, biographical sketches, photos, video footage, supporting links, etc.)

The Office of Communications maintains the right to approve, modify, or deny requests and submissions for homepage content if they or the materials provided do not reflect the College brand, meet the Office of Communication style guidelines or publication standards.

2. Departments are strongly encouraged to maintain calendars of events for the academic year. The calendars should be submitted to the webteam@spelman.edu quarterly. This will help the Office of Communications proactively determine content items to promote on the homepage, and throughout its various communication vehicles.

3. Breaking news stories will be posted on the homepage within 36 hours of the time of receipt. Breaking news is considered natural disasters or news with campus-wide, national or international impact.

4. Emergency/crisis communication announcement requests will be posted on the homepage within 24 - 48 hours (or immediately), if information is sent and approved by the President or members of the College's senior staff.

5. The Director of Interactive Communications will review and approve proposed story selections and images posted on the homepage.

Placement, Frequency and Duration of Homepage Content

Main Image Rotator

There are three promotional slots in the main image rotator on the Spelman.edu homepage. Content is generally updated each week on Friday. Midweek updates may take place for breaking news, and often occur when expired stories are replaced.

Dimensions of Main Images: 944 x 297 pixels

Carousel Content Area

Additional content items are featured in the carousel area in the lower quadrant of the Spelman.edu homepage. Content in these are are rotated as necessary by the Office of Communications.

Dimensions for Carousel Images: 203 x 140

Internal Pages

The content featured on the homepage links to internal pages developed by the Office of Communications in coordination with campus content owners. Each content owner is responsible for ensuring that the information is factually accurate and of the highest editorial standards for spelling, grammar, etc. It is recommended that content be reviewed bi-annually at a minimum, with more timely information being set for review or update by the department chair or program director on an appropriate schedule (weekly/monthly/by semester/annually).

Dimensions for Internal Page Headers: 691 x 207