

# Becker College Website Guidelines

## Purpose

The pages contained within [www.becker.edu](http://www.becker.edu) are intended to provide information about Becker College to a variety of constituencies and stakeholders including: prospective students and their families, current students and their families, faculty, staff, alumni, the media, partners and organizations, and the general public.

For many, viewing [www.becker.edu](http://www.becker.edu) will be their first look at the College. Therefore, the site must convey the distinctive strengths and vision of Becker College; tell a story that will enable prospective students to determine if Becker is a good fit for them; and to provide clear, accurate, and timely information for all users.

The guidelines and procedures that follow are designed to maintain Becker College's web presence; promote the College's mission, core values, programs and services, Points of Pride, and other public information.

## Goals

- Clearly convey the school's mission and focus.
- Present the variety of academic opportunities available at Becker.
- Encourage website users to take action: apply, visit the campus, attend an event, request information, etc.
- Convey the welcoming and helpful community at Becker, emphasizing faculty/student relationships and the academic excellence of faculty and students.
- Highlight international study opportunities and featured programs.
- Present a consistent brand and message.
- Accurately portray Becker's diverse community and global initiatives.
- Adhere to established style guides and tone.
- Give a robust picture of student life.
- Foster alumni engagement.
- Present student, faculty, and alumni perspectives; promote authenticity.
- Promote the campus, including events, facilities, surrounding area, etc.
- Integrate social media where relevant and useful.
- Provide accurate, consistent, and timely information.

## Contact Information

To learn more or provide feedback about the Web Policies and Procedures, please make use of the [Web Feedback Form](#). The Web Team oversees matters related to the Becker College website.

These guidelines apply to any electronic documents made available via standard web protocols that represent an official unit or activity of the College, are hosted on College resources, or bear marks, logos, or symbols that might imply endorsement by the College regardless of where they are hosted.

## **General Guidelines and Procedures**

The website and its components, including design, images, written content, and all other content, are copyrighted by Becker College and may not be copied, modified, used on other sites or re-purposed without express, written permission from the College.

Content providers and updaters must follow the procedures published in the Becker College Editorial Style Guide.

It is the responsibility of each department or office to designate a web content updater who can attend trainings, and perform the simple content maintenance on their existing web pages.

It is the responsibility of the designated content updaters in academic departments and offices to ensure that all information in their section of the site is accurate, current, and adheres to College policies.

Proposed web initiatives, which exceed the scope of simple maintenance or effect navigation, will be prioritized by the Web Team.

Student information or student work may not be published on a web page without the student's prior permission.

Information created and posted on the Becker College website is the intellectual property of the institution. Content providers and updaters must comply with applicable laws and regulations, including copyright and fair use laws, and College policies.

Unauthorized use of Becker College's web pages for commercial purposes is prohibited. Personal or institutional web pages may not be used for direct advertising for personal profit or gain.

## **Domain Names and URLs**

The Becker.edu domain is the domain used for the College website. All pages using the www.becker.edu address should live on the becker.edu website. Linking to external or subdomains is subject to consideration by the Web Team. Microsites may be used such as yunuscentre.becker.edu and vetclinic.becker.edu, for internal programs. Any domain names not using becker.edu must be approved by the Web Team.

## **Architecture and Navigation**

The design of the Becker College website is approved by the administration and must be kept intact on any page under ownership or maintenance of Becker College. Additionally, the main and consistent navigation of the site must also be kept intact, including both main navigation relating to the College as a whole, and consistent navigation that can be found on each page, such as the consistent footer navigation. Only approved font sizes, types, and colors, programmed in the WordPress Content Management System (CMS), can be used in the navigation. For more information about architecture and navigation, contact the Office of Marketing & Strategic Communications at [marketing@becker.edu](mailto:marketing@becker.edu).

## **Branding/Visual Style Guidelines**

To maintain brand consistency, the College's Visual Identity System must be followed. These guidelines include, but are not limited to, use of logos, colors, fonts, animated graphics, thumbnail images, and page headers.

## **Images and Image Galleries**

Adding images to your content makes it richer and more interesting.

Use copyrighted photos without permission or images that are not in the public domain is prohibited.

Contact the Office of Marketing & Strategic Communications for images or image galleries that may provide you with resources.

If using photographs of people who are not Becker College students or employees, provide photograph subjects with the most recent College photo/video release form. Keep copies of forms on file as long as image is in use. Contact the Office of Marketing & Strategic Communications to obtain a photo/video release form.

Images must be 72 dpi and under 180kb.

All images must be appropriate and are subject to removal if deemed otherwise.

To edit and resize images, try out a free photo editing software package, or submit a Website Update Request Form.

Only add images through the CMS and follow the CMS required steps for properly placing photos or images.

Questions: Contact the Web Team through the Office of Marketing & Strategic Communications at [marketing@becker.edu](mailto:marketing@becker.edu)

## **Editorial Style Guide**

To maintain consistency across the Becker brand, please familiarize yourself with the College's editorial style guide style guide before working with content on the website. Questions? Contact the Office of Marketing & Strategic Communications at [marketing@becker.edu](mailto:marketing@becker.edu)

## **Multimedia**

Adding video to your content makes it richer and more interesting.

Contact the Office of Marketing & Strategic Communications at [marketing@becker.edu](mailto:marketing@becker.edu) to discuss ideas for creating video and/or incorporating video into your section of the website or microsite.

If your department/school has the capacity to produce video, remember that short and authentic video content is great; it doesn't need to be professionally produced and edited to be effective. However, it should support the overall College brand and mission, and should be well made and polished.

The College has an official YouTube channel ([www.youtube.com/BeckerCollegeNews](http://www.youtube.com/BeckerCollegeNews)). To have your video uploaded to the College YouTube channel, submit it to the Marketing team for review and approval at [marketing@becker.edu](mailto:marketing@becker.edu).

Only content regarding academics, campus events, groups, organizations, and associations will be considered.

If you have video content you would like to embed into your departmental area or microsite, please contact the Marketing team to get information on how to upload and embed it for use.

### **Embedding Videos and Sound Files**

Use copyrighted content without permission is prohibited.

If using videos of people who are not Becker College students or employees, provide subjects with the most recent College photo/video release form. Keep copies of forms on file as long as image is in use. Contact the Office of Marketing & Strategic Communications to obtain a photo/video release form.

Videos must be hosted on YouTube.

Video content must be appropriate and will be taken down if deemed inappropriate by the Office of Marketing & Strategic Communications.

If you need assistance editing video please a Graphic Design Work Order.

When embedding video or audio files, follow the procedures required by the CMS.

If you are unsure how to embed a video or audio file, contact the Office of Marketing & Strategic Communications at [marketing@becker.edu](mailto:marketing@becker.edu).

For more information about adding multimedia elements to your content, contact the Office of Marketing & Strategic Communications at [marketing@becker.edu](mailto:marketing@becker.edu).

### **Writing for the Web**

People rarely read web pages word-for-word; instead, they scan the page, picking out individual words and sentences. Knowing how to write content for the web can significantly increase the positive experience of your visitors.

Keep in mind:

- Most users scan the page instead of reading word-for-word.
- Reading from computer screens is 25% slower than reading from paper.
- Web content should have 50% of the word count of its paper equivalent.
- Use meaningful sub-headings (not clever ones).
- Bulleted lists make it easy to scan the page.
- Links should be easily discernible from other content.

- Limit yourself to one idea per paragraph.
- Write using the inverted pyramid style; start with the conclusion.
- Ask yourself, “Who is my target audience?”
- Have someone else proofread (spellcheck and/or edit).

### **Linking to Internal Employee Documents**

Documents that are meant for employees only should not be posted on the Becker.edu website. These documents include any documentation that is considered confidential such as employee reviews, that includes information other than publicly available directory information, or salaries as well as documents that might put the College or a member of the institution at a disadvantage if acquired by anyone outside the Becker community.

### **Linking to External Sites**

When linking to an external site from a site hosted by the College, follow these guidelines:

ANY link that takes a user away from the main Becker.edu website MUST open a new window or tab. Follow the necessary procedures within the CMS to ensure your link opens a new window or tab. Failure to do so creates usability challenges and causes website visitors to have difficulty getting back to Becker.edu.

In all cases, a link should provide information for educational or other mission-related purposes. The College cannot have received consideration for incorporating that link.

Links should in no way imply endorsement of services or products unrelated to the College.

Any descriptive text accompanying the link should be value-neutral. Acceptable language might include: “For more information on [topic]: [link].” Unacceptable language: “Check out this awesome website [link].”

External links should go to the article or item they are referencing, not just to the default home page of the site to which they are linking. For example, if linking to an article in the local online newspaper or other periodical, ensure the link URL is to that direct reference, not the home page of the publication.

The logo, text, or graphic should not include any qualitative or comparative language or descriptions of the non-College party’s products, services, facilities, or company, including but not limited to price information, inducement to purchase, endorsements, savings, or value.

In all cases, the design of departmental or school pages that incorporate commercial links must be consistent with established graphic and placement standards as detailed in the Becker College Visual Identity System.

For more information about linking to external sites, contact the Office of Marketing & Strategic Communications at [marketing@becker.edu](mailto:marketing@becker.edu). For questions or help, contact [marketing@becker.edu](mailto:marketing@becker.edu).

*Revised 2-16-17*