

Instructions: News articles, research/lab highlights, protocols, funding opportunities

News articles can be created in certain areas of the site, for display in that area—and, if relevant, more widely.

The other types of item listed in the title are effectively the same as news articles: they are added and edited in the same way.

To add a news article

1. Log into the site (see separate instructions)
2. Go to the relevant folder

News articles should typically be added to a folder called “News archive” within the relevant area of the site.

Research/labs highlights might be addable to a folder called something like “Research highlights” or “Labs” or similar.

Protocols might go in a folder named “Protocols” or something similar.

If you don’t see a relevant folder within the area of the site where you have permission to change content, and you want to add one of these item types, please contact the Huck Institutes web team.

Once inside the relevant folder, click “add to folder” from the drop-down menu on the right-hand side of the green navigation bar.

3. Choose “news item” (or “research/lab highlight or protocol”)

You will be presented with a template to fill in. This has the following fields

Title (Mandatory)

This will be used by search engines to rank your page. Please make it as brief, simple and understandable as possible. Use any key word(s) that you think should lead people to the page. Avoid humor and double entendres. Try to make the title sum up what the news article is about. For examples of good titles for news articles, see <http://news.bbc.co.uk> or <http://www.cnn.com>

What you enter into the Title field is automatically used to generate the URL of the item. If you are considering a title more than 3 or 4 words long, you might want to think about saving the news item with an abbreviated version of the title initially (so that it generates a relatively

short URL), then immediately editing it to amend the title to the long version. For example, let's say we wanted to title our news article "Penn State researchers discover new therapy for schizophrenia". If we created our news article with this title, the last part of the URL would be penn-state-researchers-discover-new-therapy-for-schizophrenia—while perfectly valid, this is arguably a bit unwieldy. So we might want to create the article with a shorter title initially (say, "New schizophrenia therapy"), save it (to generate a URL that contained new-schizophrenia-therapy), then immediately edit the article to give it our longer title.

Please do not capitalize every word of the title. Only capitalize the first word, proper names, titles and other words that are usually capitalized when you write a normal sentence: this is our house style.

DESCRIPTION (Mandatory)

This is the in-a-nutshell summary that appears with the title in a "news box" (actually a "smart portlet", qv) or other listing, accompanied by a link to the full article/page. The Description will also be used by search engines to rank the page in search engine results. You should ensure that the main message of the article is encapsulated here: some people will just read this summary, and will not bother going to the full article/page. Do not write more than four or five sentences; if you just want to write one or two sentences, that's fine. Keep them short and grammatically simple. Note form is fine. Try not to use the passive voice.

Note that the Description will not show up on the full article page (the template has been programmed not to call it)

BODY TEXT (Mandatory)

This is the meat of your article. Use it to reiterate the key points from the Description, and expand on them where relevant.

You can write paragraphs and add images and hyperlinks.

As ever when writing for the web:

- Keep sentences and paragraphs short.
- Use bullet points, headings and bold font to make the text easily scannable.
- Use the active tense wherever possible.

IMAGE and CAPTION (Optional)

This is an image that will show up in any news box or other listing that contains your article (e.g. see <http://www.huck.psu.edu/about/news-archive>). It will also show up on the full page of the article. You can add a caption if you wish (or you could leave this field blank); this caption will not show up on the summary listing but it will show up on the full page.

The image will automatically be resized to a small size in summary listings.

If you want to include more than one image, you should add the second and subsequent images in the body text.

RELATED ITEMS (Optional)

Many times, you will just leave this field blank. However, you can use it to link to related pages on the site if you wish. These links will then appear in an “Also see” box at the foot of the news article.

ALLOW DISCUSSION

Ensure that “Default” is selected.

4. Save and check

Click the “save” button, then review the details that are displayed: this is what will be published.

Note: you won’t see the “Description” displayed here. To check the Description, you will need to go to one of the listings where the news item is to be displayed (see #6, below).

If you would like to amend these details in any way, click on the “edit” tab, make necessary changes, then “save” again.

If you would like to make your news item invisible to others while you are working on it, save it then immediately click on the “state” drop down menu in the green navigation bar and select “private”. This will make the item invisible to everyone except you and a few other people with certain permissions (such as the Huck Institutes web team).

Once you’re ready for the world to read the item, click on the “state” drop down again, and select “make visible”.

5. Set the properties

Once you have saved your item (or saved it and made it private), go to the “properties” tab.

- Choose an appropriate *keyword(s)* For example, if this is an Ecology news article, choose “ecology” as a keyword. The keywords will determine where the article will show up.
- *Contributors*. You needn’t alter what is entered here unless someone besides you made a major contribution to the article.
- *Creators*. This field is created automatically. Consult the Huck Institutes web team if you want to change it.
- *Effective date and expiration date*. These can be set to make the article appear and disappear (from the public site) on set dates. Before and after these dates, the article will still be visible to someone who knows the exact URL (and to you, if you look in the relevant folder’s “contents” tab). However, it won’t show up in the navigation, be findable via the search facility, or show up in summary listings such as news boxes.
 - *Effective date*. This needs to be explicitly set in order that the article sorts into the right place in the folders and news boxes where it is listed. You should set the effective date as the current date and time if you want the article to show up on the site immediately. However, you can alter the effective date so that it only shows up at a later time (as long as it is in the “visible” or “published” states).
 - *Expiration date*. If you don’t touch the expiration date, the article will remain visible to search, navigation and summary listings indefinitely. This is what we usually want to have happen. However, occasionally, a news item becomes totally irrelevant after a certain date. For example, it could be promoting a grant application opportunity, which has a specific deadline; after the deadline has passed, there’s no point in promoting it. In this case, we might want to set the expiration date.
- *Copyrights*. Usually you will leave this blank (so that the default copyrights apply). However, if there are specific copyrights on the item that are different from the default copyrights, enter them here.

6. Ensure your news item is picked up in the correct place(s)

ALL news articles, where ever they are posted in the site, will show up in the “news archive” folder in the About section. This folder (actually a smart folder, qv) has been programmed to retrieve and display summary details of all news across the Huck Institutes website; items with the most recent effective dates appear at the top of the list and items with older effective dates appear lower down.

In addition, you may want your article to show up somewhere else. For example, if it associated with the Plant Biology graduate program, you may want it to appear there. The keywords determine where an article appears.

Want your article to show up on in the news box on the home page of the website?

If you have not already been given specific permission in writing from the Huck Institutes web team to post news articles to the home page, please contact us for details of how to make articles show up there