

CACP Website: Guidelines for Content Prepared by Faculty or Staff

These “Prepared Content Guidelines” are posted on the Faculty Guidelines page of the CACP website:

<http://cacp.utsa.edu/explore/faculty-guidelines/>

➤ **Research and Outreach**

- A Research/Outreach Communications Form has been created that allows faculty to submit projects, initiatives, publications, etc. for inclusion in either the Research or Outreach sections of the website.
- The form is posted on the Faculty Guidelines page of the CACP website: <http://cacp.utsa.edu/explore/faculty-guidelines/>
- The form is to be filled out by the faculty lead. Using the form, faculty will submit a minimum of one photo and a 150-300 word summary of the project/initiative, which will be posted on the website after approval is obtained. More photos/longer summary encouraged.
- When the form is completed, faculty should email it directly to Nicole at nicole.chavez@utsa.edu as an attachment. She will then route the form through 1) the appropriate Dept. Chair/Program Coordinator and 2) the Dean to obtain approval before posting the information in either the Research or Outreach sections of the website.

➤ **Faculty Bio Pages**

All faculty members have bio pages. Many of the bios, photos, and CVs currently appearing are outdated. When you have time, please:

- Rewrite/update your bio and email it directly to Nicole. If your page says “Bio coming soon” it’s because we don’t have a bio on file for you — please write one.
- Email Nicole a new photo/headshot if yours is missing or is a very old photo. Always send hi-res photos.
- Email Nicole a new CV if yours is missing or outdated.
- Email Nicole the professional designations that should follow your name, such as Assoc. AIA, AIA, FAIA, NCARB, LEED AP, CPC, etc.
- We are now able to link related research and related galleries on each faculty member’s bio page. Let Nicole know if there are any galleries/research posts that should be linked.

➤ **Features**

- The Features section of the website provides links to coverage by outside media outlets, in addition to feature stories in UTSA publications, such as Sombrilla, Discovery and Community Connect magazines.
- If you or your students receive media coverage or are featured in a UTSA publication, email Nicole a link to the story and at least one related photo that can be posted on the website.

➤ **News**

- The News section of the CACP website provides short articles on the most recent happenings within the College. Some of the posts that appear in the News section also appear on UTSA's news website, UTSA Today (<http://www.utsa.edu/today/>). Most UTSA Today articles are also pitched to outside media outlets.
- Any CACP faculty or staff member can submit an article for the News section. To submit, email Nicole 250-500 words of finalized copy that is ready to be posted and at least one related photo that can accompany the article. Include the basic info (who, what, when, where, why, how). More than one photo is encouraged, and articles with a longer word count can be posted.
- Submissions to the CACP website's News section will be evaluated for their UTSA Today potential — some may be selected/posted on UTSA Today in addition to the CACP website.
- Writing tips: <http://utsa.edu/ucm/communications/internal/submit-story.html>

➤ **Media Advisories**

- Do you or your students have an upcoming event, activity, or general story that you would like to pitch to outside media outlets? If you have enough information for a full press release, follow the guidelines above for News submissions.
- If a full press release is not necessary, we can issue a media advisory. Email Nicole 100-150 words of finalized copy about the event/activity/story. Include the basic info (who, what, when, where, why, how).
- It's never too early to prepare to publicize a story. As soon as you have a firm date for an event, or a release date for a news story, contact Nicole. Four weeks' notice is a good start — this is necessary to ensure we have a cohesive PR effort. For a major event, it's best to begin preparation months in advance. Even if the date is not set, it's important to make Nicole aware of upcoming major events. She will then contact University Communications and Marketing as needed.
- Writing tips: <http://utsa.edu/ucm/communications/internal/submit-story.html>

➤ **Events**

- The Events section of the website contains info about upcoming events. Many of the posts that appear in the Events section also have a corresponding article posted in the News section. ex: CACP lectures
- Please keep in mind that the website does not currently allow events to be archived — an Event post “drops off” the website after the event's date has passed. However, News posts remain on the website indefinitely. That's why corresponding articles are written for our most important events, such as CACP lectures.
- Any CACP faculty or staff member can submit an event. To submit, email Nicole the event name, description, date, time, location, and a minimum of one related photo, poster, or flyer. Additional photos/posters/flyers can be used.

➤ **Blog**

- The blog provides short info posts and notes on happenings within the College. As a general rule, the blog is reserved for content that is more informal than the articles that appear in the News section of the website.
- Any CACP faculty or staff member can submit a blog. To submit, email Nicole 150-300 words of finalized copy that is ready to be posted and at least one related photo that can accompany the post.

➤ **Galleries**

- Each photo gallery can include anywhere from 1-30 photos. Additional galleries can be created if more than 30 photos need to be posted. Each gallery has space for a general description of the event/initiative. We are also able to insert captions for each photo.
- Current gallery categories are student work, faculty work, outreach, events, international studies, program enrichment, and competitions and awards.
- To submit a gallery, email the general description and photos (jpegs) to Nicole or bring them by on a flash drive.
- Please remember that galleries can be linked to faculty members' bio pages.

➤ **Facebook & Twitter**

- Don't forget social media is a wide-reaching (and easy) way to promote your programs, research, news, events, and other activities. It's a direct link to our internal and external audiences and contacts, and is a crucial component in our overall communications strategy. Any CACP faculty or staff member can submit info to be promoted through our Facebook or Twitter. Email info directly to Nicole.
- Twitter is our newest social media outlet. Even if you're unfamiliar with Twitter, it's very quick and easy to send info that can be promoted there. If you have an announcement, interesting photo, or link to more information, and add a few words of description, that is a tweet.

Questions? Contact: nicole.chavez@utsa.edu