Web Content Placement Guidelines

The Valencia College Web site contains a lot of information and must be organized in a way to help our audiences find what they are looking for. To do this we have set up a table below that defines four types of content and pairs them with the content delivery tools available at Valencia.   These tools can be used for each type of content by asking two questions:

> Who is the audience?
> And what type of access is required?

Once these two answers are determined, we can direct clients to place content into one of these four areas or tools. Below are the tools and their types, target audiences, content types and access types.

Tool	Public Web Sites	Atlas	SharePoint (Team)	Faculty Frontdoor
Tool Type	Web Site (Read Only)	Portal (Read Only)	Portal (Interactive)	Portal & Public
Audience Type	• Potential Students • Current Students • Faculty & Staff • Community	• Current Students • Faculty & Staff	• Faculty & Staff	• Faculty • Potential Students • Current Students
Access Type	Anonymous	Secure (atlas.)	Secure (sp.)	Public (frontdoor.)
Content Type	Public	Private: Targeted content (personal)	Private: Team file and info sharing	Public: Course file and info sharing
Examples	Dept. office hours	Your pay stub or class schedule	Employee weekly status reports	File & info sharing with students and public

Purpose

By organizing content in these large areas, users will be able to find the type of content they are looking for more easily.

For example, if staff meeting minutes and agendas are moved from the public Web site into a SharePoint team site, this would reduce the amount of data a student would have to search through to find faculty office hours (a typical search for students).

Other content delivery tools recommended (not supported)

The following are tools that can deliver content very similar to the tools supported by Valencia. However, the content owner must manage the tool and content. Each tool varies in the type of content delivered and can be used in conjunction with the public Web site as a way to increase user involvement in your area.

NOTE: 1) Before using these tools for Valencia business or academic purposes, please contact your supervisor or dean. 2) Valencia has no control of content in these tools.

Social Media Guidelines

Below is a link to the brand standards website which includes Valencia's social media guidelines.   Please check this site for updates and share this link with staff assigned to help with social media in your area.

http://valenciacollege.edu/brand/
Digital > Social Media

Web Tool	Blog	Facebook	Twitter	Flickr	YouTube/Vimeo
Content Type	Article with media	Short message or media	Short message or photo	Photos only	Video
Audience	Public or private; your preference	Public or private; your preference	Public or private; your preference	Public or private; your preference	Public or private; your preference
Examples	Foundation WordPress Blog	Health Sciences Programs Facebook Widget	Arts & Entertainment Twitter Feed	Embed slide show or link to gallery. Peace & Justice Initiative	Embed video on your page or link to channel. Future Students

Search Engines

Content placed in publicly accessible (non-secure) areas of the Web will be crawled and indexed by search engines.   In some cases, you may not want this to happen. There are a few ways to prevent this.

1. Do not post the content in a public area. Post the content in a secure area instead.
2. Put in a Web request to add code to the page to prevent search engines from indexing (Robots META tag).
3. If the content has already been indexed by a search engine and is already showing in the search results; you will need to put in a Web request to make an attempt to remove.

NOTE: Not all search engines are the same. Some have tools to remove links and some only accept requests. Either way, it will take time for the content to be removed from search engines. So, it is recommended to think about where you want to place the content before you post it on the Web.