Content Guidelines for Posts on MLML Website

Goal: To outline desired content and format of different types of posts
Target Audience: Front Desk, Social Media, IT, WAG
Review: No formal review of posts → please proofread carefully

Types of posts covered:

- **Press coverage**
  - Posted by Front Desk or Social Media
- **Events**
  - Posted by Front Desk
- **Public seminars**
  - Posted by Front Desk or HelpDesk
- **Defense seminars**
  - Posted by Front Desk

Content Guidelines

- Use an existing post or a post template from the WordPress Resources webpage
  - To learn how to use an existing post or template follow these instructions
- Writing for the general public, not MLML community
- 5 Tips for Creating Posts

All posts must follow these guidelines:

- Have a **minimum of one photo** (make sure you have permission)
  - If a photo is not provided use:
    - A photo of the speaker or MLML personnel involved
    - A picture of the journal the article is published in
  - Relevant embedded video is encouraged
- **Set a "featured image"**
- **Add links** where possible
  - Hyperlink all MLML personnel to their pages on the website
  - If you mention a lab, hyperlink to that lab
  - Hyperlink to original article if appropriate

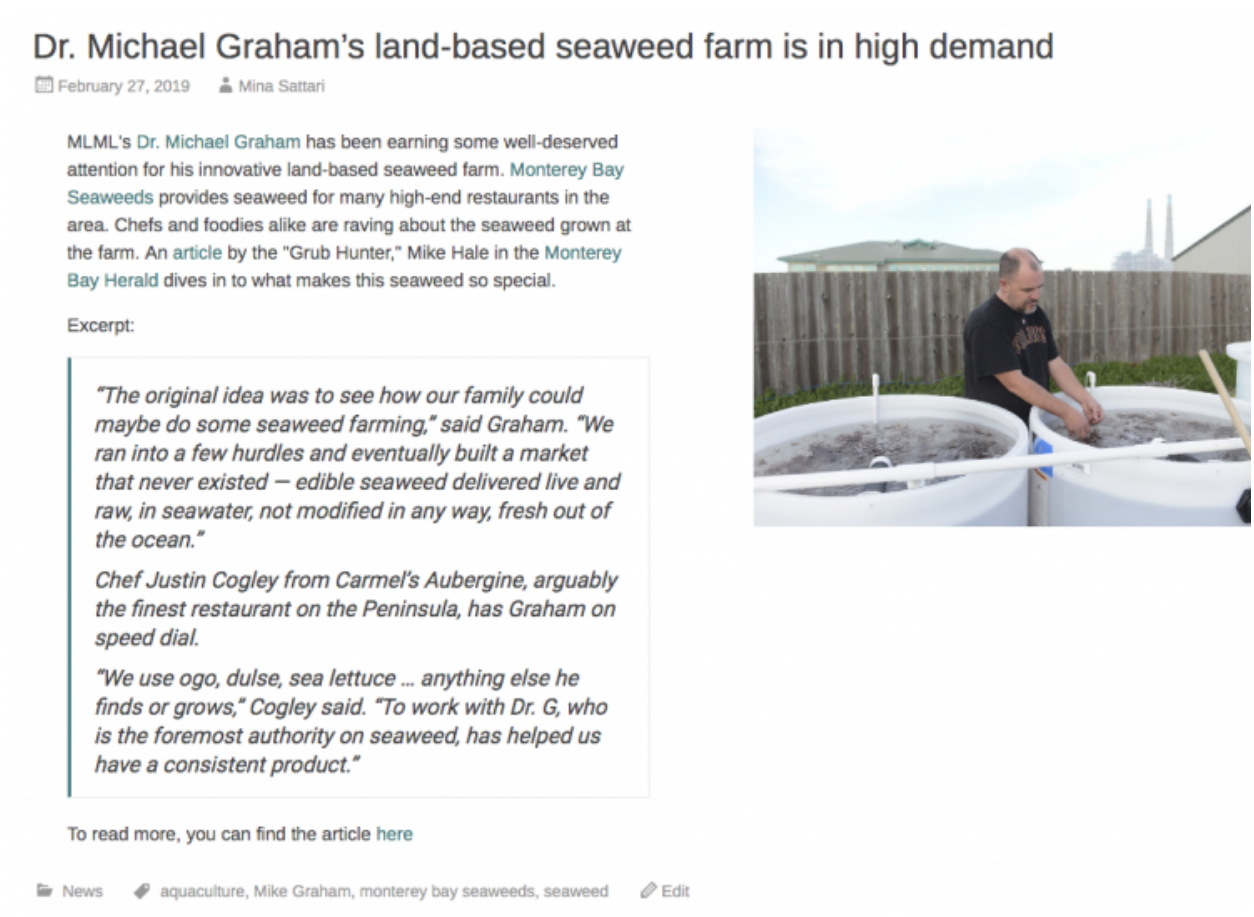
- **Add tags**: faculty names, subject matter, MLML lab, etc.
- **Change the url ending** (default is title of post with dashes)
  - E.g. for a seminar speaker, you can change the url to be firstname-lastname-seminar

Additional guidelines based off type of Post:

Press/Achievement posts:

- **Catchy title** relevant to article or achievement
  - Good → MLML professor creates only land based seaweed business in the USA
  - Bad → MLML's new aquaculture facility in The Californian
- **Catchy one-line description** that can be on front page with links to key player and/or article
- **Summary of article** (150-250 words)
  - Provide some details about the article or achievement
  - Provide information so the general public can understand even if they do not click on the article link
  - Include links to labs and faculty involved
  - Properly cite source material

Example:



Dr. Michael Graham's land-based seaweed farm is in high demand

February 27, 2019 Mina Sattari

MLML's Dr. Michael Graham has been earning some well-deserved attention for his innovative land-based seaweed farm. Monterey Bay Seaweeds provides seaweed for many high-end restaurants in the area. Chefs and foodies alike are raving about the seaweed grown at the farm. An article by the "Grub Hunter," Mike Hale in the Monterey Bay Herald dives in to what makes this seaweed so special.

Excerpt:

> *"The original idea was to see how our family could maybe do some seaweed farming," said Graham. "We ran into a few hurdles and eventually built a market that never existed — edible seaweed delivered live and raw, in seawater, not modified in any way, fresh out of the ocean."*
>
> *Chef Justin Cogley from Carmel's Aubergine, arguably the finest restaurant on the Peninsula, has Graham on speed dial.*
>
> *"We use ogo, dulse, sea lettuce ... anything else he finds or grows," Cogley said. "To work with Dr. G, who is the foremost authority on seaweed, has helped us have a consistent product."*

To read more, you can find the article here

News aquaculture, Mike Graham, monterey bay seaweeds, seaweed Edit

Event Posts:

- Title should be in the following format:
  - **"Title of Talk/Event - Month DD, YYYY"**
- Add post to **"Upcoming Events" category**
  - After the event, change the category to **"Events"**

Example:



Seminar Posts:

- The Visiting Scientist collects information about the speakers and adds them to a google sheet schedule and a google drive folder
- Use previous Seminar posts as a template
- Content to include
  - **Talk title** is title of post: "Title of Talk - Month DD"
  - **At the top of each page include:**
    - Presenter name, position title, university or institution affiliation
    - Moss Landing Marine Labs Seminar Series - Month DD, YYYY
    - Hosted by the xxx Lab (link this to the lab's webpage)
    - MLML Seminar Room, 4pm
    - (or Watch it Live here!) <- only if they agree to be publicly streamed
    - Open to the public
    - *~More info coming soon!~* (until you receive the abstract and more info)
  - **Brief talk abstract** (~100-200 words)
  - **Link to speakers website**
  - **DO NOT include post date** (confusing with two dates)

- Put post in **"Upcoming Seminars" category**
  - After seminar, change the category to **"Seminars"**
  - Create the last seminar's post first - this way they display in chronological order

Example:



Thesis Defense posts:

- Front desk will request talk title, abstract, and photos 2-3 weeks before a thesis defense
- Content to include:
  - **Post title**: "Thesis Defense by [NAME] - Month DD"
  - **At the top of each page include:**
    - Talk title
    - Presenter name
    - Lab affiliation (link to lab's webpage)
    - Date and Time
    - MLML Seminar Room
    - (or Watch it Live here!) <- only if they agree to be publicly streamed
    - *~More info coming soon!~* (until you receive the abstract and more info)
  - **Brief talk abstract** (~100-200 words)
  - **DO NOT include post date** (confusing with 2 dates)

- Put post in **"Upcoming Thesis Defenses" category**
  - After defense, add to **"Thesis Defenses" category**
- Note: having a website post is not a requirement; the students are busy and likely stressed about the talk, so don’t bombard them with emails to send info.

Example:



Revision #13
Created 5 April 2019 16:19:52
Updated 3 January 2020 17:08:54