

# 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
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## 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:

Screen-Shot-2019-04-05-at-9.50.38-AM.png

### 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:

Screen-Shot-2019-07-02-at-9.26.50-AM.png

### 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:**

Screen-Shot-2019-04-05-at-9.54.58-AM.png

## 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:**

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