

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:

Revision #13

Created 5 April 2019 16:19:52

Updated 3 January 2020 17:08:54