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

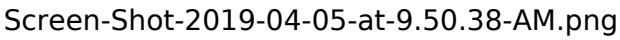
- **Add tags**: faculty names, subject matter, MLML lab, etc.
- **Change the url ending** (default is title of post with dashes)
  - E.g. for a seminar speaker, you can change the url to be firstname-lastname-seminar

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

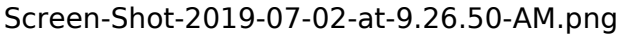
Example:



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:

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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