

Events and News Guide for Gateway Pages

This is a reference guide for publishing news and events to your department's Gateway Page, and for submitting events and announcements to the CALS college website and intranet.

EVENTS

General Information About Events

You'll have access to two calendar systems in WordPress:

- **Your Department Website Calendar in Your Dashboard** - cals.ncsu.edu/your-department-name/events
- **CALS Intranet Calendar** - <https://cals.ncsu.edu/intranet/events>
- We have a calendar import in place on your department's site, which pulls in events from the main CALS website. You can scroll through and see what would be applicable for your site and delete the ones that you don't need. Once your department is publishing events on a consistent basis, we can edit this setting to pull in events and set them to "Pending." You can then scroll them and only publish events you consider relevant or of interest to your department.
- **Note:** We will soon configure an import on the main CALS website that will pull in your department's events and publish ones that may be of interest to the entire college. This will potentially eliminate the need to use the [CALS Event Submission Form](#) or the [Intranet Events Submission Form](#). I will connect with everyone once this setting is active.

How to Publish Events on Your Department's Website

- Go to your site's WP Dashboard, then to **Events > Add Event or Add New** (The Events tool is in both the **left menu** ("Add New") and in the **top menu** ("Add Event"))
- Add the event's information into the fields
- Select the Organizer and Venue from the list, or add a new one.
- If you need to add an "Organizer," type in the person's name and Enter/Return, then add in the additional information (phone number, email address, if available)
- If you need to add a "Venue," click on the bar, and either search for or create a new venue. If you need to create a Venue, type in the location's name and Enter/Return. Fill in the remaining information for the venue.
- Make sure the event has all of the necessary information, or contact the organizer to retrieve all of the info before publishing the event.
- Choose or create the appropriate categories for the event.
- Click **Preview**. The event listing will open in a new window. If you go back and make multiple changes, **hit Save Draft first**, then **Preview** to ensure WP captured the changes.
- If all looks good, hit **Publish**.

Tips

- **Event Categories:** Don't create too many, try to stick to 3-5 categories
- **Event Form:** Use the form on the CALS Intranet to submit events for your department on the CALS Intranet
- **Cannot** flag internal events as PRIVATE on your department's website. For events reserved for faculty and staff only, [submit them to the events calendar on the CALS intranet](#) or as [announcement post](#) on the CALS intranet.

Submitting Calendar Events to the CALS Website and Intranet

- **CALS Intranet (Events):** <https://cals.ncsu.edu/intranet/faculty-and-staff-events/>
- **CALS Intranet (Announcements):** <https://cals.ncsu.edu/intranet/announcements/>
- **CALS Website:** <https://cals.ncsu.edu/cals-calendar-events/>
- **Contact** Casey King if you have any questions about Events on the main website or intranet: clking3@ncsu.edu

NEWS

General Information About News

- Your news page is located at: cals.ncsu.edu/your-department-name/news
- In the Pages section, it's called the **News - Posts Page**
- Your Gateway Page will have two news sections:
 - “Featured News” - This section contains stories you've published onto your site
 - “Recent News” - This section contains news stories pulled in from NC State's Newswire of CALS stories and categorized as your department
- The **News module** is already active on your Gateway Page. It will rotate stories as you publish them.

How to Publish News Stories on Your Department Website

- **To publish a news post:**
 - Go to **Posts > Add New**
 - Add the title
 - You may need to alter the URL address to make it more “human-friendly”
 - Set a featured image for the story. For photos, the recommended size and dimensions are 16:9 ratio and 1500x844px. You can also add images in the body of the copy
 - Select the post's category from the drop-down “Display” category menu **AND** the right-hand menu for the category for the post to appear on both the newspaper and archive views
 - Can add tags
 - **Preview** your story - if all is good, hit **Publish**
 - Whoever adds the story will be listed as the author of the post. You may have to attribute the article at the bottom of the news story if you're posting on behalf of another author

Tips

- Images should be 16:9 ratio and 1500x844px dimensions
- If using excerpts on posts, the suggested limit is 150 words

CALS Intranet

- You have access to the pages on the CALS Intranet. You can add/update the content on your department's or unit's page or add new pages, as necessary.
- You can add news posts to the Intranet coming from your department that would be of interest the internal college audience (use your department's website for external news stories). Example: If someone from the department held a talk at a recent industry conference.

REFERENCE MATERIALS

- **CALS Communications resources:** <https://cals.ncsu.edu/comm-resources/>
- **UComm web style and content guide:**
<https://web.ncsu.edu/documentation/wp-content/uploads/2016/08/web-style-and-content-08-2016-final.pdf>
- **University brand guidelines for editorial, tone and voice in copy:**
<https://brand.ncsu.edu>
- **Post options:** <https://web.ncsu.edu/documentation/topics/post-options/>
- **Elements of a Post:**
<https://web.ncsu.edu/documentation/topics/elements-of-a-post/>
- **Search engine optimization (SEO):**
<https://web.ncsu.edu/documentation/topics/search-engine-optimization-seo/>
- **Featured images in a Post:**
<https://web.ncsu.edu/documentation/topics/featured-images/>
- **About manual excerpts on a post:** <https://codex.wordpress.org/Excerpt>
- **CALS Comm 101 video on creating posts:**
<https://www.youtube.com/watch?v=0DKHOzr2vMQ>