

Web Coordinator Cheat Sheet

Before You Submit Your Ticket

Text

- Collect, prepare, and review all content for accuracy and spelling before it is sent to the webteam
- All changes will be published on the live site

Images

- Submit high-resolution, uncropped images
- Retain model release forms for any images with recognizable people in them
- Ensure images are free of any copyright issues or infringements
- There can be no more than 140 characters of text on any image

Documents

- PDF files are recommended for the web
- Units are responsible for creating accessible documents
- An accessibility statement (see bottom of page) is required on all documents uploaded to the site
- The statement does not make the document accessible

Videos

- Before you begin a video project, contact University Relations to ensure the video meets the university's brand and video guidelines
- Edited and processed videos can be sent as a YouTube link in the ticket
- Videos must have closed-captions and have a transcript. The transcript can be attached to the ticket as a Word doc.

Other Multimedia

- For graphics with text such as infographics, timelines, org. charts, etc., you must submit a text version of the graphic as a Word doc.

Urgency Levels

Critical

High

When the webteam sees a high or critical ticket, we drop everything we are currently doing to complete it. Please only use these urgency levels if truly a mission-critical request.

Medium

Low

The webteam makes every attempt to start all tickets ASAP. Turnaround time for all edits and projects will vary depending on project complexity, strategic alignment and available resources.

Tip: Always include a due date.

Having a due date greatly helps us to plan and to prioritize our workflow to better serve you.

What We Look for When We Receive Your Ticket

We may edit your ticket for some of the following reasons:

- Branding
- Accessibility
- Readability
- Web best practices
- Plain language
- Clarity
- Consistency
- Duplicate content

The webteam reserves the right to edit any content going on the ung.edu site.

What the Webteam Does Not Do

We do not manage content on the following : Active Directory, Catalog, Banner, Alumni, myUNG, UNG Give, Athletics or UNGConnect.

The Most Important Thing to Include in Your Ticket

The information! Put the text you want in a Word document, attach the images to the ticket, and then we will work together to design your pages with our main users in mind - prospective Nighthawks!

Other Webteam Resources

- **go.ung.edu URL Shortener**
 - Create random or custom short links
 - Track how many hits your short URL gets
- **go.ung.edu/map**
 - Explore UNG's interactive maps
 - Create your own custom print maps
- **forms.ung.edu - Forms**
 - Create forms for your website with MachForm

Profile Pages/Directory Information

- The webteam can edit the following:
 - Areas of Expertise
 - Overview
 - Education
 - Publications
 - Courses taught
 - Work Experience
 - Prefixes/Suffixes
- The webteam cannot edit the following:
 - Name
 - Title
 - Department
 - Office location
 - Phone number
 - Email address (IT updates these)
- Profile pictures must be indoor, forward-facing, studio head shots with a dark blue or black background
- Please do not Photoshop the background
- The webteam has an established process with the university photographer to receive and upload the photos once they are processed

Accessibility Statements Are Required on All Documents Uploaded to the Site

Template: If you need this document in an alternate format for accessibility purposes, (e.g. Braille, large print, or audio), please contact [insert your departmental contact's name, phone number, and email address.]

If you need this document in an alternate format for accessibility purposes, (e.g. Braille, large print, or audio), please contact 706-867-2144 or email jenna.waszak@ung.edu.

Webteam ServiceNow Request Form Shortcuts

Web Edit Request Form

go.ung.edu/webedit

Submit all edits or new page requests.

Other Request Form

go.ung.edu/ask-webteam

Ask a question or submit any unclassifiable request.

Coordinator List

go.ung.edu/coordinators

Contact the department's coordinator if you see something that needs to be updated on a ung.edu site that you are not the coordinator for so that they may submit a ServiceNow ticket.

Webteam ServiceNow Hub

go.ung.edu/webteam-help

See all of our forms and resources in ServiceNow.

myUNG Updates

go.ung.edu/update-myung

Update your password-protected myUNG site. **This goes to IT.**

Directory Updates

go.ung.edu/update-directory

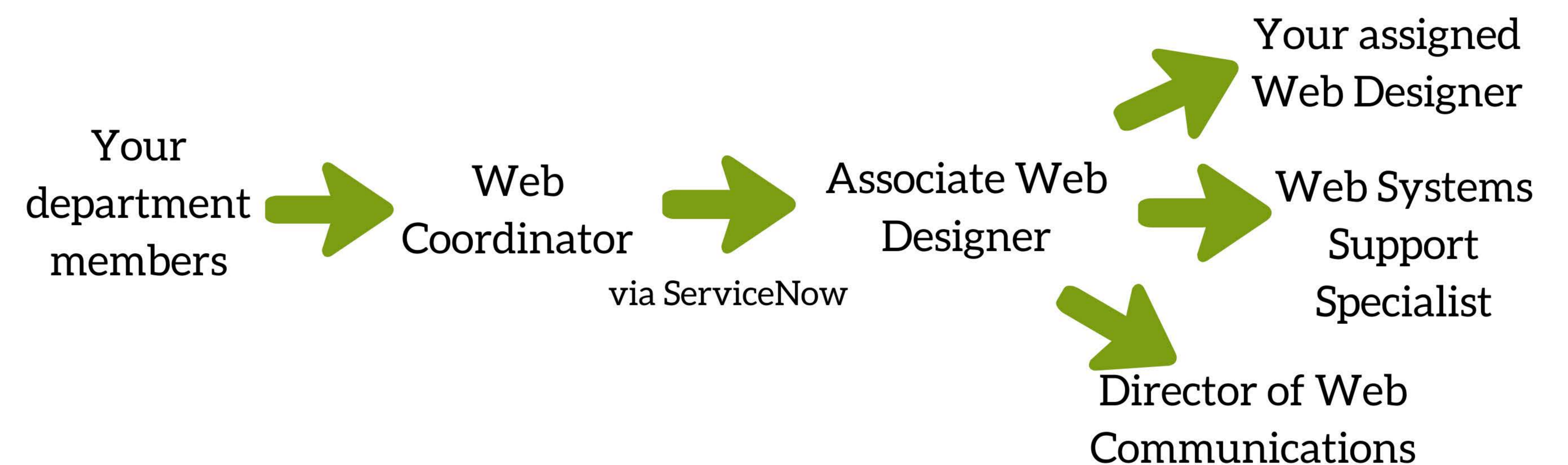
Request changes/updates to names, titles, office locations, phone numbers, and email addresses in the directory. **This goes to IT.**

ung.edu/web-toolbox

Our web toolbox website is where we continually update our guidelines, tips, tricks, and other resources, such as our **writing style guide**, **MachForm training**, and more.

How the Webteam Works with You

- **Web coordinators** are responsible for submitting updates on behalf of their department.
- The **Associate Web Designer** triages all tickets. The AWD completes basic updates to existing content.
- Your ticket will be escalated to the **Web Designer** assigned to your site when extensive design changes or new pages etc. are requested.
- Your ticket will be escalated to the **Web Systems Support Specialist** if you need help with the mobile app, Google Analytics, MachForm, the interactive campus maps, or any other third-party system the webteam manages.
- Your ticket may be escalated to the **Director of Web Communications** if your request reaches beyond the scope of your department or the scope of the webteam.
- The **Web Systems Coordinator** administers the AskNigel chatbot.



Why Tickets?

Whether you just have a question, need to make a small change, or want to request a few new pages, please always submit a **ServiceNow ticket**.

Using ServiceNow allows us to always help you even if a member of our team is out of the office.

ServiceNow is always monitored by a webteam member during normal business hours, and is the fastest way you will get a response.

Watchlist Feature

The watchlist feature in your ServiceNow ticket allows other stakeholders to see and reply to any comments made in the ticket. If you think someone should be added to the watchlist, include their name in the initial request and a webteam member will add them to the ticket.