QUICK TIPS FOR ENGAGING STORIES

1. **Do:** Use titles with a subject and a verb
2. **Do:** Keep titles short, under 2 lines in preview (with a picture)
3. **Do:** Keep it conversational, give someone a reason to read the story
4. **Do:** Use (some) labels to break up a list
5. **Do Not:** Use technical language, or "higher ed-ese"
6. **Do Not:** Make a blurb longer than 4-5 lines
7. **Do Not**: Let your newsfeed get too long, move excess stories to an archive

QUICK TIPS FOR ENTICING PHOTOS

(Check out the Loyola Flickr (**LUC.edu/flickr**), our Photoshelter (**loyolachicago.photoshelter.com**)
or submit a Creative Request (**LUC.edu/creativerequest**)

1. Look for interesting images with good quality (color intensity, focal point, balance, lighting)
2. Make sure your image is large enough to use
3. If you're going to edit the image, save a copy of the original (just in case!)
4. Conservatively use quick edits (levels, saturation, sharpness)
5. **Save for Web and Devices** (as "Monitor Color")

KEY THINGS TO REMEMBER

BUZZWORDS:

home_top/home_center – banner at the top of homepage *only panoramic image*
home_news – newsfeed on a homepage
home_left – left column on a homepage
home_right – right column on a homepage
interior_left – left column on an interior page
right_column – right column on an interior page
Module – 'box' situated in left/right column
Feature Story – Title/Blurb/Image/Tab leads to longer story
Feature Video – Title/Blurb/Image/Tab leads to a video
Feature Link – Title/Blurb/Image/Tab leads to external/internal/media link
Recruitment Links – Apply Now/Request Information/Visit Us/Contact Us/Give to Loyola buttons
Mirroring: Placing *one* content/section piece in multiple places
Duplicating: Making a copy of content/section (separate)
Deleting: Flagging content/section to be removed permanently
Expiring: Flagging content to be taken off site, but kept in back end

PHOTO DIMENSIONS:

1800 pixels by 735 pixels, 72 dpi resolution
1000 pixels by 560 pixels, 72 dpi resolution

FILE NAME:

No spaces (Use dashes or underscores instead)
No symbols (',?.!#%&@^* > < /)

Content Type	Left or Right	Top or News	Interior
Calendar Feed *	•		
FAQ Box/FAQ Item			•
Feature Link	•	•	
Feature Multiple Links	•		
Feature Photo Gallery	•	•	
Feature Story	•	•	
Feature Video	•	•	
Infobox			•
Page Content Only			•
Panopto Video Embed			•
Recruitment Links	•		
Social Networking Feeds New *	•		
Social Networking Links	•		
Staff Profile			•
Standard Copy Lead Photo			•
YouTube Video Embed			•

Photo Dimensions
Resolution: 72 pixels/inch

Panoramic: 1800 pixels by 735 pixels
Image: 1000 pixels by 560 pixels