

News Tagging: Policy & Procedure

Designated program content managers are responsible for all content published to that program’s news feed, including how an item is *tagged* (designating where and how an item will appear on the website). All program content managers are expected to comply with CCA’s [online publishing policy and guidelines](#).

Blog tags:

- Academic Advising
- Alumni
- Awards and Accolades
- Bookshelf
- Design and Craft
- Extended Education
- Faculty
- Featured
- International
- Press Releases
- Students
- Sustainability
- Undergraduate Admissions
- Wattis Institute



What is a “Featured” news item?

Only the [Communications Office](#) may authorize tagging a news item as “**Featured**.” If you believe your news story warrants collegewide attention, contact the [director of public relations](#) to request permission to tag the item as Featured.

Alternatively, in reviewing news postings on the CCA website, the director of public relations may decide to tag a particular news item as Featured in order to further promote it. **Do not** remove a Featured tag from a published item, unless you are instructed to do so by the Communications Office.

About Tagging

News items (formerly **press releases** and **web features**) are now differentiated using the “Blog tags” categories to specify the intended audience—such as “Press Release” or “Students” or “Sustainability”; additionally, a news items may be specified to appear only on a particular program’s landing page, appearing in its designated News box (*see example at right*), which lists the two most current features. (If no tagged items exist, the box disappears.)



Use the **News Categories** list (*pictured at left*) featured on all news pages. The **Featured News** category lists *only* the collegewide, publicity-related news features. The **All News** category lets you view a *comprehensive* list of news items (featured or otherwise).

News Categories

- Featured News
- All News
- Academic Advising
- Alumni
- Architecture
- Awards and Accolades
- Bookshelf
- Curatorial Practice
- Design
- Faculty
- Fashion Design
- Film
- Fine Arts
- First Year
- Furniture
- Graphic Design
- Illustration
- Individualized Major
- Industrial Design
- Interior Design
- International
- Jewelry Metal Arts
- Painting Drawing
- Photography
- Press Releases
- Sculpture
- Students
- Sustainability
- Undergraduate Admissions
- Wattis Institute
- Writing



Also, featured news items **do not** automatically appear on the homepage; the “promote to front page” tag is required, which is the last entry field, beneath “published.” (*Note: Only CCA’s web team and other select Communications staff members can see this option.*)



Publishing options

- Published
- Promoted to front page
- Sticky at top of lists

Overview

In the above tagging examples (the ones with red arrows), the published news item will:

- appear in the **Featured** news section
- list in the **Awards and Accolades** and **Faculty** sections
- will **not** appear on the CCA homepage