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.

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).

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.)

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