Welcome to the

UVU Web Community

Where all things web happen

Our Agenda Today

- The new "Social Stream" and social media strategies
- The new Image Gallery module
- SWAT and what it can do for you!
- How can we improve our web?
- Q & A

Web Community Meeting Time

Reminder

Every other month, 4th Fridays, 10am

Next meeting:

November 22, 10am location: LI 120

UVU Social Stream and Social Media Strategy

New Gallery Module

Strategic Web Action Team (SWAT)

What is SWAT?

- SWAT serves as a resource to you
- Reviews sites and makes recommendations
- Conducts the site audits for each department site
- Helps carry out the Web Strategic Plan
- Assists when errors are found

How Can We Improve Our Web?

First, Know Your Audience

- First, focus your efforts on your main audience
 - If you have more than one audience, your site becomes less effective
 - Rebuild Example: UVU homepage and audience pages
- Ask yourself:

"Who am I trying to build this site for?"

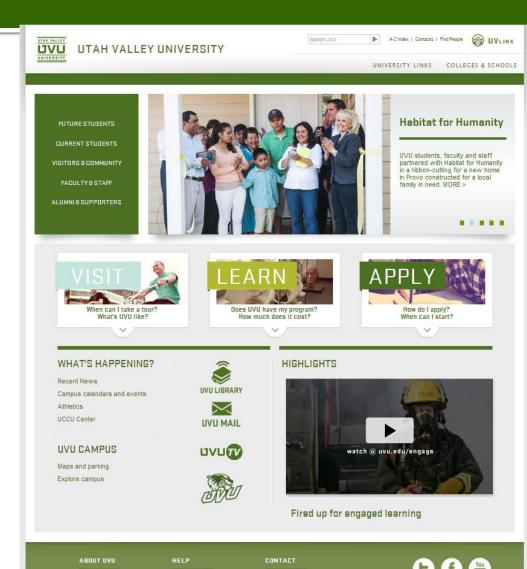
Funneling the Audience

Old Homepage

- Focused on everyone
- Not effective for anyone
- Needed a new purpose

New Homepage

- Focused on Future Students
- Used to funnel audiences to their own areas
- Allows efforts to be audience driven and specific

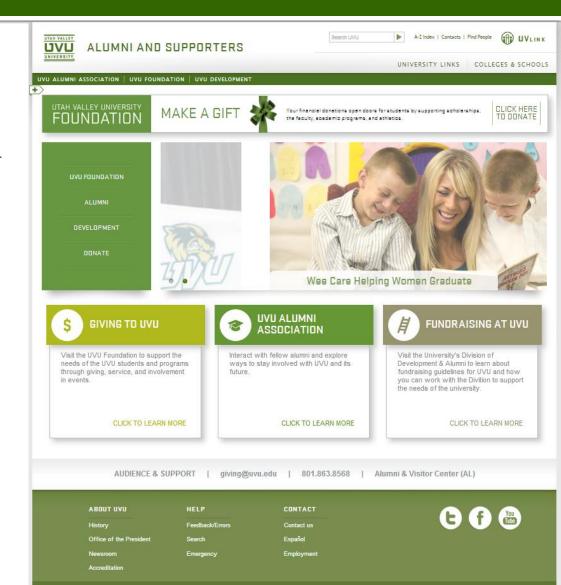


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Audience Homepages

Audience Homepages

- Specific resources for each audience
- Can focus efforts on audience needs
- Can measure web success for each audience
- Heatmaps show improvement



Second, What Is The Purpose?

- Second, what is your site trying to accomplish for your audience?
 - Keep with 1-2 main goals
 - Too many goals, not effective
 - Rebuild Example: Marketing site
- Ask yourself:

"What does my audience need from my site?"

Third, What Are the Actions?

- Third, what do <u>YOU</u> want your visitors to do when the come to your site?
 - Calls to action
 - Keep with 1-3 action calls
 - Too many actions, too confusing.
 - No actions, dead site
 - Rebuild Example: Admissions site
- Ask yourself:

"What do I want my visitors to do? How will I measure success on the site?"

Trainings Available

- OUCampus Basics
 - 1 hour training to get you going in our CMS system to maintain a website
 - Offered monthly, sign up at <u>www.uvu.edu/web</u>
- HTML Basics
 - NEW Offered July 31
 - Will be offering more sessions of this soon
- Online Training Modules
 - Found at <u>www.uvu.edu/web/training</u>

Who We Call For Help

- WebSupport@uvu.edu
- **801-863-7975**
- We will get you to the right resources for anything Web!
- NEXT MEETING: November 22, 10am, location LI 120

Questions and Answers

THANK YOU