

## Editing is the first step to success:

One of the most important aspects of maintaining a successful web presence is the editing process. It is extremely important for the editor to check for errors, broken links, accuracy, consistency, and keep an eye out for enhancement opportunities.

Editors must be full-time staff members and must attend a training session through Creative Services in order to receive account access.

To access your Wordpress site, type in your URL and add /wp-login.php to the end.

*See the end?* studentaffairs.gsu.edu/wp-login.php

## Login Information:

The username and password used to access your Wordpress site will be the same ID and password as your staff email.

A screenshot of a Wordpress login form. It has two input fields: 'Username' with the text 'gcannon' and 'Password' with a masked password '●●●●●●●●'. Below the password field is a checkbox labeled 'Remember Me' and a blue 'Log In' button.

*Your staff id*

*Your email password*

## Formatting:

For additional information concerning formatting for the university and division, please visit and review: studentaffairs.gsu.edu/web-support.

## Paragraph Formatting:

- All headings are **bold** without any additional formatting tags, such as heading tags (h1-h5).
- Headings are separated from paragraphs by one return. *We call this a soft return.*
- Paragraphs are separated by two returns. *We call this a hard return.*
- **Bold** words for emphasis, do not capitalize.

### Tip:

We are a downcase university. This means that only proper nouns and titles should be capitalized.

### Tip:

Statistically, the integrity of a site may be lost in only three rounds of inaccurate editing.

# Web Editors

## Phone, Time, and Date Formatting:

- Phone: Hyphenate to separate sections.
- Time: Reference the AP style guide.
- Date: Reference the AP style guide.

For additional information, please download and review **Tips & Tricks: Meet the Guidelines, Volume 2.0**, and visit our site regularly for updates: studentaffairs.gsu.edu/communications-overview/

## Hyperlinks:

Links to external websites (those outside of Georgia State University) must open in a new window. PDF and Word documents must also open in a new window.

### Tip:

To create a link that opens in a new window, add the attribute and value pair **target="\_blank"** inside the <a> tag.

*Notice there are two attribute and value pairs?*

```
<a href="http://example.com" target="_blank"></a>
```

① When linking to pages within gsu.edu domain, do not use the attribute and value pair **target="\_blank"** unless you are linking to a PDF or Word document.

*Make sure that your values are always contained in quotes.*

Web addresses should **not** be seen in your text. Your sentences should be written carefully to embed the link in the copy.

*For example:* Please download the **LOGO-gistics Tips & Tricks** file.

*Great idea! Download all of them!*

### Tip:

Do not use the phrase **click here**.

✗ **Click here** to download the form.

✓ Please download the **form**.

## University Formatting:

- Always spell out **Georgia State University**.
- Write out **Georgia State University** the first time you refer to the university on a page, then you may use **the university** to avoid unnecessary repetition.
- When using the word **university** on its own, do not capitalize.

## Policy:

Editors must email a list of the page addresses that have been edited to gcannon@gsu.edu, the day the edits have been completed. You do not need to include a list of edits.