

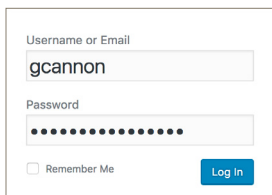
## Editing is the First Step to Success

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.

studentaffairs.gsu.edu/wp-login.php *Like this!*

## Login Information

The username and password used to access a Wordpress site will be the same CampusID and password that is used to log in to staff email.



← CampusID username

← CampusID password

## Formatting

For additional information concerning formatting for the university, please visit and review: [studentaffairs.gsu.edu/web-support](http://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 with a single return.
- Paragraphs are separated by two returns.
- **Bold** words for emphasis, do not capitalize.

### Tip:

Georgia State is a downcase university. That means 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 & 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/](http://studentaffairs.gsu.edu/communications-overview/)

## Hyperlinks

Links to external websites (those outside of the *gsu.edu* domain) 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.

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

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

Web addresses should not be seen in the text. 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* rather than *GSU*.
- Write out *Georgia State University* the first time it is used on the page, then use *the university* to avoid repetition.
- Do not capitalize the word *university* on its own.

## Policy:

Editors must email a list of the page addresses that have been edited to [gannon@gsu.edu](mailto:gannon@gsu.edu), the day the edits have been completed. There is no need to include a list of the actual edits.