Editors network session #4

2020-10-07

Agenda

1. <u>Information:</u> New features, tools and other information, by Ulrika, 60 min
2. <u>Presentation:</u> How I manage the news feed, by Sebastien Gustin, 10 min
3. Reflections and questions

Mute your microphone

Questions? Speak out or use the chat.

Images

- Photos for all departments autumn 2020.

- Portrait shoot – e-mail infomaster@itm.kth.se

- Log-in to KTH Mediabank https://login.mediaflowpro.com/. Ask Malin Modig for a log-in to download images.
  To upload images e-mail infomaster@itm.kth.se. Add author, attach copy of consent.

- Model agreement needed. Find it on intra.kth.se/itm

Accessibility

- Updates to meet the regulations of accessibility in place.
- Tables must have a headline
- Alt-text forced
- Tool in kaltura for texting videos. More about video tool in Kaltura.
- Documents, responsibility:
  - Editor: Check and recommend. Guide for testing PDFs
  - Document owner: Try to adjust the document in Word, Excel, Ppt. Guides for different software
  - Consultant (through infomaster@itm.kth.se) for adjustments of larger extent.
  - Workshop or course for adjusting documents during autumn.

Language

The law says (DOS): pages tagged as Swedish pages should be in Swedish and vice versa. Don't use the tick box "Use for not translated pages" on article pages.

It's ok to link to an English pdf as long as a) it is clarified in the link text and b) if the language setting in the pdf is English.

The langage policy at KTH: all web pages at KTH should be bilingual.

ITM policy: Basic information about your units, education and research should be bilingual, and also information to staff. Project information could be only in English and student information could be in one language depending on the target group.

Translation agency: offentlig@semantix.se

Web development polopoly

- We look at other options where a lot of information like Q & A is on one page. Avoid folding puffs (dragspelspuffar).

- Automatic news feeds: Example impact. We need more impact cases!

- New start pages for centers under discussion.

- Internal information – where to have it? Intra.kth.se/itm

How to make the website vivid?

Sebastien Gustin, web master for Indek, shares some tips and tricks on how to get a continuous news flow on the web:

1. Get support from head of department/units/divisions and make them compete

In short if you got the bosses on the train they can use their leverage on their employees.

If for example one head of unit is more pushing than the others, show that that unit is getting much more coverage in the news section than the others, so you can use their vanity and make them compete.   A good incentive is the upcoming RAE ranking next year that will grade and add points for the department's websites.

2. Set a reasonable goal

Set a goal a reasonable one (corona times), check how many news you have now per month, maybe you could start by doubling 3 news per month to 6, or one 1 news per unit. Start humble and go from that.

3. Understanding of news value

The news is shown to whole of the world, so internal new like a birthday fika at 15.00 hours is not feasible. Check around on other KTH/ITM news pages to find good examples and since you are starting humble, all don't have to be BIG news about new big research grants and so on. But if you got really big news, give a tips to the communications unit at ITM since it might be interesting to do something more about it

4. Formatting

Try from the beginning to learn the people that is sending in the news that you need a good headline (short as possible and on point, since it is "selling" the news). The news should be in Swedish and English. Pictures, link to KTH social personal pages, links could add value. Also follow the new law about accessibility. Last on this point don't be afraid to send it back to the author if it is too shabby and you need it better or you need time for good translation and so on. This is not a latest soccer score news so it could wait until it is in good standard.

And last, we have a great I would say the best communications unit of all KTH, they are there for guidance and help when needed, so don't hesitate to contact them!

Sébastien Gustin
IT-TEKNIKER and webmaster for INDEK

Telefon+46 8 790 79 29
Adress DROTTNING KRISTINAS VÄG 6
E-post gustin@kth.se
Profile

Coming up

January:

Editors's Network Session #5 - Writing for the web

(SEO, basic communications tips, the KTH dictionary, tonality.)

Communicate your research – seminar series starting Nov/Dec

Comments on the layout or web site improvements? Send an e-mail to me and I will bring it to the web masters' group.

Slack – start using it and join the # kth-webbred channel.

Tack!

Ulrika Georgsson
Communications Officer &
Coordinator of the ITM School's websites

ulrikage@kth.se
087907635
Profile