

MYPOSTINGS SYSTEM

NEWS AND EVENTS FOR THE WEBSITE



Developed by USD School of Law Communications
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TABLE OF CONTENTS

Using the System	2
POSTING DATE	2
EVENT INFORMATION	2
DESCRIPTION	2
PUBLIC CONTACT INFORMATION	3
MEDIA/IMAGES	3
NOTES	3
WRITING GUIDE	3
Additional Information	3
WHEN WILL MY POSTING DISPLAY ONLINE?	3
HOW DO I UPDATE A POSTING THAT’S ALREADY ONLINE?	4
DESTINATIONS AND AUDIENCES GUIDELINES	4
“DEPARTMENTAL HOME PAGE” GUIDELINES	4
Website Calendars and News Feeds	5
ACADEMIC CALENDAR	5
ALUMNI CALENDAR	5
ALUMNI NEWS (THE DOCKET ONLINE)	5
CAREER SERVICES CALENDAR	5
CONTINUING LEGAL EDUCATION CALENDAR (MCLE)	6
EVENT CALENDAR (PUBLIC)	6
FACULTY AND STAFF CALENDAR	6
FINANCIAL AID CALENDAR	6
LEGAL RESEARCH CENTER	6
LLM STUDENT CALENDAR	6
NEWS CENTER	7
SCHOOL OF LAW HOMEPAGE	7
WORK STUDY JOB BOARD	7

USING THE SYSTEM

The MyPostings system is available online at <http://www.sandiego.edu/mypostings>. You will need to log in with your MySanDiego username and password in order to access the form to post an event or news item.

Category & Organizations Selection

See the "Web Calendars and News Feeds" section of this document for proper selection criteria.

Posting Date

This information is used to determine when to display the posting in the Management Interface. In general, the Start Date should be set as today's date and the End Date should be set as the day after the actual event for *Events* and one month after today's date for *News* items.

Event Information

If the event is a single-day event, no End Date is required. If the body of the description is going to contain location and pricing information, leave the Location and Cost fields blank. Some standard locations for law school events are:

- Warren Hall, Faculty Reading Room
- Warren Hall, Back Patio and Courtyard
- Warren Hall, 2A
- Warren Hall, 2B
- Joan B. Kroc Institute for Peace & Justice
- Jenny Craig Pavilion
- Legal Research Center 122 (*number of seats*)

Description

The Body section is what will display on the event details page of the listing, once it is posted to a calendar on the law school's website. The best practice for this field is to directly type the text into the Body textbox. Do not copy and paste text from Microsoft Word or Word Perfect directly into the MyPostings interface, because it will copy over unnecessary code that will also affect the way that the information displays on the website. If you do need to copy text that is already in a Microsoft Word or Word Perfect document, first paste the text into a text editor (Notepad or Notepad++ in Windows, TextEdit in Mac OS) to strip out the majority of the unnecessary code, and then copy from the text editor into the MyPostings Body textbox.

You can use the WYSIWIG toolbar at the bottom of the Body textbox to format your text. The available options are: bold or italicized text, create links, bulleted lists and unordered lists.

If you provided a Location or Cost in the Event Information section, do not repeat that information here because it will display twice on the event details page.

The Sponsor, Co-Sponsor and Web Address fields in this section are not used on the law school's website, so these should all be left blank.

If your event is going to have panelists or guest speakers, you may link their name to their official biography on their institution's or company's website. When creating the link with the WYSIWIG toolbar, the Target should be set to "Open link in a new window". If an official biography does not exist online, do not link to anything (no personal websites). Biography pages will not be created within the law school's website for non-USD law faculty or staff.

Some events may have materials that should be read by attendees in advance of the event. If the materials have already been published and are available for purchase online, it is acceptable to link to a commercial website for this purpose. If the materials are already available on SSRN, or another academic repository, please link to that location. For either of these options, when creating the link with the WYSIWIG toolbar, the Target should be set to "Open link in a new window". If the materials are not available online and/or are a work-in-progress, a PDF file may be sent to Law School Communications for posting online.

Public Contact Information

In general, this should be filled with an office name, e-mail alias and central phone number, rather than an individual's information. This is so that people can still contact the law school about an event, even if the contact person is out of the office. It also ensures that our past events do not become outdated with contact information for individuals who no longer work at the university.

Media/Images

If the news release or event will be featured on the law school homepage, an image needs to be provided in the Thumbnail field of the Media Section. The image should be 105 pixels wide by 90 pixels high.

Notes

Anything that is entered in the Notes section will show up in the Special Notes section for those who are reviewing/approving events, but will not be displayed online. There is also a Managerial Notes section in the management interface for comments related to the event for other reviewers/approvers to see.

Writing Guide

The University of San Diego has a style guide for writing that can be downloaded after logging in with a MySanDiego username and password on the Marketing and Strategic Partnerships website at <http://www.sandiego.edu/marketing/identity-writing.php>. In general, the style guide follows the standards set by the Associated Press Stylebook.

ADDITIONAL INFORMATION

When Will my Posting Display Online?

The feed of news and events from the MyPostings system to the law school's website is not live. Any postings submitted through the system must be reviewed and approved by Law School Communications before they will be displayed online. This review process will generally take a full business day, and is in place to ensure that

information is presented in a consistent manner, displayed in the appropriate place(s), and conforms to USD Web standards.

How Do I Update a Posting That's Already Online?

If you need to update any of the information related to a posting that has already been submitted through the MyPostings system, please contact Law School Communications. The MyPostings system does not currently accommodate users updating entries they have created, so an administrator of the system will need to make the update(s) for you. For this reason, please be sure that you have finalized as much of your event information as possible before you post, to minimize the number of times you need to request additional assistance. In general, Law School Communications will not update an entry more than twice after its initial posting through the MyPostings system.

Destinations and Audiences Guidelines

- The Academic Calendar should only contain administrative dates, such as registration and financial aid deadlines, university holidays, commencement, and orientation.
- As a rule of thumb, the Public Events Calendar should only contain events to which the general public is invited, and alumni events.
- When adding events to the LRC calendar that you also wish to see on the LLM Student Calendar or MCLE Event Calendar, you have to select for "Legal Research Center" and "School of Law" in the "Organizations" box of the posting form.
- The Faculty and Staff Calendar should contain all events and dates that may be of interest to faculty and staff, including university holidays, significant campus events (Red Mass, USD employee events, etc.), faculty colloquia, the Dean's Mixers, local alumni events (San Diego, Riverside, Orange County), speaker series, and conferences.
- Any event that counts for MCLE credit should also be marked with a Destination of MCLE to ensure that it also shows up on the Continuing Legal Education Calendar.
- Alumni events should only be displayed on the Alumni Calendar and the (Public) Event Calendar; unless they are local, in which case they may also be displayed on the Faculty and Staff Calendar.
- No items should be marked with a Destination of Featured on Departmental Homepage, because this Destination is not used anywhere in the law school's website.

"Departmental Home Page" Guidelines

Only three events and three news items can display at one time on the home page. They will display in ascending date order. Law School Communications determines which events and news items are appropriate for placement on the School of Law home page.

The "rule of thumb" priority for display on the home page is:

1. Public event that generates revenue and/or media attention for the School of Law.
2. Public event such as a conference or speaker series.
3. Significant student event (orientation, commencement, etc.).

4. Alumni reception or event.

In general, no more than one alumni event will be displayed on the home page at one time. An event of a higher priority may be replaced by an event of lower priority for a short period of time in order to publicize the lower priority event.

It is also required that any event or news item that is marked to display on the home page have a Thumbnail provided in the Media Section. Until a Thumbnail is provided (105 px by 90 px), the posting will not be approved for home page display.

WEBSITE CALENDARS & NEWS FEEDS

Academic Calendar

URL: http://www.sandiego.edu/law/current/student_calendars/academic_calendar/

Category: Event

Department: School of Law

Where to Post: Academic Calendar

Targeted Audience: Doesn't matter (select *Law* if nothing else is selected)

Alumni Calendar

URL: <http://www.sandiego.edu/law/alumni/calendar.php>

Category: Event

Department: School of Law

Where to Post: Departmental News and Events

Targeted Audience: Alumni

Alumni News (The Docket Online)

URL:

http://www.sandiego.edu/law/news/blogs_publications/publications/docket/docket_online/

Category: News

Department: School of Law

Where to Post: Departmental News and Events

Targeted Audience: Alumni

** A thumbnail should be provided (105px wide x. 90px tall)*

Career Services Calendar

URL:

http://www.sandiego.edu/law/current/student_calendars/student_career_services_calendar.php

Category: Event

Department: School of Law

Where to Post: Career Services

Targeted Audience: Doesn't matter (select *Law* if nothing else is selected)

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Continuing Legal Education Calendar (MCLE)

URL: http://www.sandiego.edu/law/academics/continuing_legal_education/

Category: Event

Department: School of Law

Where to Post: MCLE

Targeted Audience: Doesn't matter (select *Law* if nothing else is selected)

Event Calendar (Public)

URL: http://www.sandiego.edu/law/news/calendar_of_events/

Category: Event

Department: School of Law

Where to Post: Departmental News and Events

Targeted Audience: Everyone

Faculty and Staff Calendar

URL: http://www.sandiego.edu/law/faculty_staff/calendar/

Category: Event

Department: School of Law

Where to Post: Departmental News and Events

Targeted Audience: Faculty

Financial Aid Calendar

URL: http://www.sandiego.edu/law/current/student_calendars/financial_aid.php

Category: Event

Department: School of Law

Where to Post: Financial Aid

Targeted Audience: Doesn't matter (select *Law* if nothing else is selected)

Legal Research Center

URL: http://www.sandiego.edu/law/lrc/general/upcoming_events.php

Category: Event

Department: Legal Research Center

Where to Post: Departmental News and Events

Targeted Audience: Doesn't matter (select *Law* if nothing else is selected)

LLM Student Calendar

URL: http://www.sandiego.edu/law/current/student_calendars/llm.php

Category: Event

Department: School of Law

Where to Post: Departmental News and Events

Targeted Audience: Graduate Students **NOT** Graduate Students (new)

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News Center

URL: http://www.sandiego.edu/law/news/news_releases/

Category: News

Department: School of Law

Where to Post: Departmental News and Events

Targeted Audience: Doesn't matter (select *Law* if nothing else is selected)

School of Law Homepage

URL: <http://www.sandiego.edu/law/>

Category: Event or News

Department: School of Law

Where to Post: Departmental Homepage

Targeted Audience: Everyone

** A thumbnail must be provided (105px wide x. 90px tall)*

Work Study Job Board

URL:

http://www.sandiego.edu/law/financial_aid/types_of_financial_aid/work_study_job_board.php

Category: News

Department: School of Law

Where to Post: Job Board

Targeted Audience: Doesn't matter (select *Law* if nothing else is selected)

** Displayed based upon Post End Date.*