

**USD WEB SERVICES
NEWS/EVENTS
MYPOSTINGS SYSTEM**



INFORMATION TECHNOLOGY SERVICES
OFFICE OF PUBLIC RELATIONS
UNIVERSITY OF SAN DIEGO

DEVELOPED BY

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MYPOSTINGS SYSTEM

The MyPostings System is a database that contains news and events that are displayed on the USD Web site and MySanDiego portal. This is a Web-based application accessed at the following location:

<http://www.sandiego.edu/mypostings>

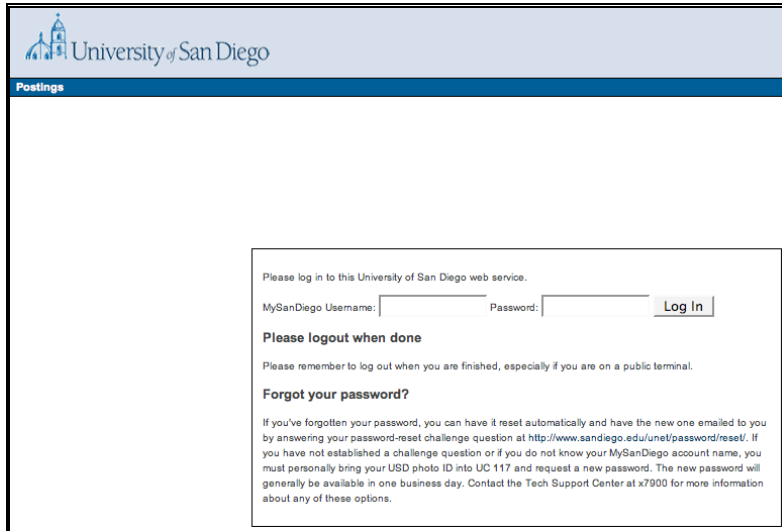
Using this system you can post news and events to various places on the USD Web site and MySanDiego portal. Please note that in order to post items to your departmental home page, you must have News/Events windows on your landing page. Please see the Public Relations Web site at <http://www.sandiego.edu/administration/relations/pr> for an example.

If you would like News/Events windows added to your departmental home page, please send an e-mail to mypostings@sandiego.edu with your department's Web address (URL).

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LOGGING IN

You can log into the system using your MySanDiego (e-mail) username and password.



Immediately you will see a form where you can begin adding your new post. This document will cover each part of the form section by section and line by line.

THE FORM

GENERAL INFORMATION

All posts need general information in order for the system to know where to display your post and what audiences you would like your post to target. More importantly this section of the form captures basic information such as the type and title of the item.

General Information	
* Category:	-----
* Headline/Title:	_____
* Department:	-----
* Where to post (Check all that apply):	<input type="checkbox"/> Departmental Home Page <input type="checkbox"/> Featured On Departmental Home Page <input type="checkbox"/> Featured On USD Home Page <input type="checkbox"/> MySanDiego Portal <input type="checkbox"/> News And Events <input type="checkbox"/> USD Home Page
* Targeted audience (Check all that apply):	<input type="checkbox"/> Alumni <input type="checkbox"/> Employees <input type="checkbox"/> Everyone <input type="checkbox"/> Faculty <input type="checkbox"/> Graduate Students <input type="checkbox"/> Law <input type="checkbox"/> Parents <input type="checkbox"/> Prospective Students <input type="checkbox"/> Undergraduate Students <input type="checkbox"/> Visitors

*	Category:	Whether your item is an Event, News, Personal Announcement (portal only) or Campus Announcement (portal only).
*	Headline/Title:	Title of your post, this is what will be displayed as the headline on the Web site or in MySanDiego.

*	Departments:	Your department and other departments where the information should appear. You should receive verbal approval from these other areas prior to posting your item.
*	Where to Post:	<p>Where you would like the information posted.</p> <ul style="list-style-type: none"> • Departmental Home Page: in the News/Events windows on your landing page; e.g. http://www.sandiego.edu/wellness • Featured on Departmental Home Page: in the Featured window on your landing page; e.g. http://www.sandiego.edu/wellness • Featured on USD Home Page: in the Featured window on the USD home page; e.g. http://www.sandiego.edu • MySanDiego Portal: in the News/Events boxes in the portal; e.g. http://my.sandiego.edu • News and Events: in the central News/Events system; e.g. http://www.sandiego.edu/news • USD Home Page: in the News/Events windows on the USD home page; e.g. http://www.sandiego.edu
*	Targeted Audience:	<p>The specific area(s) of the USD community your item applies to. If it is a news item or event affecting or inviting everyone, select "Everyone". Otherwise please select the specific audience(s).</p> <ul style="list-style-type: none"> • When posting to the portal, your news or event item will appear on the Welcome Tab; if you would like your post to appear in the Student Life tab of MySanDiego, make sure to select "Undergraduate Students" or "Graduate Students" as your intended audience(s).

POSTING DATE

You will need to select a start date and an end date for your post. Based on this information, your item will display beginning on your selected date and automatically come down when you decide or after an event has passed. You can post-date items as far into the future as you would like.

Posting Date When do you want your information to be viewable?	
* Start Date:	<input type="text"/>
* End Date:	<input type="text"/>

*	Start Date:	Date that you would like your posting to display on the selected destination(s) as noted in the previous section.
*	End Date:	Date that you would like your posting to automatically remove itself from the USD site or MySanDiego portal. For events, this should be the same/last day of your event. For news this can be a date of your choosing.

EVENT INFORMATION

If your post is an event, you will need to enter the event logistics for display on the Web site and in the MySanDiego portal. If you are entering a News item you can bypass this part of the form.

Event Information	
Event Start Date:	<input type="text"/>
Event Start Time:	<input type="text"/>
Event End Date:	<input type="text"/>
Event End Time:	<input type="text"/>
Location:	<input type="text"/>
Cost:	<input type="text"/>

Event Start Date:	Date that your event begins.
Event Start Time:	Time that your event begins.
Event End Date:	Date that your event ends.
Event End Time:	Time that your event ends.
Location:	Location where your event will be held.
Cost:	Cost of your event. This can either be numerical (e.g. 10.00) or text-based (e.g. Students: \$10; Employees \$15).

DESCRIPTION

The description contains the copy of your news item. Likewise, if posting an event, the entire event description should be noted in the body. This section of the form also includes other information such as the sponsoring organization(s) and Web address.

Description	
If posting a News item, please include entire copy. If posting an event, the event description should be included.	
Body:	<div style="border: 1px solid black; height: 150px;"></div>
B <i>I</i> <u>U</u> ABC ↶ ↷ 📎 ☰ ☰	
Sponsor:	----- ▾
Co-Sponsor:	----- ▾
Web Address:	<input type="text"/>

Description:	Text that will be displayed on the Web or on MySanDiego about your event. If News this will contain the copy of your item.
Sponsor:	Organization that is sponsoring the event or news.
Co-Sponsor:	Co-organization that is sponsoring the event or news.
Web Address:	The Web address (URL) to your departmental Web site or a page providing more information about your news or event. This must be in the form http://www.sandiego.edu .

PUBLIC CONTACT INFORMATION

All posts must have public contact information. This should be the name, e-mail, and phone number of an employee or representative that the general public can call for more information about the posting.

Public Contact Information	
Who can the public reach for more information?	
* Contact Name:	<input type="text"/>
* Contact E-Mail:	<input type="text"/>
* Contact Phone Number:	<input type="text"/>

*	Contact Name:	Person that can be contacted for more information.
*	Contact E-mail:	Contact's e-mail address.
*	Contact Phone:	Contact's phone number; should be in format (xxx) xxx-xxxx.

MEDIA

Any post can have an accompanying image or attachment (pdf) for supplementary information or reference. Please crop images before posting and do not try to place images directly from a digital camera, which can be quite a large file size.

Media		
Image:	<input type="button" value="Choose File"/> no file selected	Allowed files: jpeg, jpg, pjpeg, gif or png.
Attachment:	<input type="button" value="Choose File"/> no file selected	Allowed files: pdf.

Image:	Image that will accompany your post on the Web site or MySanDiego portal. Images must have one of the following extensions: .gif, .jpg, or .jpeg. You can use image editing software such as Adobe Photoshop or GraphicConverter for optimizing or cropping images.
Attachment:	Supplementary file in .pdf format.

NOTES

Notes can be included with your post and will not be displayed on the Web site or portal with your posting. Please address these to the Posting Manager for any special requests or issues.

Notes	
Notes:	
Not for display, for additional information to the Posting Manager only.	

Notes:	Notes are to be used for special requests or issues and will not be displayed on the USD Web site or MySanDiego portal.
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SUBMITTING YOUR POST


Once you have completed the form, please click "Submit" to send the information you have entered into the posting system.

<input type="submit" value="Submit"/>

You should check your requested destination(s) within 24 hours to see your posting online.

Please also note that your item may not necessarily be posted to the place(s) you request. For example, you may request that something be posted to the USD home page. There are a total of three news and events items available for posting to the USD home page and staffing in University Relations will select which items will be queued for and displayed on the main page. We will work with the poster to find alternative destinations, such as the MySanDiego portal or the departmental home page and vice versa.

YOUR DEPARTMENTAL HOME PAGE [EXAMPLE]

FEATURED	EVENTS	NEWS
 <p>Virginia Tech Tragedy A message to the campus community about the shootings in Virginia. Dear Campus Community: Today's news ... more</p>	<p>Creative Collaborations Thursday, April 26, 2007</p>	<p>Sunday, April 1, 2007 Robot Tournament Attracts North County Students</p> <p>Saturday, March 31, 2007 Sometimes a Good Deal is No Bargain</p> <p>Wednesday, March 28, 2007 Toreros' Win over Aztecs a Breeze</p>

MY SANDIEGO PORTAL [EXAMPLE]

News

- **A message to the campus community**
- **Hoping to Fit the Bill**
- **USD Gets Its Man: Gonzaga Assistant**
- **Service Jobs Offset Construction Slump**

Events

- Apr 21: 3rd Annual Charity Golf Tournament**
- April 18: Special Seminar Presentation**
- Apr 16: Conversations with Carmen**

AP STYLE GUIDELINES

Please note that posts are pending review for AP style. All materials published by the University of San Diego whether print or Web must be written in AP style.

Generally postings will be approved. If there is an occasion where an item is not approved, the person submitting the post will receive an e-mail with a description of why the item was refused. In most cases there will be more information or some form of clarification needed, in which case the poster can work with the Posting Manager to make changes and approve.

The following are general AP style guidelines for reference. A more complete guide can be downloaded at <http://www.sandiego.edu/marketing/identity-writing.php>.

ABBREVIATIONS

1. **Academic degrees.** When referencing people who hold doctorate degrees or honorary doctorate degrees, list their name and doctorate degree on first reference (Example: Jane Smith, Ph.D.) In subsequent references, it is acceptable to list the Dr. abbreviation before the person's last name (Example: Dr. Smith will be lecturing on the evolution of U.S. foreign policy in the Middle East. Set off academic abbreviations with commas when used in the middle of a sentence. (Jane Smith, J.D., was the keynote speaker.)
2. **Ampersand (&).** The ampersand may only be used in the title of the Joan B. Kroc Institute for Peace & Justice. Do not abbreviate "and" in any other context.
3. **Building names.** Do not abbreviate any campus building names except Joan B. Kroc Institute for Peace & Justice (IPJ). You may abbreviate this when referencing it for a second time in a paragraph.
4. **Months.** Never abbreviate months when they do not immediately precede a date. (We got married in September last year.) When the name of a month immediately precedes a date, abbreviate it, but only if the month's name is six letters or longer. (We met Aug. 6 last year and got married March 5.)
5. **Time.** Use a.m. or p.m. Lowercase with periods. Do not use :00 for hour (10 a.m., not 10:00 a.m.) Avoid redundancies such as 10 a.m. in the morning.
6. **Web addresses.** Leave out the http:// for most applications and just use www.

CAPITALIZING

Avoid random capitalization. Do not capitalize for emphasis. Do not use exclamation points.

1. **In a headline.** Capitalize all words in a title or headline except articles (a, an, the) and prepositions (of, on, to, at, in). Do not use all caps. (Students Engage in Community Outreach)
2. **Of a title.** Capitalize only when the title precedes a name. (Provost John Smith) Lowercase in all other instances. (John Smith, provost of the university)
3. **Names.** Proper names should always be capitalized. Capitalize university when it is part of a proper name. (University of San Diego) Lowercase in all other references (There are more than 7,000 students at the university.) Lowercase school when referring to more than one of the university's schools or when referencing anything other than the formal names of the schools. (Students applied to the schools of law and business. The student applied to the law school, the business school and the nursing school. The student will attend the School of Business Administration.) Formal name of a degree is capitalized. (John Smith received a Bachelor of Science in chemistry.)
4. **Church.** Capitalize as part of a formal name of a building, a congregation or a denomination. (St. Mary's Church, The Roman Catholic Church) Lowercase in phrases where church is used in an institutional sense. (The church teaches that God is love.)
5. **Religious titles.** Treat as all titles: spell out and capitalize in front of name. (Father John Smith, Sister Anne Smith, Monsignor John Smith, Brother John Smith) Exception is Reverend, which is abbreviated Rev. and always preceded by the. (The officiate was the Rev. John Smith.)

QUOTATION MARKS AND ITALICS

1. **Book and magazine titles.** Italicize without quotes.
2. **Movie titles.** Put quotations around title. Do not italicize.

CONTACTING US

Please e-mail mypostings@sandiego.edu with any questions, issues, or other suggestions you have in regard to MyPostings.