## TABLE OF CONTENTS

What is a Content Management System? ................................................................. 3
   Ingenix CMS System ......................................................................................... 3
   Internal and External Websites Defined .......................................................... 3
Requesting CMS Access ....................................................................................... 4
Requesting Analytics ............................................................................................. 5
Logging Into the CMS ........................................................................................... 5
CMS Support .......................................................................................................... 5
   Workflow ............................................................................................................. 5
Navigating the CMS Dashboard .......................................................................... 6
Creating a New Web Page ...................................................................................... 6
   Parent vs. Child Pages and Sibling Pages ......................................................... 7
   Using the New Page Button ............................................................................... 7
   Creating a New Web Page .................................................................................. 7
   Completing the Page Template ........................................................................ 9
Page Types ............................................................................................................ 10
Editing Existing Pages .......................................................................................... 10
Editing Text, Inserting Images and Inserting Hyperlinks .................................... 11
   Insert an Intro Video ......................................................................................... 14
   Insert a Document ............................................................................................ 15
   Add a New Document to the Asset Library ...................................................... 16
Publishing .............................................................................................................. 17
Writing and Style Guidelines: General Rules for Grammar and Usage ............... 18
   Introduction ...................................................................................................... 18
   Terminology House Rules ............................................................................... 21
   Web Language .................................................................................................. 21
   EWU: Writing for the Web ............................................................................... 21
Tips & Tricks ........................................................................................................... 24
WHAT IS A CONTENT MANAGEMENT SYSTEM?

A Content Management System or CMS is a system that allows web publishers to create and manage web pages without having to know HTML or any web programming language. Eastern Washington University utilizes the Ingeniux CMS.

The CMS includes built in tools that allow content experts to create web pages with a consistent look and feel with standard EWU branding. The CMS can be used to create reusable components, such as contact information that are inherited throughout a department or program’s pages.

The CMS also controls access to data based on user roles. User roles define what each user can view and/or edit.

INGENIUX CMS SYSTEM

The CMS does not require an installation on your computer. To run the CMS, launch a browser window and log in to the CMS. CMS software operates on a Mac or PC platform. Use one of the following browsers to open the CMS:

- Mozilla FireFox
- Internet Explorer
- Safari

INTERNAL AND EXTERNAL WEBSITES DEFINED

Eastern’s web presence is made up of two integrated sites which differ in audience focus and content.

- The external site is geared to prospective students and parents: http://www.ewu.edu/
- The internal site is reared to current students, faculty and staff: http://access.ewu.edu/

Both sites are publically available and closely interconnected. Eastern’s search function includes both sites. Web publishers must log into the CMS instance of the site they need to edit.

<table>
<thead>
<tr>
<th>CMS Login</th>
<th>Published Site</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>External</strong> (Prospective Student) site</td>
<td><a href="http://wcms.eastern.ewu.edu/external">http://wcms.eastern.ewu.edu/external</a></td>
<td><a href="http://www.ewu.edu">http://www.ewu.edu</a></td>
</tr>
<tr>
<td><strong>Internal</strong> (Eastern Community) site</td>
<td><a href="http://wcms.eastern.ewu.edu/internal">http://wcms.eastern.ewu.edu/internal</a></td>
<td><a href="http://access.ewu.edu">http://access.ewu.edu</a></td>
</tr>
</tbody>
</table>
REQUESTING CMS ACCESS

You must complete the following steps to gain access to the CMS:

- Attend CMS Basic Training.
- Submit a Web Help Desk ticket (whd.ewu.edu). Be sure to include the following:
  
  Include the following in the Request Detail field: Request for internal or external access, the name of your manager, the url of your department’s home page. For more information, please visit the Web Publishers page.
REQUESTING ANALYTICS

To request Google analytics on your home page create a Help Desk ticket and select the following. Analytic reports are generated monthly.

For more information on analytics, visit: http://access.ewu.edu/it/services/webservices/webreports/analytics-dashboard

LOGGING INTO THE CMS

1. Launch a web browser.

2. Enter one of the following URLs depending on the location of your site:
   - External: http://wcms.eastern.ewu.edu/external
   - Internal: http://wcms.eastern.ewu.edu/internal

3. Enter your user name in the User Name field (typically the first initial of your first name followed by your last name).

4. Enter your password in the Password field. This is the same password used to log into your computer or email.

5. Click Log In.

CMS SUPPORT

For support and CMS access questions, contact the Help Desk at http://whd.ewu.edu or call 359-2247.

WORKFLOW
Workflow provides an automated mechanism for moving content through the CMS system. A workflow process is defined by a sequence of workstates that a page must move through as work is completed.

Use **Submit revisions for approval** or **Publish Revisions** to publish pages directly.

Pages edited on the internal site are published directly by web publishers.

### NAVIGATING THE CMS DASHBOARD

**The Dashboard (Content Store)**

When logged into the CMS the Dashboard Displays. The Dashboard has the following features:

1. **New**: The Content store displays the current pages you have access to create in the **New** section.
2. **Favorites**: Use the Favorites list for quick access to link to ‘favorite’ web pages. Drag a page from the site tree to your favorites list.
3. **Recently Visited**: Displays a list of recently viewed web pages.
4. **Exit**: Closes the browser to log out of the CMS.
5. **Left menu items**:
   - **Site** - Use the **Site** menu item to return to the site tree to navigate the CMS.
   - **Assignments** - Use the **Assignments** tab to view a list of web pages that are assigned to you.
   - **Search** - Use the **Search** tab to search for web pages using a keyword, phrase or an XML number (or xNumber) for the web page. Once the webpage is published, the structured URL replaces the XML number in the URL field.
   - **Administration** - The **Administration** menu item is used to display the Dashboard which general information about the site.

### CREATING A NEW WEB PAGE

When a new web page is created, the appearance of the web page corresponds with a Page Type. Each page type serves as a template for creating a web page. Only those page types a user is authorized to use are displayed in a drop down list when creating a new web page. Most users will be using the Generic page type the majority of the time.
PARENT VS. CHILD PAGES AND SIBLING PAGES

In web development, the placement and creation of new web pages is often referred to using three terms: parent, child and sibling page.

A website is connected much like a family tree and the terminology used reflects that. Understanding the terminology and navigation structure of the site tree ensures web pages are placed in the appropriate location.

Child pages: Any page on this node is a child page of the Home page. For example Admissions, Academics, About, Visit, Apply, etc. are Sibling pages.

USING THE NEW PAGE BUTTON

There are three ways to create a new web page.

1. Click the New Page icon on the toolbar.

CREATING A NEW WEB PAGE

2. Choose Page from the drop down list.

3. A Create New Page dialog box displays. Type the name of the new web page (this is the name that appears in the tree, not the published page name).

4. From the Select Rule field drop down, select the desired page type.

   Only the page types the user is allowed to create display.

5. Click Create.
Once the page is created, the page creation rules do one of the following:

- Prompt you to place the page in a specific area of the web site if there is more than one area the page can belong.

- Place the web page in the available area on the web site.

For example, the new page is placed in the Grad–International area of the web site. The user has permissions to access and edit or create web pages for the Grad area.
COMPLETING THE PAGE TEMPLATE

Using the Edit Form tab template, fill in the following fields. If the required fields are not completed the page will not save.

1. **Title**: The title appears on the top of the content area.

2. **Abstract**: The abstract is used by search engines and other pages to provide details about the new page.

3. **Keywords**: Separate by a comma, include words or phrases in the keyword field for search engines to identify or find your page based on the keywords.

4. **Body Copy**: Format, align, and edit information in the body copy area of the CMS. The following information can be added in the body copy area:
   - Text/information
   - Images
   - Hyperlinks
PAGE TYPES

Page types provide a consistent template for users who build the same type of page elsewhere in the CMS. Only the page types a user is authorized to use display when creating a new web page.

This is a list of the end user CMS page types or components.

Refer to the Page Type Reference Guide for more information.

<table>
<thead>
<tr>
<th>End User Page Type Key</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generic Page</td>
</tr>
<tr>
<td>News Home</td>
</tr>
<tr>
<td>News Detail</td>
</tr>
<tr>
<td>Events Home</td>
</tr>
<tr>
<td>Events Detail</td>
</tr>
<tr>
<td>Spotlights Home</td>
</tr>
<tr>
<td>Image Spotlight Detail (image spotlight)</td>
</tr>
<tr>
<td>Video Spotlight Detail (video spotlight)</td>
</tr>
<tr>
<td>Question/Answer Home</td>
</tr>
<tr>
<td>Question/Answer</td>
</tr>
<tr>
<td>College Program Page</td>
</tr>
<tr>
<td>Degree Option Page</td>
</tr>
<tr>
<td>Contact Us</td>
</tr>
<tr>
<td>Person</td>
</tr>
</tbody>
</table>

EDITING EXISTING PAGES

The first time a user accesses the CMS to edit existing pages (or components), or if others in your area also have access and are editing the same pages, the pages may be assigned to other users. Pages assigned to other users appear grayed out and cannot be edited. In order to edit the page it must be assigned to you:

- Click Assign to in the toolbar:

- Select Me from the drop-down list:
EDITING TEXT, INSERTING IMAGES AND INSERTING HYPERLINKS

Most page type templates include a body copy area used to edit text, insert images, and add hyperlinks. Below are instructions for editing and using the edit buttons available in the body copy area of the template.

1. **Body Copy**: Format, align, and edit information in the body copy area of the CMS. Add the following information in the body copy area:
   - Text/information
   - Images
   - Hyperlinks

   ![Body Copy](image)

   - Formatting options such as font color, font size, font style, link format, etc., are set by University branding standards.

**Adding Text**

Click the Body Copy content area and begin typing.

**Adding Text from a Web Page**

Open a web page and highlight and copy text from the page. Click the *Paste as Plain Text* button to insert the text in the body content area. All formatting is removed from the text.

**Adding Text using the Paste Button**

*This is not recommended.* This button carries any formatting from a copied text and inserts it in the body copy area. Editing the text afterward can be difficult.

**Inserting Images**

Images are directly loaded to the CMS via the Asset Manager.

**Insert Image**

1. Click the insert image icon from the Body Copy toolbar.
2. Click Browse to locate the image.

3. From the image folder, drill-down to your department folder in the tree. Choose an image or upload a new image.

4. To upload a new image, click Upload in the Choose File window.

5. Click Browse in the Upload File window to locate an image on your computer. Click Upload.

To size an image, click the Scale Image checkbox.

Inserting a Hyperlink

Hyperlinks can be internal links or external links. An internal hyperlink links to an existing web page within your instance of the CMS. An external hyperlink links to a web page outside of the CMS or to a page from the internet. If your page is in Access.ewu.edu and you are linking to www.ewu.edu, the link is external.

There are three ways to insert a hyperlink in the body copy area:

- Drag and drop the link
- Highlight a word or phrase and drag and drop the link
- Highlight a word and insert the link.
- Highlight a word and right-click and select Insert/edit link option.

Drag and Drop (internal hyperlink)

1. In the Site tab (Menu Tree), click and hold on the page from the site tab. Drag the link into the body copy area of the web page and release the left mouse button.

In the example, the Nursing page is dragged into the body copy area.

Highlight/Drag and Drop (internal hyperlink)
To change the link name from its original link name complete the steps below.

1. In the body copy area of the web page, type the link name as it should appear on the page.

2. Highlight the text and drag and drop the webpage from the Site tab over the word or phrase.

Highlight/Insert Link (external hyperlink)

To insert a link for an external web page, use the hyperlink button on the body copy toolbar.

1. Type the word or phrase as it will appear in the hyperlink and highlight the text.

2. Click the Insert Link icon the toolbar.

3. A dialog box displays. Click the External radio button.

4. Paste or type in the URL address for the external web page.

   To test the URL validity, click the browse button next to the URL field.

5. Click Insert.

6. To preview your work, click the Page View tab.
1. To insert an intro video click the down arrow in the **Advanced Options** section.

2. Under **Grouped Items**, click the **Pick** button in the **Introduction Video** field.

3. In the **Select a Component** dialog box, click the desired video to select.

4. Click **OK** to insert.
INSERT A DOCUMENT

1. To insert a document, type the document name in the Body Text field. Highlight the text and click the Link icon.

2. In the Insert/edit link dialog box, click the Document radio button.

3. Click the browse icon to access the asset library for documents.

4. Click the Documents folder in the left-hand tree of the Manage Assets dialog box. Locate your folder in the tree and drill down to the applicable page folder.

5. Select the desired document in the list. Click the Ok button.

6. To have the document open in a new browser window, select the applicable option from the Target drop-down list. Click Insert to insert the document link.
Note: The asset manager for documents is not designed to be a document archive. It is recommended that older versions of documents be removed from the asset manager.

ADD A NEW DOCUMENT TO THE ASSET LIBRARY

1. Click the Assets icon in the toolbar:

2. Click the Documents folder in the left-hand tree of the Manage Assets dialog box. Locate your folder in the tree and drill down to the applicable page folder.

3. Click the Upload icon in the top right-hand side of the Manage Assets dialog box. Click Select File to Upload.

   ➢ An Open dialog box displays; search for the desired document in the applicable location on your computer. Select the desired file and click Open.
4. Click **Upload**.

5. Click the newly uploaded document and click *insert OK*.

**PUBLISHING**

1. To publish new pages and revised pages click the **Advance to Workflow** button and select **Publish Revisions** from the drop-down.

2. Click **Advance**.
3. For the Internal site select your name and click OK.

4. For the External site advance the page to the applicable person and click OK.

Note: Publishing pages and/or components creates a job in a workflow queue. These queues process quickly, however, wait 5 – 10 minutes to check the page to view the revisions/changes made. If changes do not display after 10 minutes, return to the CMS and republish the page. If the revisions/changes still do not display submit a web help desk ticket (whd.ewu.edu) and be sure to in the page number (for example; x9786).

WRITING AND STYLE GUIDELINES: GENERAL RULES FOR GRAMMAR AND USAGE

INTRODUCTION

University Marketing & Communications oversees grammatical standards for all materials, print and online (http://access.ewu.edu/marketing-and-communications/logos-and-standards.xml), that emanate from Eastern Washington University to its various audiences. While there may be more than one “right” way to write a sentence, it is important to conform to one style to establish desired consistency.

Several examples of preferred usage are listed here. They address the most common issues that arise in text provided to University Marketing & Communications. When in doubt, also refer to The Associated Press Stylebook or Merriam-Webster’s Collegiate Dictionary. Please do not rely exclusively upon computer spell checking.

If you have questions, please contact University Marketing & Communications writing/editing staff at 359.6636.

ABBREVIATIONS

STATE NAMES

Use AP style for abbreviating state names in sentences. Use postal abbreviation for state names in addresses.

Correct:

- Eastern Washington University is in Cheney, Wash.
- I live in Tennessee.

Incorrect:

- I live in Tenn.

BUILDINGS AND ROOMS

Note: The word “room” is not capitalized.

Correct:
• The class meets in *Monroe Hall*, room 204.
• The class meets in rooms 204 and 205 in *Monroe Hall*.
• Students use the *JFK Library*. Where is the reference section in the *library*?
• The class is in *Martin Hall*.
• Visit the *University Bookstore*.
• I am going to the *bookstore*.
• The class meets in 204 *Monroe*.

**CAPITALIZATION**
Eliminate excess capitalization. When in doubt, don’t capitalize.

**COMMAS**
In a series

In a series, do not use a final comma before the word “and” or “or.”

*Correct:*

• We offer biology, chemistry, mathematics and physics.

**IN DATES**

*Correct:*

• That occurred in *September 1982*.
• On *Sept. 6, 1982*, my daughter was born.
• That happened on *Sept. 6, 1982*.
• I forgot about the *1960s*.

**COURSE NAMES, SUBJECTS AND DEPARTMENTS**
Course names are always italicized.

• He is taking *Geology 101*. She is studying *geology*.
• I am a professor of *chemistry*.
• The English Department offers a specialization in *creative writing*.
• The Journalism Program is part of the English Department.
• University Marketing & Communications is located in 300 Showalter.
• Visit the Alumni Office (thereafter: the office); the School of Social Work (thereafter: the school).

**DEGREES**
No periods are used in abbreviations of degrees. This house rule varies from AP style.

• He has a *Bachelor of Arts degree* in English.
• She has a *master’s degree* in psychology.
• He holds a *doctorate* in chemistry.
• He has a *BA degree*.
• I have an *MBA*.
• He has a *PhD*.

**MONEY**

*Correct:*

• I have $5
• She has $1,673,543.
- She has $1,000.
- He has $1.9 million.
- He has $1 million.

Incorrect:
- She has $1.9 million dollars.
- I have $5.00.

NUMBERS
Use numerals for numbers 10 or higher but spell out single digit numbers.

PHONE NUMBERS
Phone numbers are formatted with periods.

- Call 509.359.6200 (or toll-free 800.359.6200) for more information about Eastern Washington University.

SEASONS AND QUARTERS
- The first meeting will be this spring, but formal classes won’t start until fall quarter.

TIME
a.m. and p.m. are lowercase, with periods, and there is a space after the number. If a hyphen is used, there are no spaces before or after the hyphen.

Correct:
- The event lasts from 10 a.m.-2:30 p.m.
- It is 6 p.m.
- The event is scheduled for 4-7 p.m.

Incorrect:
- The event is scheduled from 4:00 p.m. to 7:00 p.m.
- It is 6:00 P.M.

TITLES

PEOPLE
Capitalize titles when listed before the person’s name. Set off long titles with commas after the person’s name.

- EWU Professor John Smith will lecture today.
- EWU President Rodolfo Arévalo greeted students.
- Bill Jones, the dean of students, met with the troublemakers.

Note: Don’t capitalize the title in this usage.

BOOKS, FILMS AND COURSES
Italicize book, film, newspaper, magazine, course and most other titles (This house rule varies from AP style.)

- I loved the movie Finding Nemo.
- I just read Hemingway’s A Farewell to Arms.
- She reads Time magazine.
- I have a subscription to The New York Times.
- The band played Night of the Johnstown Flood.
THE UNIVERSITY

For documents and publications intended for outside distribution:

- *With all first references* - spell out Eastern Washington University
- *With all subsequent references* - Eastern, EWU or the university
- *For internal documents/communications* - Eastern or EWU is permissible on first reference.

TERMINOLOGY HOUSE RULES

The following list of terminology is to be used as a standard in all EWU communications.

- **advisor** Do not use adviser
- **and** Do not substitute the ampersand (&) in place of the word “and” unless it is officially used in the name of a department or organization, such as Marketing & Communications or AT&T.

- **cybersecurity** Use as one word
- **email** No hyphen
- **ID** Use capitalized, with no periods
- **online** one word
- **start something big** italicized and lowercase in text
- **Internet** Always capitalize
- **Web** Always capitalize
- **website** One word, not capitalized
- **World Wide Web** Always capitalize

WEB LANGUAGE

Several social networking websites have their own names. When referring to a formal name of an online social networking site always capitalize the name of the social networking site. Examples: Facebook, Twitter, YouTube.

When referring to a verb such as “tweeting” or “facebooking” do not capitalize the word.

IDENTITY STANDARDS

The identity standards guide is your resource for everyday usage of: official logos; tagline; graphical elements; school colors; color palette; typography; and other elements. Please choose an option below to view the identity standards guide:

http://ewu.edu/logo

EWU: WRITING FOR THE WEB

While Marketing & Communications has established the above guidelines in order to create consistency in all the documentation the university does, we recognize that sometimes writing for the web differs from writing for a print project. Below are some key things to consider when writing for the web. The most important thing is to keep your writing clean, tight and engaging. In some cases you only have seconds to draw the reader in, before they click to another page.

COMMON CONTENT MISTAKES
Because it’s easy and inexpensive, people tend to put everything they can on the web. This is the model that EWU is moving away from in the web redesign. Don’t get caught up in trying to be all things to all people. Pick your best, strongest information and put that forward. The rest is just a roadblock.

Don’t put every piece of printed content on your website. Large volumes of unnecessary content can deter your users from finding what they need. Remember too, the less you put up, the less you have to maintain. This helps keep your pages fresh, especially when the resources needed to constantly be updating is hard to come by in many areas.

**HEADLINES AND HEADINGS**

- The headline should identify the content of the page immediately.
- Headlines and subheadings within the page break up the content, making it easy to scan.
- Should provide visual cues
- Should be useful

**KNOW YOUR AUDIENCE**

- If you are targeting a 16-year-old high school student, make sure your content reflects that. They read differently than a 90-year-old donor.
- Create the content they are looking for
- Write it in the right style
- Format it for effective scanning

**LINKS**

- Use longer, more descriptive links
- Your users should know what to expect when clicking a link.
- When providing links in your content (contextual links), choose 7-11 words that are informative. Do NOT use the term “click here,” rather make the section of the text that describes the link become the link itself. (e.g. Visit the [Admissions Dept](#) for more information.)
- You may also choose to provide brief descriptions with a shorter link to inform your audiences.

**THINGS TO CONSIDER WHEN WRITING**

- People read differently on the web
- Users rarely read entire pages word for word
- Reading on the screen is physically more difficult than on paper
- Web readers typically scan pages, pick out key words and phrases and read in quick, short bursts

**WORD COUNT**

Limit your word count when writing for the web by using the following general rules:

- Headings: 8-10 words or less
- Sentences: 15-20 words
- Paragraphs: 40-70 words
- Pages: 500 words or less

**Note:** Word counts are suggestions only.

**WRITING STYLE**

- Use half the word count of traditional writing
- Write to be found in a search
- Be clear, concise and direct

Revised 3/15/2016
Use the active voice - the subject does the action (e.g. —The president released a statement.) Avoid the passive voice - the subject receives the action (e.g. —A statement was released by the president.)
<table>
<thead>
<tr>
<th>How To . . .</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How do I create a Contact page?</strong></td>
<td>The <strong>Contact Listing</strong> page type needs to be created for you by the CMS administration group. Please submit a web help desk ticket requesting the page and include the tree location (for example; on the Computer Sciences home page) where you want contacts to display. Once the Contact page is created, <strong>Person</strong> page types are added.</td>
</tr>
<tr>
<td><strong>How do I create a single space between lines of text?</strong></td>
<td>Press and hold down the key Shift, then press the Enter key.</td>
</tr>
</tbody>
</table>
| **Why won’t my page publish?**                  | ➢ Depending on activity in the CMS, especially during heavy usage (typically Fridays), your page may take longer to publish. If 20 pages are in the CMS queue it will take your page longer to publish then if there are only 3 pages in the queue. During heavy use, it could take up to an hour to publish. Please be patient and refrain from publishing the same page multiple times. Each time you repeatedly publish revisions it adds another job to the CMS queue and results in a longer publish time.  
➢ Did you remember to save your changes?  
➢ Did you remember to select **Publish Revisions** when you Advance in Workflow? |

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**CMS Users Guide**

Revised 3/15/2016
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did you select a person and click OK?</td>
<td><img src="image.png" alt="Select User Image" /></td>
</tr>
<tr>
<td>Does your page have to be approved by someone else via workflow?</td>
<td>No specific workflow information provided. However, it is mentioned that pages may need approval. For further details, submit a web help desk ticket.</td>
</tr>
</tbody>
</table>
| **What URL do I use?**                                                   | For the Internal site (access.ewu.edu) use: wcms.eastern.ewu.edu/internal  
For the External site (ewu.edu) use: wcms.eastern.ewu.edu/external |
| **Why can't I edit my page?**                                           | Grayed out pages indicate that you do not have access to that page(s). If you need access, please submit a web help desk ticket requesting access. If you are on a page and the dashboard tool bar icons are grayed out it indicates you do not have access to the page. |
| **How do I insert an image?**                                           | Click the **Image** icon in the **Body Copy** tool bar:  
Click the browse icon to locate the image:  
Drill down in the Images library to locate your department. |
To insert an existing video, click the down arrow in **Advanced Functions**.

- In **Grouped Items**, click **Pick** for **Introduction Video**.
Click the desired video in the Select a Component dialog box. Click OK.

- Save and publish.

To add a new YouTube video, click Components in the tree:

- Click the Video folder then drill down to your department.

- Right click the applicable folder and select New < Component:

- Name the video and select Youtube Video from the Select Rule drop-down. Click Create.

- Enter the video ID:
To obtain the **Video ID**, browse to your desired video on YouTube. In the url field in the browser, the id displays after “v=

- Save and publish.
- See instructions above for inserting the new video on your page.

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**Additional Considerations when Posting a You Tube Video**

Marketing and Communications has a “channel” or private location on YouTube to store EWU videos. The URL to this channel is: [http://www.youtube.com/ewuvide](http://www.youtube.com/ewuvide). This channel is protected by sign in information and allows the MarCom group to post videos featuring topics such as athletics and sports, news broadcasts, student highlights, etc. MarCom manages this channel which allows YouTube viewers to watch videos.

As a department or college, you can create your own YouTube channel and upload videos if your area has several videos to post or frequently changes the videos. MarCom will upload and post your areas videos. You may also consider creating a YouTube channel to manage the videos for your area.

If you or the University did not create the video you are posting, here are some additional considerations:

- Is the video copyrighted?
- The owner may take down link on You Tube at any time.
- Is the content appropriate?
- Has the owner used someone else’s copyrighted music or images (without permission) in their video?

Contact MarCom for advice/help.