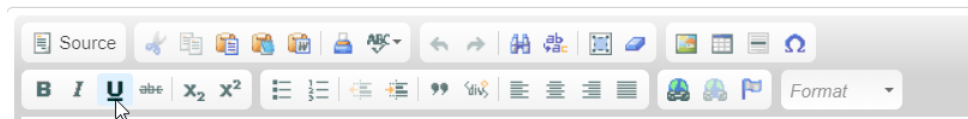


Website 101

1. Using the CMS – Content Management System

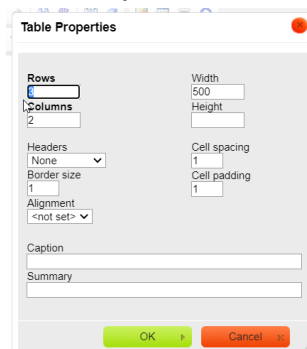
- a. Web Best Practices: <https://www.lsuhscc.edu/admin/it/web/bestpractices.aspx> (going to go through all/most of these – also covers all/most of the content creation tips as well)
 - i. Creating Columns
 - ii. Creating Buttons
 - iii. Formatting Titles (and how to anchor link to different sections on the page)
- b. Using all the features on the toolbar (emphasis on Image properties, Table properties, Hyperlinks, Anchor links, and Formatting options)



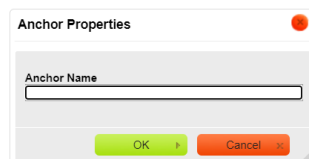
i. Image Properties (maintaining the aspect ratio, finding an uploaded image)



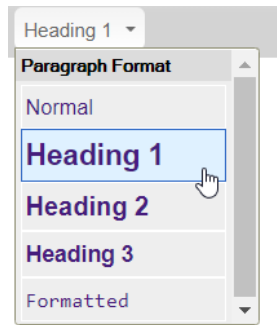
ii. Table Properties



iii. Anchor Links



iv. Formatting Options



c. Creating a New Page/Listing Pre-Existing Files



d. Uploading a Document/Image



2. Creating and Uploading Good Content

- a. **YouTube Videos** (in Web Best Practices link)
- b. **Embedding Videos** (in Web Best Practices link)
- c. **Making/Editing Videos** (<https://wave.video/blog/12-simple-tips-for-making-your-videos-look-more-professional/>)
 - i. Use Plenty of Light.
 - ii. Use a Clean Background.
 - iii. Prioritize Crisp, Clear Audio.
 - iv. Avoid Shaky Footage.
 - v. Understand the Rule of Thirds.
 - vi. Use Your Phone the Right Way.
 - vii. Work On Your Camera Presence.
 - viii. Shoot from a Variety of Angles.
 - ix. Choose a Good Video Editing Program.
 - x. Keep Your Editing Simple.
 - xi. Plan Your Videos in Advance.
 - xii. Promote Your Videos.
- d. **Editing Picture Size/Aspect Ratio** (in Web Best Practices link)
- e. **Good vs. Bad Content** (<https://www.cultivate-communications.com/content-marketing/good-vs-bad-content/>)

f. **Additional Tips for Recording Videos:**

- *People look best with the camera being at eye level or slightly higher (don't look down at the camera)*
- *Person talking should take up about half of the screen (waist line to above head)*
- *Don't hold phone/camera. Place on stationary object if possible (to prevent camera swaying)*
- *If taping outdoors, be aware of wind. The microphone is very sensitive to wind noise.*
- *If taping indoors, be aware that room with primarily hard surfaces may have a bad echo (even if you don't hear it with your own ears, the recording will pick it up).*
- *Don't cut bodies off below waist or mid-chest*
- *Don't hold the camera if possible (place on a surface)*