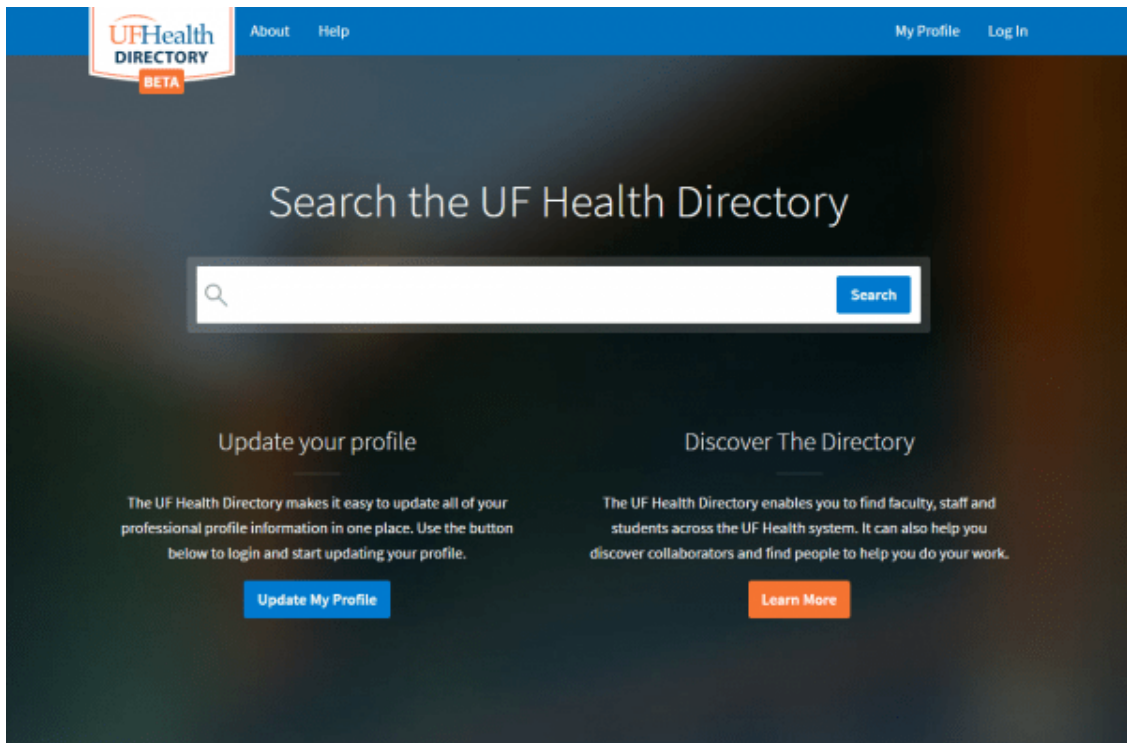


UF HEALTH WEB SERVICES NEWSLETTER

**UNIVERSITY OF FLORIDA HEALTH
COMMUNICATIONS & INFORMATION TECHNOLOGY**

January 2021

Due to UF Health’s COVID-19 response, our office has been mobilized to provide special support. As such, routine requests may experience a delay in their completion. Please bear with us as we prioritize system requests during this unprecedented time.



Updating Publications on the UF Health Directory

Publications recently got a big upgrade in the UF Health Directory. The new upgrade improved the accuracy and completeness of our automated publication import process, along with some new editing capabilities. This means more publications should be appearing in profiles, automatically. The new automated import process seeks to pull in the publications of our faculty and staff without any effort needed on their part. However, the process isn't perfect. Sometimes it may pull in publications from the wrong author, or it may not find the publications at all. In those instances, we have new tools available inside of the Directory that allow individuals to add, edit, and hide publications (with a bulk add mode

available, as well). In rare cases, users may see many wrong publications being attributed to them -- please contact us if you are experiencing this so we can assist in clean-up.

[Learn more about how to add and update publications](#)

"Teaching Profile" Section Added to the UF Health Directory

There is now a new "Teaching Profile" section available on directory profiles! This new section provides a way for faculty to have a more robust academic presence by allowing them to showcase their course teaching history and teaching philosophy directly on their profile. Course history information is automatically imported from UF data sources, providing the course title, course code, college, and years taught. For each of the imported courses, faculty can provide a course description and a link to the course syllabus.

[More Information on the Teaching Profile](#)

Web Services has a new newsletter

The UF Health Social Media Team has created a new newsletter to keep you updated on social media announcements, best practices and tips. Interested in subscribing? [Click here to subscribe!](#)



Utilizing Page Subtitles

When you want to help provide quick and easy-to-read content for your page content, page subtitles are here for you! They are also helpful in directing traffic to your site from an online search because the page's title and subtitle are what will appear in the search engine results.

[Using this example from the Support & Training website](#), the Page Templates page has a subtitle that reads "Apollo 2 Feature", which is there to quickly let you know that this information pertains to Apollo 2 website pages.

To add a subtitle to your page:

- Look for the "Page Subtitle" option in the right-side panel while editing the page.
 - Fill in the field with the text you'd like to appear.
 - Keep the text short and to-the-point for the best outcome.
-

Creating Posts for Your Website

Using WordPress Posts to create content for your website is an easy way to feature the projects, news, and important items of note for your department. Following some guidelines on how to format your posts will help make sure they appear uniformly on your homepage through a Recent Posts block or on another site using the RSS block.

Following these steps will help to ensure your story appears appropriately and cleanly for others to read:

1. Create the new post including a title and the body of the story.
2. Select the category for your post from the options on the right side of the screen (this helps to keep the stories organized and feeds to other websites).
3. Select a "Featured Image" from the option on the right side of the screen. This will act as the thumbnail for the story on the College's homepage. *Suggestion: Add the same image to the body of the story, as well. This is important for stories that feed into other sites using the RSS block.*
4. Customize the excerpt to a short few sentences to control the message displayed on the card for that story.

Apollo 2 is waiting for you!

There is still time to migrate your site to Apollo 2. [Take advantage of the new features](#) and kick your site into high gear by migrating to the Apollo 2 theme! Web Services is here to help you along the way including help with training, and strategies to put your best foot forward on your site's new homepage.

[Request Apollo 2 migration](#)

Industry Tips

Understanding Links in New Browser Tabs

Carefully examine the user's context, task at hand, and next steps when deciding whether to open links to documents and external sites in the same or a new browser tab.

Since 1999, it's been a firm web-usability guideline to refrain from opening new browser windows for several reasons.

[Read the full article](#)

Industry Tips

4 Trustworthiness Factors

Users are constantly evaluating whether they believe what you're saying and whether to leave a website. You can do 4 things to make users trust you more and stay on your site.

[Watch the Video](#) (3 minutes)



