UF HEALTH WEB SERVICES NEWSLETTER

UNIVERSITY OF FLORIDA HEALTH COMMUNICATIONS & INFORMATION TECHNOLOGY

September 2020

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.

Web Services Welcomes Back Abigail Kneal to the Team!

Abigail Kneal has rejoined the Web Services team as the UF Health Social Media Coordinator. Abigail creates content and analyzes sentiment for UF Health's social media platforms.

Abigail's passion for healthcare and higher ed brought her back to UF Health after she interned with the organization in college. She started her professional career at a public relations agency in San Francisco, securing media placements for her clients and crafting social media content that resonated. Her strengths lie in social media, reporting and Google Analytics.

Abigail holds a B.A. in Public Relations from the University of Florida. Outside of keeping up with all things social media, Abigail enjoys listening to most genres of music, reading, buying candles or watching the Florida Gators.

Scheduling Facebook Posts

Social media managers and content creators need to promote a variety of events, awards and news announcements on their platforms. Scheduling a post to send at an optimal time, instead of publishing the content right away, is a great way to ensure maximum visibility and engagement on every post. For example, if most of my followers don't log on to Facebook until 11 a.m., I wouldn't want to share a news article at 6 a.m., because I'd receive lower engagement.

Here's how to schedule a post on Facebook:

1. Go to "Publishing tools" which can be found on your Facebook business page's navigation bar
2. Click "Create Post"
3. Add in the post content and your visual assets. Make sure to add alternative text for **accessibility** if you post an image or video
4. Click the downward facing arrow next to "Publish" in the bottom right-hand corner of the screen and click "Schedule post"
5. After scheduling, all of the "scheduled posts" can be found in the left-hand sidebar in "Publishing tools"
6. Keep track of your scheduled posts to ensure that the content does not go out of date or become an issue (for example, promoting an event that was canceled after you scheduled the post). Posts can easily be deleted after you've scheduled them.

## COVID-19 Photography Guidelines

On May 7, 2020 UF Health required face coverings in all facilities and UF Health Communications posted guidelines for photography of one or more individuals on websites and social media that follows CDC guidelines and best practices. Not adhering to these guidelines puts our staff and patients in jeopardy, and there may be legal ramifications should we depict something that departs from the guidelines. We strongly encourage you to read the guidelines at the link below on the UF Health Creative Services website.

View the Guidelines

Spotlight: Landing Pages

Landing pages give you flexibility on your website to feature important information or sections of information that you want to drive your website audience to.

View the Veterinary Certificates Landing Page
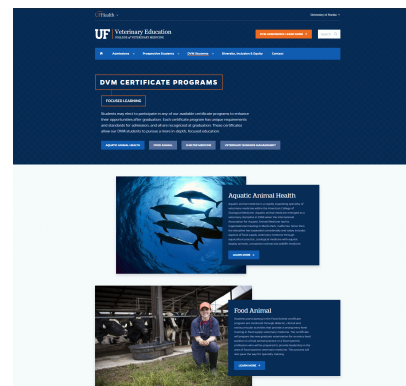
How to Crop Images for Cards Block

WordPress will try to figure out what portion of the image to show based on the center of the image, but sometimes, it can use your help. This is where *image cropping* comes in.

Many of our website users experience a problem with the Cards block when attempting to use images in the cards. They will add an image of an individual taken in a portrait orientation and find that the card will display the portion of the image that isn't the focal point as seen in the example below.

[View the Tutorial](#)
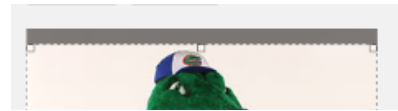
Best Practices for the Web

Move Your Content from PDF to a Webpage

PDFs are great for files that need to be printed and retain their formatting between devices. However, they are not a great user experience for mobile users and users with disabilities. Before uploading that PDF document to your Media Library, take a look at it and consider turning it into it's own webpage.

Problems with PDFs include:

• They do not change size to fit the browser.
• They're not designed for reading on screens.
• It's harder to track their use.
• They cause difficulties for navigation and orientation.
• They can be hard for some users to access.
• They're less likely to be kept up to date.
• They're hard to reuse.

(*Source: Williams, Neil. "[Why GOV.UK Content Should be Published in HTML and not PDF](#)"*)

Spammers Targeting Your Website Forms?

The unfortunate reality of the web is that spamming through a form is prolific and a hard thing to curb because it can be done by a program that searches for forms online, or by actual humans. But, there is a way that you can help eliminate some of the frustrating spam you may receive through a form on your website.
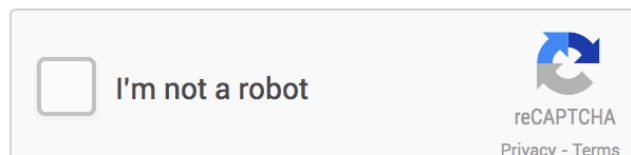
Add a Captcha! A *Captcha* is a small field within a form that allows the system to separate human input from robotic spam thereby blocking attempts to send the form with fake user input.

To add a *Captcha* to a form you've previously created, go to **Forms** in your Dashboard's menu, then select the form you want to edit. In the *Advanced Fields* area, select the **CAPTCHA** field by dragging and dropping it into your form. Click on the **Update** button to save your form.

If you receive a website error about your Captcha at anytime, please contact webservices@ahc.ufl.edu.