

WEBSITE STYLE GUIDE



Development
Activity

Fact or
Fiction?

Purchase
Tickets!



Search...



Town Government

Services

Doing Business

Explore

Community Character

Transparency



WEBTEAM members are important developers of this interactive communication. Thank you for your continued efforts to keep CRgov.com updated.

With today's technology, the Web is a major contributor to quick, clear and accurate communication. It's also a great resource on social media.

With that in mind, we have divided our style sets into two parts – this style guide explaining graphic and grammar standards, and a manual to provide standards for the widgets available with CRgov.com.

Please know that, together, we need to understand the importance of consistency in communication to our “web surfers” and how important it is to stick with the guidelines outlined for the WEBTEAM in this manual. **Read on for graphic and grammar guidelines.**

CRgov.com GRAPHICS STANDARDS

Here are a few items to keep in mind when working on pages on the site. For body copy, headlines and subheadlines, please use the drop-down class menus.

all caps	Avoid using all caps. It makes text hard to read and is considered shouting on the Web.
alt tags (alternate text)	Provide alt tags for all images and hyperlinks. The use of alt tags helps with ADA compliance. They are what browsers of visually impaired people “see.”
double-checking	Always double-check content for misspelled words and grammatical errors before publishing. Double-check also for usability and consistent formatting.
font	The default font for body copy is Raleway SemiBold. Bold and italic styles should not be used to emphasize text. Instead, use Subhead1 or Subhead2 to make text stand out.
graphics	Clip art is not allowed unless approved by Community Relations. All graphics should be .jpg or .gif. The resolution on all web graphics should be 72 dpi or low or web quality. Do not use image effects such as borders or drop shadows. Also, avoid using animated .gifs.

links	With a few exceptions approved by Community Relations, all links within the page menus should be listed in alphabetical order. Please do not use the language “click here.”
lists	For lists of items, such as the responsibilities of a department, use bulleted lists.
pasting copy	Always paste copy in “plain text.”
slashes	Always leave a space in front of and a space behind any slashes used in the text of the site. For example, Fire / EMS, not Fire/EMS. Leaving the space will allow for better searching of keywords.
text blocks	Use “chunking” to break up large areas of text. Website visitors skim web pages for information. A large block of text is hard to read. Instead, use short sentences, headings and subheadings. Finally, add spacing between lines to make text easier to read, or use bullets when possible.
underlining	Underline hyperlinks only on the website. Do not use underlines anywhere else.

CRgov.com STYLE GUIDE

Use this reference sheet when uploading content to the Website or when emailing with CivicSend. Questions on items not covered here? Consult The Associated Press Stylebook, available in Community Relations. This reference borrows from the Stylebook's entries.

911	Use numerals without hyphens when referring to the emergency number.
abbreviations	Avoid alphabet soup. Do not use abbreviations or acronyms the average person would not quickly recognize. Use abbreviations for titles in the Police Department. For example, Cmdr., and Sgt. are correct. Also, use abbreviations for Jr. or Sr. after a person's name or for Co., Corp. or Inc. after a business name. It's also OK to refer to organizations widely recognized by their initials, such as the FBI.
addresses	Use the abbreviations Ave., Blvd. and St. only with numbered addresses: 100 N. Wilcox St. Spell them out and capitalize when used without a number: Perry Street. Lowercase when used with more than one street name: Fifth and Wilcox streets. Abbreviate compass points when a number is used but not without a number: 4175 N. Castleton Court but North Meadows Drive. Do not abbreviate court, drive, road and other types of streets.
ampersand (&)	Use the ampersand when it is part of a formal name or a person's title. The ampersand should not otherwise be used in place of and.
anniversary	Avoid first anniversary, one-year anniversary and first annual.
bullets	Do not use periods at the end of bulleted lists. Capitalize the first word in the bullet.
capitalization	In general, avoid unnecessary capitals. Capitalize proper nouns, proper names, the first word in a sentence and abbreviations (see separate entry on these). Also, capitalize formal titles only when used immediately before a name. Examples: <i>Town Manager Dave Corliss is correct. So is the board voted 7-0. However, Historic Preservation Board would be capitalized.</i>

Castle Rock Economic Development Council	Spell out on first reference. Do not use CREDCO on subsequent references. Instead, use Castle Rock EDC.
Castle Rock Water	Note the official name change from Utilites to Castle Rock Water
citizen, resident	A citizen is a person who has acquired the civil rights of a nation. Towns do not confer citizenship. Therefore, use resident, not citizen, when referring to those who live in Castle Rock.
clean up/cleanup	Clean up is two words when used as a verb: Clean up the creek. It's one word when used as a noun or adjective: Creek cleanup.
click here	Do not use this phrase. Instead, use something like: View the Council agenda, and hyperlink that text.
collective nouns	Nouns that denote a unit take singular verbs and pronouns. This includes boards and commissions. <i>Example: The board is reviewing its position.</i>
commas (,)	Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue. Use commas to set off nonessential clauses, introductory phrases and clauses, to set off "yes" or "no" and in large figures, among other uses. Consult the Stylebook for examples, if needed.
contact information	Use the following language when posting contact information to the website: For more information, contact (include email link) the Human Resources Division, xxx-xxx-xxxx.
Council	Council is always is capitalized. So is Councilman/Councilwoman and Councilmember. Use Town Council for the first reference on the page.
courtesy titles	Refer to persons by first and last name the first time mentioned on a page and by last name only thereafter. Do not use courtesy titles such as Mr. and Ms. unless in a quote.
dates	Use figures without st, nd, rd or th. <i>Examples: Oct. 1, June 2, May 3 or Aug. 5.</i>

days of the week	Do not abbreviate.
departments	Capitalize department names: Development Services Department, Fire and Rescue Department, etc. Lowercase department when used alone, but capitalize the proper name element if used alone: The department employs 50 full-time workers. Police and Fire personnel responded.
director	Capitalize this title when before a name. Use Finance Director John Doe. Do not use Director of Finance John Doe. Also, lowercase when after or apart from a name.
Downtown	Capitalize when referring to Downtown Castle Rock.
Downtown Development Authority/ Downtown Merchants Association/Downtown Alliance	<p>Use Downtown Alliance with referring to the two groups together.</p> <p>When only referring to the Downtown Development Authority, DDA is acceptable on subsequent references.</p> <p>Do not use Castle Rock Merchants Association. The group is the Downtown Merchants Association. Merchants Association or the association are acceptable on subsequent references. Do not use DMA.</p>
email	No dash. (This has changed since the last guide.)
flier/flyer	A flier is a paper handout. A flyer refers to some trains and buses.
Front Range	Is two words and always capitalized. No description is needed.
highways	Use these formats: U.S. Highway 85 (first reference), U.S. 85 (subsequent references), Colorado Highway 86 (first reference), CO 86 (subsequent references), Interstate 25 (first reference), I-25 (subsequent references).
holidays	Should be written as follows: New Year's, Martin Luther King Jr. Day, Presidents Day, Memorial Day, Independence Day, Labor Day, Columbus Day, Veterans Day, Thanksgiving and Christmas.
In Your Backyard	The effort that aims to keep the community informed about

development and building activity. Now called Development Activity.

it's, its It's means it is or it has: It's up to you. Its is a possessive pronoun:
The company lost its assets.

K-9 Not K9 or canine.

MAC Refers to the Miller Activity Complex.
Use Miller Activity Complex on first reference, then use MAC.
Use the MAC in a sentence. Use MAC in a headline.

mobile app The Town has a mobile app! Refer to it as CRgovGO!

months When a month is used with a specific date, abbreviate Jan., Feb.,
Aug., Sept., Oct., Nov. and Dec. Spell out all months when using
alone or with a year only.

*Examples: January 1972 was a cold month. Jan. 2 was the
coldest day of the month. Feb. 14, 1987, was the target date.
She testified it was Friday, Dec. 3, when the accident occurred.*

numerals Spell out a numeral at the beginning of a sentence. There is
one exception – sentences that start with a year. For example:
1976 was a good year. Spell out whole numbers below 10.
Use figures for 10 and above. One exception is when referring
to Council districts.

*Examples: Mayor Paul Donahue, who represents District 1. Always
use figures for ages, measurements and money.*

*Other examples: a 5-year-old girl, a 7-0 vote, the 1980s, the '80s,
5 cents, \$5, \$5.05, \$500,000, \$5 million, No. 1 choice,
0.6 percent, 1 percent, 6.5 percent, an increase to 12 percent,
it snowed 6 inches*

Parks, open space and trails

The proper names of the Town's parks, open space and
trails properties:

PARK NAMES AND ADDRESSES

Baldwin Park, 2417 Miller Blvd.

Bison Park, 1390 Clear Sky Way

Butterfield Crossing Park, 3952 W. Butterfield Crossing Drive
Castle Highlands Park, 1735 Granger Circle
Castle North Park, 801 Canyon Drive
Centennial Park, 22 N. Gilbert St.
Festival Park, 300 Second St.
Founders Park, 4671 Enderud Blvd.
Gemstone Park, 6145 Sapphire Pointe Blvd.
Glovers Park, 534 S. Gilbert St.
Matney Park, 5790 Lantern Circle
Metzler Ranch Park, 4175 Trail Boss Road
Miller and Gilbert Park, 215 Miller Blvd.
Mitchell Gulch Park, 200 Mikelson Blvd.
Paintbrush Park, 3492 Meadows Blvd.
Philip S. Miller Park, 1375 W. Plum Creek Parkway (Use Miller Park
on second reference)
Plum Creek Park, 3517 Mount Royal Drive
Rhyolite Regional Park, 1701 Crystal Valley Parkway
Rosecrown Park, Butterfield Crossing and Rosecrown
Triangle Park, 804 Sixth St.

OPEN SPACE AND TRAILS NAMES

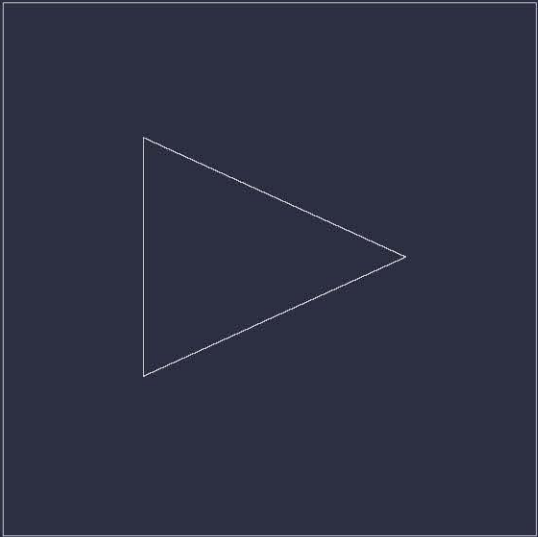
East Plum Creek Trail
Gateway Mesa Open Space/Chuck's Loop Trail
Hangman's Gulch Trail
Hidden Mesa Open Space
Memmen Ridge Open Space
Mitchell Creek Open Space and Trail
Mitchell Creek Canyon Trail Extension
Bike Park at Rhyolite Regional Park
Native Legend Open Space and Trail

	Quarry Mesa/Madge Trail
	Ridgeline Open Space/Stewart Trail
	Rock Park
	The Bowl
percent	Spell this out. Do not use %.
Philip S. Miller	There's only one I in Philip. The Philip S. Miller Library is at 100 S. Wilcox St. Do not use P.S. Miller.
Phases	For project phases, spell out the number less than 10. For example: phase two or phase 10.
phone numbers	Should be written xxx-xxx-xxxx.
photo credits	For CRgov.com, only credit photos that are required to be credited in a copyright agreement. Contact Community Relations. If you must credit use this format – photo by: First Last.
PDF	Use PDF or PDFs when referring to Portable Document Format files.
POST Partners	The Town's parks, open space and trails volunteer program. POST Partners volunteer program is best on first reference.
Project Green	A Town-led initiative that promotes environmental sustainability in Castle Rock.
Promenade	Refers to the Promenade at Castle Rock, a new development by Alberta Development Partners. Use Promenade at Castle Rock on first reference. Promenade on second and subsequent references.
Road Rangers	The Town's roadside cleanup volunteer program. Road Rangers volunteer program is best on first reference.
seasons	Lowercase spring, summer, fall, winter, etc. Also, it's spring 2015, not the spring of 2015.
subheadlines	Only the first word and proper nouns should be capitalized in subheadlines used on pages on the Website.

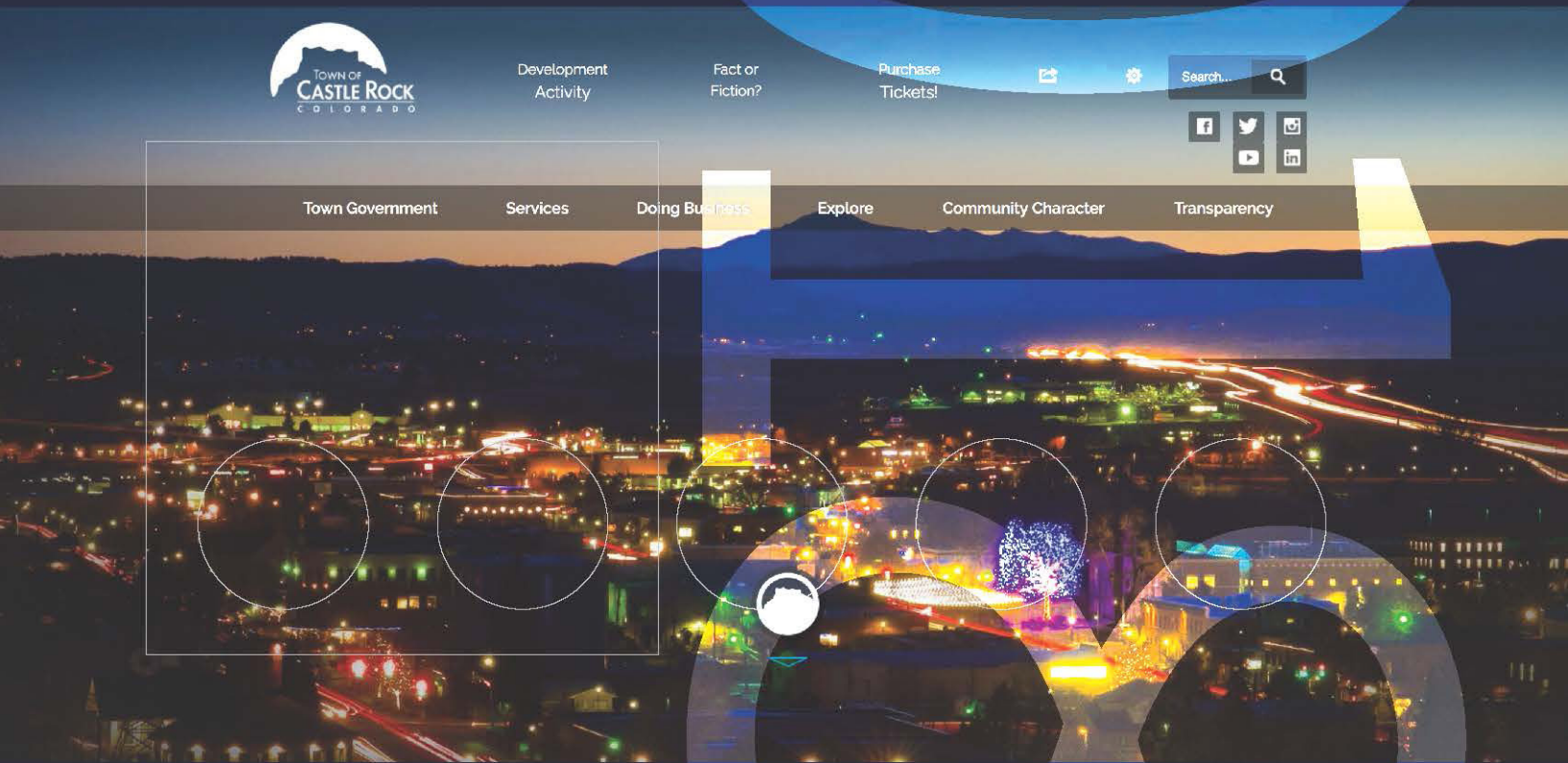
thru	Is never acceptable. Use through.
times	Use figures except for noon and midnight. Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m. Avoid redundancies such as 10 a.m. this morning, 10 p.m. tonight or 10 p.m. Monday night. The use of o'clock is acceptable.
Town	Always capitalized when referring to the Town of Castle Rock.
Town facilities	The major Town facilities to which we direct the public and their addresses: Castle Rock Recreation Center, 2301 Woodlands Blvd. Castle Rock Service Center, 4175 N. Castleton Court Castle Rock Water, 175 Kellogg Court (note Kellogg's spelling) Division of Innovation and Technology offices, 1161 S. Perry St., Suite 150 Fire Headquarters, 300 Perry St. MAC, 1375 W. Plum Creek Parkway Plum Creek Water Purification Facility, (don't use address on site) Police Headquarters/Municipal Court, 100 Perry St. (use whichever is appropriate) Public Safety Training Facility, 1335 Park St. Red Hawk Ridge Golf Course, 2156 Red Hawk Ridge Drive
Town Hall	Is two words and always capitalized. It's at 100 N. Wilcox St.
under construction	Do not publish "under construction" pages. Instead, hide or unpublish pages that do not have content. If pages are hidden, they maintain their placement without being viewable to the public. This way, when content is available for the page, it can be added quickly and easily.
under way	Is two words.
website	Is one word, and all lowercase.



1



WEBSITE USER MANUAL



2



WEBTEAM members are important developers of this interactive communication. Thank you for being a key part of this redesign project.

With today's technology, the Web is a major contributor to quick, clear and accurate communication. It's also a great resource on social media.

There are lots of exciting features available on CRgov.com, and our goal is to utilize these tools in a way that helps our users and is consistent across Town.

That's why we've take our previous style guide and divided it into two parts – this manual providing guidance for widgets and a style guide explaining graphic and grammar standards.

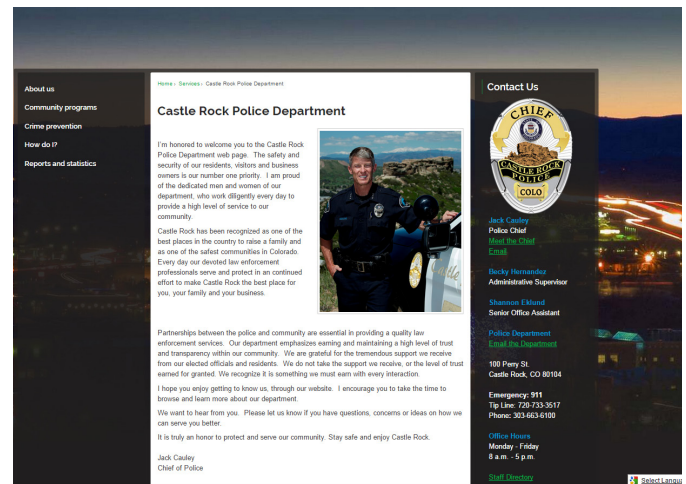
Please know that, together, we need to understand the importance of consistency in communication to our “web surfers” and how important it is to stick with the guidelines outlined for the WEBTEAM in this manual.

WIDGETS, PAGES AND NAVIGATION

Widgets are how we add new features to the site

Widgets: The new content management system gives us a lot of flexibility. Please use these guidelines for most pages when it comes to using the widgets:

- All landing pages should have a **feature column** with contact information on the right side. (Use the Staff Directory widget to pull contact information.)
- **Graphic links** (buttons). We're excited to have these department-specific graphic links on department pages. They will be located on the left side, under the page navigation.
- Because we have static, site-wide buttons and department-specific graphic links (buttons), avoid adding **quick links** to a department landing page. If you would like to use this feature, please contact Community Relations.

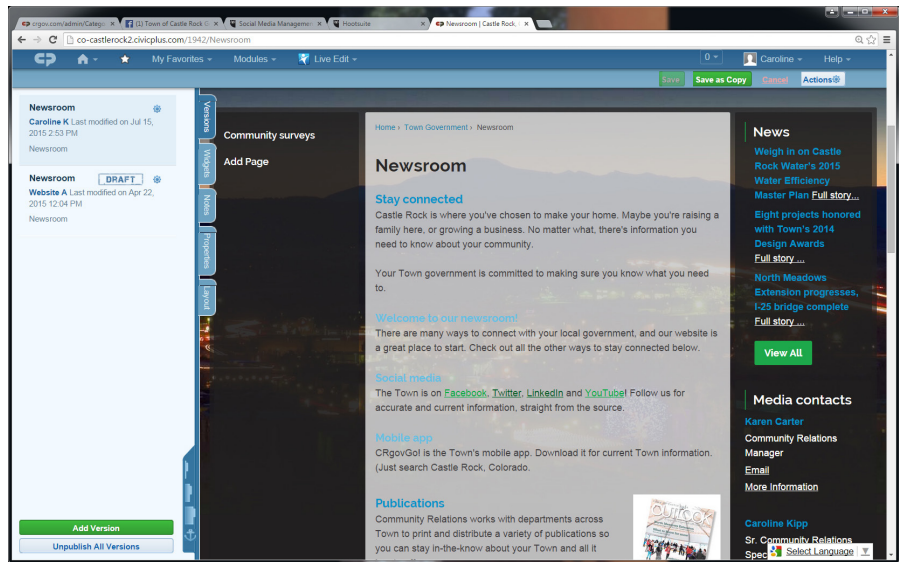


- **FAQs** should be placed below main page content in the middle column.

Pages are our main content

Pages: What you see is what you get. All pages are edited in “Live Edit Mode.” Here are some helpful hints:

- **Versions:** Make sure you are editing the most current version. If you do not save, the current version will lock, and no one else can edit.
- **Widgets:** This is where you find calendars, FAQs and other “bells and whistles” to add to your page. (Please see guidelines above.) Just click and drag to add to your pages. For more on using widgets, see the CivicPlus manual in the CivicPlus Help Center. Please make sure to use the “Editor” widget, rather than the Legacy Editor, as CivicPlus has updated this to be more mobile-friendly.
- **Save and submit:** This is still an important step. When you are done editing, please click “save and submit.” That will let Community Relations know the page is ready to be edited and published.
- **Linked pages:** All pages will have just one “home.” For example, the “newsroom’s” home is under Town Government, but we will link to it from other areas of the site. Linking to a page is available under “properties” in the editing tabs. It will require a new version of the page.
- **Google and keywords:** Search engines are now the most trusted source for information. How do we show up there? When creating a new page, make sure to fill in keywords and a page description. That is what Google will use in its search algorithm. Be specific, short and keep it fresh!



**Don't forget: CivicPlus Support is here for you.
Email support@civicplus.com!**

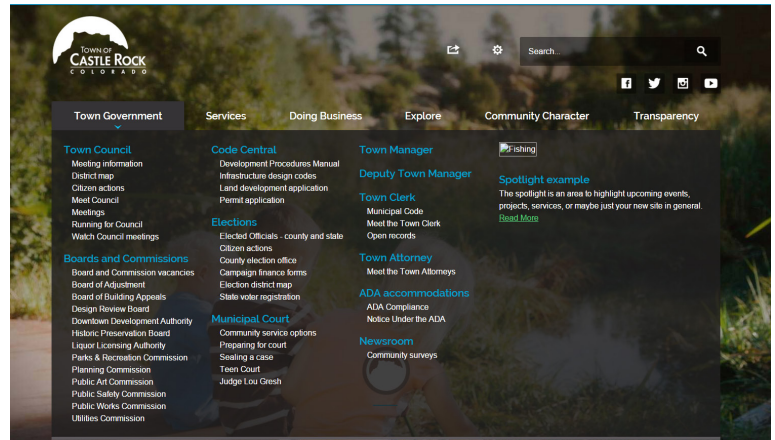
Navigation means it is easier to get the information you need on CRgov.com

Navigation: Based on analytics and your feedback, the navigation on CRgov.com is more streamlined and easy to use.

Here is how we define navigation:

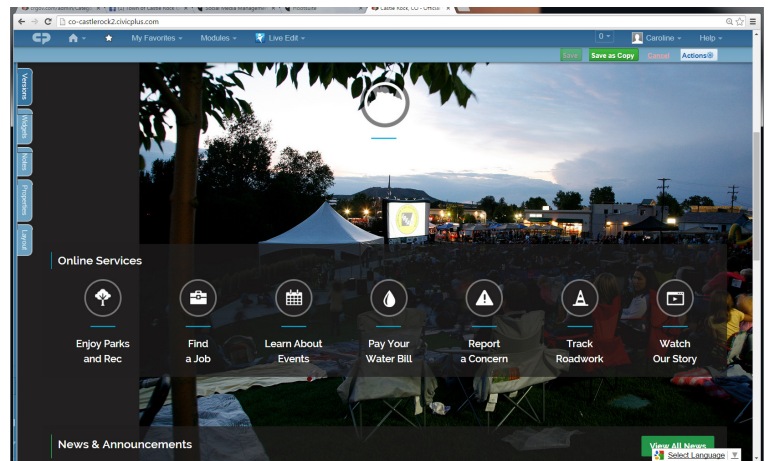
- **Global navigation:**

The six tabs across the top, which, on the homepage, are: Town Government, Services, Doing Business, Explore, Community Character and Transparency.



- **Site-wide graphic buttons:**

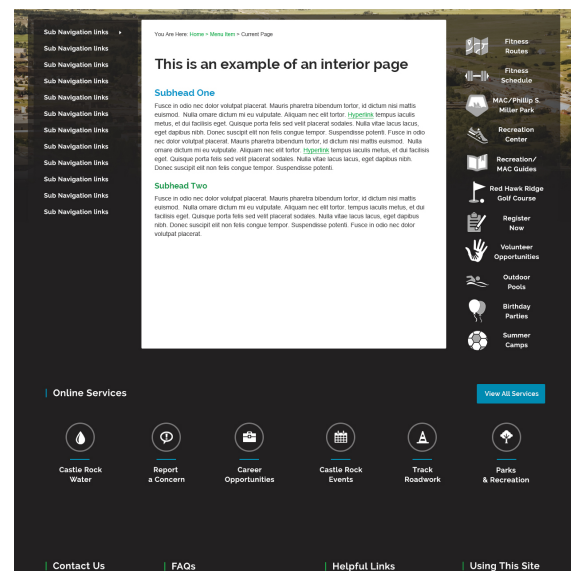
There will be eight site-wide graphic buttons located at the bottom of the site. They are based on analytics and will remain consistent throughout the site. They are: Enjoy Parks and Rec, Find a Job, Learn about Events, Pay Your Water Bill, Report a Concern, Track Roadwork, Watch Videos, and Access Council Agenda.



Based on the time of year, one of these buttons may change.

- **Department graphic links:**

Exciting news! With the new CRgov.com, each department will have the ability to choose up to six department-specific graphic links. This is important so users can find the information they need in each department. Mostly, these will be determined by analytics. Work with Community Relations to determine and change your department's



graphic buttons.

EDITING CRGOV.COM

We depend on you! All Webslingers can make edits to existing pages and electronically submit them to Community Relations for approval. Please make an ongoing commitment to continually updating pages in your area.

If your department wants to make major edits, such as changing a landing page, moving pages, adding pages, adding tab navigation or deleting tab navigation, or adding a new graphic button, please contact Community Relations first, via email. We will meet with you quickly and make sure we understand your needs and that your request complements the design, navigation and communication standards for the new CRgov.com.

Note: If you need edits on a dynamic page, such as Rec biz or H2O Access, contact DoIT.

How does Community Relations learn about your web edits?

- Email notification is sent to Community Relations when an item is submitted, except for CivicSend.
- If you have an item that needs urgent attention, email Caroline or KerriAnne.
- Messaging within the site – we discourage this method since it does not prompt us.

Community Relations is committed to checking the site at least twice a day – once in the morning, and once in the afternoon.

HOW TO ACCESS THE WEBSITE:

- Public view – <http://www.CRgov.com>
- Admin View – <http://www.CRgov.com/admin>
- Username: First letter of your first name and then last name (Example: Jdoe)
- Password: You should have customized your password by this time
- Note: If you forget your password, Community Relations will reset the password for you to login, and then you will reset your password to your preference.

(Please understand, you will not receive an email. It will go to Community Relations.)

STAYING ORGANIZED: THE T-DRIVE

Think of the website as the book of the Town of Castle Rock. The book has many chapters. The T-Drive is where we house all the information for each department, or the “chapters” on our website.

To keep files orderly, we need one central location in which to place files and artwork. This allows anyone on the WEBTEAM to access the information any time. It also is the place we direct the CivicPlus server to locate and upload the files. The T-Drive fits this need perfectly, because it is accessible to everyone in Town, and it is backed up every night.

The path to the WEBTEAM folder: T-WEBTEAM

The path to the WEBTEAM folder-photos: T:\WEBTEAM_PHOTOS

All departments have their own folders – **please use them. Everything on the web needs to be stored in these folders on the T-Drive.**

RESOURCES

Stuck on something? There are plenty of resources to help you get through a technical question. The best place to start is Civic Plus Support - support@civicplus.com.

CivicPlus Resources

Check out the “help center” in the upper right corner of your screen when you’re logged into the content management system. There, you will find PDFs of training manuals for both pages and individual modules. Check out the how-to videos or search their support articles.

Support: CivicPlus Support is your first resource. You can reach out to them directly at support@CivicPlus.com or by submitting a support ticket under the “help,” menu. If you email, please copy Karen Carter and Caroline Frizell. Remember, they are the experts on this platform. It is their job to help us!

Training on the T-Drive

Many of the CivicPlus training modules are saved in the T-drive, WEBTEAM folder for easy access.

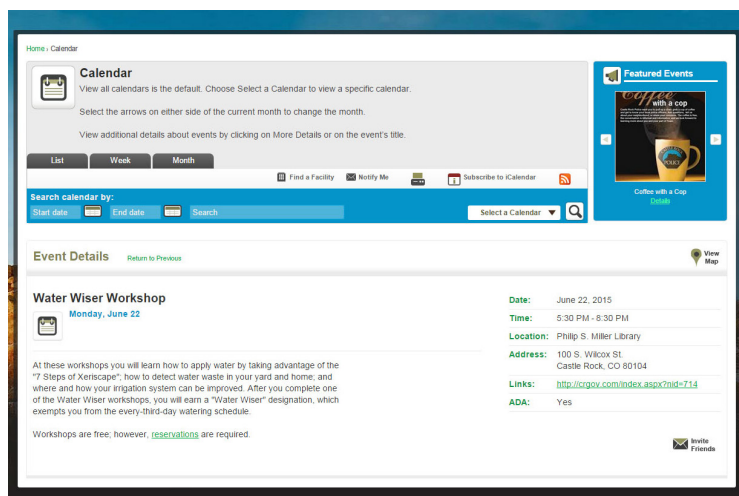
**Don't forget: CivicPlus Support is here for you.
Email support@civicplus.com!**

CALENDARS

Events are an important part of life in Castle Rock, and CRgov.com's Calendars are a powerful tool. Here's how to make the most of it.

We've moved from 11 different calendars to just five, making it easier for our users to find events they are looking for. Choose the calendar for your event and post it to the one calendar, reducing duplication.

- Meetings (including formal board or commission and Town Council)
- Events (open houses and traditional events)
- Classes (Water Wiser, CPR, bird watching, and other things that require registration.)
- Public Notices (same as old site and managed by Development Services)
- Volunteer Opportunities



Based on feedback from the admin team and the community, we choose those categories to make it easier for the user to find events.

Also with our end-users in mind, please do not load an entire year worth of events (particularly meetings). We end up canceling quite a few. Just like the initial event posting, those cancellations are emailed to subscribers, and it creates confusion.

How to enter a calendar item:

1. From the Events Calendar module, go to the appropriate calendar (i.e., Meetings, Classes, etc.) for your event from the listing of published calendars. Then, from the drop down menu next to that calendar, select "Add Item."
2. On the page that loads, input the information for your event. Please fill in the fields exactly as detailed here:

Event Title: Enter a title for your event. Capitalize the first word and any proper names, but lowercase any other words. Some examples: 74th annual Starlighting; Downtown Development Authority meeting; Daddy Daughter Ball.

Start Date/End Date: For reoccurring events, use the End Date field to ensure the event will disappear after the event and not create confusion in future years. To do so, a start date must also be included. The exception is Public Notices, because these items must be searchable on the live side. ****A MUST****

Event Begins/Event Ends: Enter the dates your event begins and ends. If it's a one-day event, these fields will be the same.

Address: Enter the address where your event is taking place into the first address field. **Note, CivicPlus is still working through the drop-down menu related to facilities. Please just enter the location manually. (See "Location/Other Location" entry below.)*

Use the abbreviations Ave., Blvd., and St. with numbered addresses. Abbreviate compass points in numbered addresses. Do not abbreviate words such as Drive or Road. If referring to First through Eighth streets, spell out the street name and capitalize it.

Some examples: 100 S. Wilcox St.; 100 Third St.; 500 Fairgrounds Drive. Use the second address field if you need to indicate a suite number, specific room in a facility or some other specific address element.

City/State/Zip: The defaults are Castle Rock, CO 80104. Change them as necessary, but use this format.

Link to Map: Check the box so a map will display, allowing people to get directions to your event. ****A MUST****

Opens in/Handicap Accessible: Leave the defaults of New Window and N/A (don't display) selected.

Contact email/Show email as: Enter an email address members of the public can write to with questions. If so, type "Email Us" in the "Show E-mail As" field.

Contact Phone: Enter a phone number the public can call with questions. Please use 10 digits with dashes. *Example: 303-660-1015.*

Link/Opens in/Link Text: Enter a website users can visit for additional information or to register for an event. Be sure to include the “http://www.” in your web address. In the “Opens In Field,” leave the default “New Window” selected. In the Link Text field, type a descriptive phrase, such as “Learn more about the Daddy Daughter Ball,” or “Register for the Event.”

Location/Other Location: Do not use the drop down. Select “Other Location” and type in your facility as indicated in this style guide.

Time Details: Enter the time your event begins and, if applicable, ends.

Use numerals except for noon and midnight. Use a colon to separate hours for minutes and “a.m.” and “p.m.” to indicate morning or afternoon/evening.

If the time is an even hour, do not include “:00” – simply use the figure. If providing an end time, insert a space, a dash and a space in between the beginning and end times.

Examples: 6:30 p.m.; 10 a.m. - noon.

Cost: Enter the cost of your event, if applicable. Use the \$ sign and figures. If the amount is an even dollar, do not include “.00.” Including details such as senior pricing and preregistration vs. door pricing is appropriate. If free, enter “FREE” or leave the field blank in cases where it’s obvious, such as public meetings. Examples: \$4; \$5 in advance, \$7.50 at the door.

Description: This area shows up on the mobile and in email notifications, so please add a brief description. ****IMPORTANT****

Details: Enter a one-paragraph (three or four sentences maximum) description of your event. Check the description carefully to ensure it does not include spelling or grammatical errors. Include details on activities that will occur and the ages for which the event is appropriate.

Example: Fathers and daughters are invited to enjoy an evening of fun and dancing. There will be refreshments, pictures, dancing and prizes. All ages are welcome – grandparents and grandchildren, too! (You can include hyperlinks in the description as appropriate.)

Feature/Show Archives: Do not alter these fields. If an event should be featured, let Community Relations know. We want to feature your events! Photos are great, too!

Display in Mini Calendar: Please check this box so your event will show in related feature columns throughout CRgov.com.

3. Scroll back to the top of the page and click the button on the right side that says Save and Submit. You will be returned to the Events Calendar module, where you can verify the status of your event is “Submitted.” Community Relations will soon review and approve your event, allowing it to appear on CRgov.com.
4. To add another event, click the “Add Item” button, and repeat Steps 5 and 6.

POSTING AGENDAS TO THE WEBSITE

A new platform for posting meeting agendas and minutes will be launched using Granicus. Contact Mark Maloney in DoIT, or Lisa Anderson in the Clerk’s Office for more information. That will start with Council, but eventually all board and commission minutes and agendas will be posted through the new platform.

Until then, follow the below instructions for posting board and commission agendas to the Document Center.

UPLOADING THE AGENDA TO THE DOCUMENT CENTER FOR THE FIRST TIME

- Click on Modules, then Document Center
- Click on Boards and Commissions, then Agendas, then Add Document(s)
- Click on Select Document
- Browse to find your agenda or packet, then click Open
- Click on the PDF box to convert to a PDF
- Hit Save and Publish (it will now be in the Boards & Commissions/Agenda folder)
- Click on that document to modify it if you want to change the Title

EDITING YOUR LINK ON THE PAGE

Because you are using the Document Center, just update the document each time there is a new agenda, and the link will update.

MODIFYING/UPDATING THE AGENDA TO THE CURRENT AGENDA

This process is the similar to uploading the document for the first time. Once you have a new PDF of the updated agenda, update the document in the Document Center:

- Navigate to the Document Center under Modules

- Find your document in the folder system to the left
- Click “Modify” under the wheel button to the right
- Upload your new PDF and click “Save”

POSTING MINUTES TO THE WEBSITE

NAMING OF PDF DOCUMENT FOR MINUTES

- Commission acronym(no space)Date(no space)Agenda (BAC12-09-09Agenda)
- Commission acronym(no space)Date(no space)Packet (PC12-15-09Packet)
- Commission acronym(no space)Date(no space)Minutes (PC12-15-09Minutes)

*This will create the DOCUMENT DISPLAY NAME/TITLE

UPLOADING MINUTES to the Archive Center

- From the Admin Home, click on Modules, select Archive Center
- Next to your Board or Commission, click on Add Item
- Under Display Name, type in your document name
- Archive date should be the date of the meeting
- Click Save
- Click on Browse, find your document to upload
- Click on box for Convert to PDF
- Click Save

CALENDAR EVENTS IN REGARD TO AGENDA INFORMATION

CANCELLING A MEETING

Please contact Community Relations to cancel a meeting.

AGENDA AND PACKET LINKS ON CALENDAR EVENT

- Click on Modules, click on Events Calendar
- Click on the calendar your event is on, click on your event
- Click on the event to modify it
- Scroll to the detail section
- You will need to create a link in this section, with copy
- Type in Current meeting packet, and create a link to that document

- Type in Current agenda, and create a link to that document
- Click on Modules, click on Events Calendar
- Click on the Calendar your event is on, click on your event
- Under details, click on the folder icon (insert document link) on the Link Text
- Copy and paste the link from the Document Center for the agenda and the packet

*NOTE: When you upload the most current agenda or packet, modify the document(s) already in the Document Center or Archive Center, so the document number will remain the same.

CIVICSEND EMAIL PLATFORM

Communications is about getting the right information, to the right person at the right time and in the right way. According to the Town of Castle Rock's 2017 Community Survey, email is the most preferred method for receiving information from the Town.

With this in mind, Community Relations – in partnership with you, our Townwide WebTEAM – is launching a new email strategy. This section will explain how we can work together to plan and execute a successful email campaign using a new tool on our website.

Did you know? More than 122.5 billion emails are sent every hour, according to CivicPlus.

Let's get started

The best place to start an email campaign is with your Community Relations liaison. Together, we'll explore your goals, define your target audience and brainstorm an email editorial calendar. We may also need to first establish ways to build your subscriber base.

Things to think about

- **Set a goal:** are you trying to sell tickets, inform the public about a project, or provide a general department update to increase transparency?
- **Think about your inbox:** Interesting emails get skimmed at best. Think about the visuals you will need to balance the copy and compliment your key messages.
- **Set reasonable expectations:** A monthly email newsletter might be the way to go. But let's think about what goes into that each month, because we want to deliver on what we promise.
- **Logistics:** think about how long it will take to get the information you need from your source, draft copy with Community Relations and get approval from your project lead or department head. We'll build in plenty of extra time!

Subscribers

Our messages have no where to go without an accurate email list. CivicPlus and the Town of Castle Rock place a high value on using email lists with integrity.

There are two ways to gather subscriptions:

1. Subscribers can log on to CRgov.com/NotifyMe to select email lists they'd like to be part of
2. WebTEAM members can upload subscribers lists from open house sign ups or existing lists.

Either way, subscribers must confirm their subscription with CivicPlus.

A note on frequency

How often you create and send an email will be determined by your communication goals. Research has shown that there really isn't such a thing as "too much" email. Emails get opened and read as long as they provide accurate and timely information, which helps build a relationship between the sender and the receiver.

GENERAL STYLE GUIDELINES

Listed below are different items and options on CRgov.com. These are general guidelines for each.

Color palette: Only use approved colors from your training manual. These are also saved in the class drop-down menu within the "Live Edit Mode."

Contact Us / Email us: Always use this wording in your text so it is universal across the website when creating an email link for contact. We do not allow Town email addresses to be listed in the text of the website. Linking the words "email us" to the email address will keep spam search engines at bay.

Spam search vehicles automatically comb websites searching for email addresses. The email us option will minimize back-end security work needed to keep spam under control.

Alphabetical order: Make sure all links in the menu trees are in alphabetical order.

Contact Us/Staff directory: Keep consistency among Town departments: name, title, email, phone. Each department can populate these accordingly. Capitalize Contact Us.

Deleting documents and pages: If you have a document you no longer need, delete it. (You will still have a backup on the T-Drive. Please read below.) We recommend using caution when deleting pages. If you feel you might need the page again, choose to unpublish it, rather than delete.

Document additions and edits: Find the old document by looking up the linked DID or NID number and replace that numbered existing doc (that is linked on the site already) with the new document. This will override the DID – this will keep all the links working for the document that you revised and want to replace. If it is a completely new document, then submit a new document to replace the old document.

Always remember – if you delete the document it will delete links – some of which are used on multiple pages. If you are creating a brand new document, be sure to link to it from the site.

Links: The rule, sitewide, is: if it links to any webpage (within CRgov.com or outside), open in the same window. If it is a document, open in a new window.

Maps: Activate the “display map” option (Google and others) every place it is available. This is a convenience for our web users. You will find this in the events and facilities modules and the resource (business) directory.

Naming files: Make sure your naming convention is one that the public will understand. When web surfers mouse over the document or link, it might show the name of the document, so we need the name to make sense to the surfer.

PDF option for documents: Always choose to convert the document to a PDF, either in MS Word or via the content management system. This will optimize the document to smallest file size for faster downloading. Link it to open in a new window.

Save option: This allows you to come back to that document and make edits or changes. Then, when you are ready for the item to be approved, choose to “Save and Submit.” We request that you do not “Save and Submit” until the page is ready for approval. This is a solution to a page in progress.

Save and preview: Because we are in live-edit mode, what you see when you edit is what the public will see. To preview:

- Click “Done Editing”
- Right-click the Link
- Select “Open in a New Tab” (second item down in the menu) A new web tab will open with the link contents

PHOTOS ON THE WEBSITE

- Clip art is not acceptable
- Photos should be relevant to the page – high quality, color and composition
- Size the photos to fit page accordingly
- Crop the photo for better composition and balance
- Photos should be on the right side of the page

SLIDESHOW OPTION:

For best results, make sure all photos in a slideshow are the same size.

Size: 2.5 inches wide by 3 inches tall (vertical size). 72 dpi and no wider than 800 dpi.

Use caption option on slideshows to explain each photo.

OTHER PHOTOS:

Director photos: 300 pixels = 3 inches

Facility photos: Six photos on a grid – 3 inches wide by 2 inches tall

Page photos: 2.5 inches wide by 3 inches tall (vertical size);
3.5 inches wide by 3 inches tall (horizontal size)

Photo library: 7 inches wide by 5 inches tall (horizontal size);
5 inches wide by 7 inches tall (vertical size)

Email and page banner photos: 580 pixels by 289 pixels (horizontal only)

Photo resolution 72 (for web)

RGB color

Naming of photos – No special characters; less letters in general is better, and no space between letters.

Example: Money2.jpg is correct. Money-Coins.jpg is not (Special character and too long) MoneyCoins.jpg would be correct.

*It is helpful to add MoneyCoinsV.jpg or MoneyCoinsH.jpg to your naming convention. This will easily allow you to distinguish whether the photo is vertical or horizontal. Slideshow runs at its optimal level with all vertical or all horizontal photos on a page.

Place the photo at T:\WEBTEAM_PHOTOS

Each department has a subfolder where all artwork must be placed. This will allow one central, organized location for artwork that the WEBTEAM can access, if needed.

PHOTO REQUEST PROCESS:

The website needs to have a consistent look and feel. Each page needs to lead the viewer to where they want to navigate. Each photo has to be relevant to the message on the page. To complement the look and feel established on the website, all photos must be approved by Community Relations. When we review a photo we will ask:

Is this relevant to the page?
Does it compliment the copy?
Is the quality of the photo exceptional?
Does it have clear, sharp color, and is the composition great?
(example: is the subject smiling or making a strange face?)

Send an email to Carrie Martin when you have a photo ready for approval. We will work on the photo and place in your “final” folder for you to upload to the page. We also will send you an email that the photo has been approved and is ready for upload. This process could take up to two weeks. If this is a rush, please communicate this to Community Relations and we will work to prioritize your request.

*Note: When placing a photo on a page, all photos should be positioned to the right.

Name the photo appropriately, from the start.

Example: For a Utilities Water Wiser page “waterwiserclass.jpg” or xericplant.jpg; if you need a slideshow created, name the photos and then add the number for the placing i.e: waterwiser1.jpg

If you want to maintain the photo for print, please name the file “Waterwiser-PRINT.jpg”

Please remember to not add any special characters to your naming convention; it will not work with the website programing code, and the photo will not post on the page or play in your slideshow. ****IMPORTANT****

Always save and preview your page to make sure the photos work will with your copy and that they complement your page. Make sure there are no bad line (copy) breaks in your information.

Thanks for all your work!