



Several Ways to Make our Block and Website Look Better

- 1. Clean up/delete any old items in your section on a regular basis!**

Keep your sections of the website and the Block updated regularly in order to show viewers that things have changed. Delete all items that are old. The Block is updated each week on Thursday prior to 7PM. This might be a good time to shore up your other website pages as well!
- 2. Save often:** When working in Square Space, it is good practice to SAVE after each section that you add to or change. There is always the chance that the server can go down and you don't want to lose all your hard work!
- 3. Type – Copy and Paste:** Best practice is to type your copy into a Word doc, and then copy and paste into your section of the Buzz. You might have to clear the formatting once you have pasted copy into Square Space. This is easily done by highlight your copy in Square Space and clicking on this symbol:  It is always more practical to type your content into a Word Doc and then copy and paste into Square Space.
- 4. Ads:** It is easier of course to drop in a jpeg of an ad with lots of copy and visuals, however this is not always the best quality image and not always legible. If you find that your ad is low resolution and looks fuzzy when uploaded, you might have to consider typing in the copy and bringing in the photos separately. This will insure that the copy will be legible.
- 5. Style Standards:** For consistency, main Headlines of a section should utilize the HEADING 1 style. All subheads should utilize the HEADING 2 style. All body copy is NORMAL.
- 6. Paragraph Spacing:** If you find that you have gaping spaces between paragraphs, try this trick: Put your cursor before the first word in the second paragraph and hit the BACKSPACE key. This will bring your second paragraph of copy up in line with the previous paragraph. Next, hold down the SHIFT key and hit return. This will move that second paragraph down to the next line, without the huge space.
- 7. Bulleted Copy:** It is usually always better to bring your copy in from a Word doc and delete any bullets from the Word doc. You can add bullets to your copy within Square Space. This will keep consistency between all bulleted copy within our site.

8. **Photos and Video:** It is important to keep in mind that we cannot be everywhere at the same time... So... PLEASE, take photos with your camera or phone camera and add them to your pages on the site and in the Buzz. It is easy to upload photos. Please add a photo or slideshow to your section(s) to add excitement and interest to your content. Refer to the SBPS Branding Guide on what constitutes a good photo.

9. **Updates ANYWHERE on our Parish and School websites:** If you see something that needs updating ANYWHERE on our site, please feel free to log on and make those updates, or contact the person responsible for that particular section and remind them to make the update. THE MISSION ADVANCEMENT OFFICE IS NOT RESPONSIBLE FOR UPDATING YOUR SECTIONS OF THE BUZZ OR WEBSITE. *We are however always willing to help you get your content updated if you are in need of assistance!*

10. **Going into sections other than your own:** If you should need or want to go into another section of the website or Block to make some additions or changes, please ALWAYS contact the person who is responsible for those pages prior to logging onto those pages to be sure they are not currently doing any updating. Only one person can be editing a particular page at one time. If two people are editing the same page at the same time, no one will be able to save. And that's a bad thing :'(

11. **Separate key sections by adding a line** between your pieces of content can help the viewer understand where each new section of information begins. If you run your sections together, it will be much harder for the viewer to know where a new section begins.

12. **Facebook:** Whenever possible, please go into your sections on the website – *and definitely in the Buzz EVERY THURSDAY before 7PM*, and get old content off, and post any new, current content. It is a good idea to put the most current content at the top. The Mission Advancement Office is charged with posting items on our Facebook page every day of the week. It would be incredibly helpful for us to be able to go to your pages and hunt for new, current, newsworthy information AND PHOTOS to post onto Facebook: What are you doing in your classroom today?; Where are your students going on a field trip?; How is your House doing in the Penny Wars?;, etc