

Update FYSE weekly messages

Every week the First Year Student Experience messages need updating. This is a long, involved process in many stages. Below is a guide to what needs to be done.

Sourcing messages

The messages are agreed upon ahead in advance by the FYSE messages steering group. These can be found on X: Administration\Shared\FYSE-CSG\fyse-key-messages-final.xlsx. This has the entire messages for the month. There is a question of the week and up to five Focus On messages. The question of the week will already be written but you will need to write the copy for the Focus On page message and the First Year Facebook message. The former is for the First Year page focus on box, which rotates the messages of the week, and has to fit within the space. The Facebook page gives you more space, and feel free to write a more chatty, informal version of the message. Try and phrase it as part of an open-ended question so as to encourage students to comment on the update eg Team Bath's Netball Supersquad have kicked off the new season. What sports will you be following this year at Bath?"

Updating the First Year page

The First Year page is www.bath.ac.uk/first-year-ug/ This has many elements that require updating every week.

The key question (or question of the week) and the first focus on message is updated in the main index page. The other messages are updated in the focuson folder - more on that below.

Question of the week

The red box with the question mark is the key question of the week. Simply replace the text with the question from the spreadsheet and link it to the accompanying URL.

This should be done at end of week in ready for publishing the page the next Monday morning.

Focus On Box

The Focus On box rotates all the messages of the week. These are managed using structured content items.

1. Prepare the images
 1. Source images either from [FotoWeb](#) or Z:\webdev\Image Library
 2. Crop and resize the images to 444 x 444
 3. Upload to /first-year-ug/images/focuson/ in the CMS
 4. Set a descriptive title on the images - this will be the alt text when published
 5. Publish the images
2. Create the focus on files
 1. Create a new folder in /first-year-ug/focuson/ named with Monday's date
 2. Copy the file /first-year-ug/focuson/empty-focus-on.html to title.html where the title is just a short identifier of the focus on, e.g. exams.html, work-experience.html
3. Edit the new files and add the information:
 1. **Link** - the link to the page
 2. **Title** - the text that overlays the image
 - Image** - the background image
 1. alt text is pulled from the title property on the image
 2. Image location can be typed in, or image can be selected via the gallery button
4. Publish the folder containing the new focus ons
5. Edit /first-year-ug/focuson/focus-on-list.html
 1. Add your focus ons to the list in the correct position - if only a DefaultFocusOn is set and no other focus ons the image cycling will automatically be disabled
6. Publish focus-on-list.html

Note that in focus-on-list.html the focus ons can be rearranged, but the DefaultFocusOn cannot be moved.

This should be done at end of week in ready for publishing the page the next Monday morning.

[What to publish and when](#)

Latest updates

These need to be updated manually, unlike the Students page which is an XML file. There is more or less the maximum of how many stories will fit in the box (depending on the length)

Stories are sourced the following ways:

- Links to WordPress stories emailed to you by the Comms team (Gill Smith/Martin Cornish)
- Stories you source yourself from the Students page, the news stories on the staff page and the Student's Union site, which is a particularly rich source of stories
- Stories various people email to you (eg BUCS with stories about servers being down, SAMIS updates etc)

This can be done throughout the week.

To do this go into the CMS first-year-ug file. In this file click on the "studentsNews.xml" page. (Right click and edit). Enter in the title and the URL in to the text boxes. To create a new story, hover over the target and click the green plus. To move a story up or down in the feed, hover over the target and click on the arrow. To delete, hover over the target and click the red X.

Updating Facebook First Year page

There is a new way to update the Facebook page. We have started to use Buffer as a way to post to Facebook.

1. Sign in to Buffer.
2. Make sure the "Buffer" tab is selected.
3. There will be a text box with the line "What do you want to share" (much like Facebook). Click in this box.
4. You will now see one or more icons. They represent the social media channel that you can post to from Buffer. Select the appropriate icon.
5. Type in your message.
6. Enter in the full URL of the page you want to link to.
7. Click the Buffer button at the bottom of the text box

This will then save it and put it in the queue to be published according to the set schedule. You no longer need to create short URLs or tracking URLs.