

# The Power of Posts

## An Introduction to News and Blogs

Lauren Barth, Chief Product Officer  
Daisey Fahringer, Product Manager



#FinalsiteU |  @FinalsiteUK



## Lauren Barth

Chief Product Officer

**2009 - 2011 | Development Team**  
*Integration Specialist*

**2011-2015 | Product Team**  
*Product Manager*

**2015 - 2016 | Product Team**  
*Director of Product*

**2016 - Present | Product Team**  
*Chief Product Officer*



## Daisey Fahringer

Product Manager

**2001 - 2007 | Client**  
*Middle & Upper School IT Support & Computer  
Teacher, Webmaster*

**2007 - 2016 | Support Team**  
*Support Specialist, Product Best Practice Analyst,  
LMS & Apply Deployment Specialist*

**2016 - Present | Product Team**  
*Product Manager for Athletics, Forms, Messages,  
Posts, Registration*

# The Power of Posts

## Session Agenda

Why write blog and news posts?

Who writes these at your school?

What are some challenges schools face in maintaining a consistent flow of content?

Thinking strategically with Posts

Overview of the Posts module

Questions & Answers



**Why write blog and news posts?**

What “**personas**” are we targeting with each?





# Blogs are geared toward prospective families

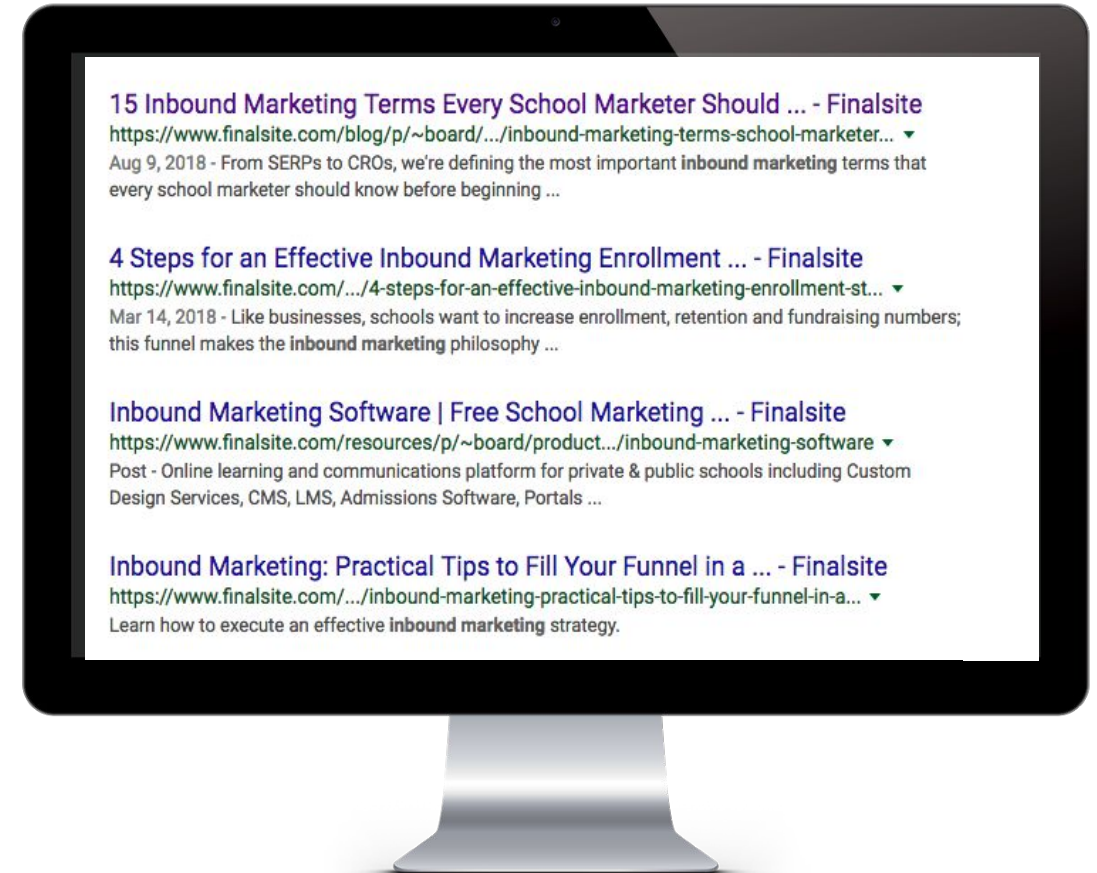
Regular blogging can boost SEO and help attract visitors to your site



# SEO Boosting tips for Bloggers

While SEO can be a bit of a mystery, here are some tips we know get results:

- ✓ Pick 1-2 keywords and use them in your title, body, URL and meta description
- ✓ Have a mobile-friendly blog page
- ✓ Have logical (and not too long) URL path to your blog
- ✓ Use alt-text on images





## News posts are geared toward current families

Regular news posts engage, nurture, and help retain current families.





**Who writes news and blog posts?**

# What are some challenges?

Writing 1-2 fresh blog posts per week is a big undertaking.

- As the Communications Director, I have to do everything myself.
- Collecting stories and photos from different people on campus is time-consuming and inefficient.
- How do I decide what are the best things to blog or write news posts about?

# Thinking strategically with Posts

- The Posts module gives you the granular control you need to distribute the work to members of your community, and simplifies work for admins via the publication workflow.
- Posts are automatically structured to be SEO-friendly
  - Unique URLs per post
  - Built-in sharing features
  - Proper page structure (post title appears as page title)
- Posts can be targeted to groups to personalize content for authenticated users
- Schools just need to focus on the content!

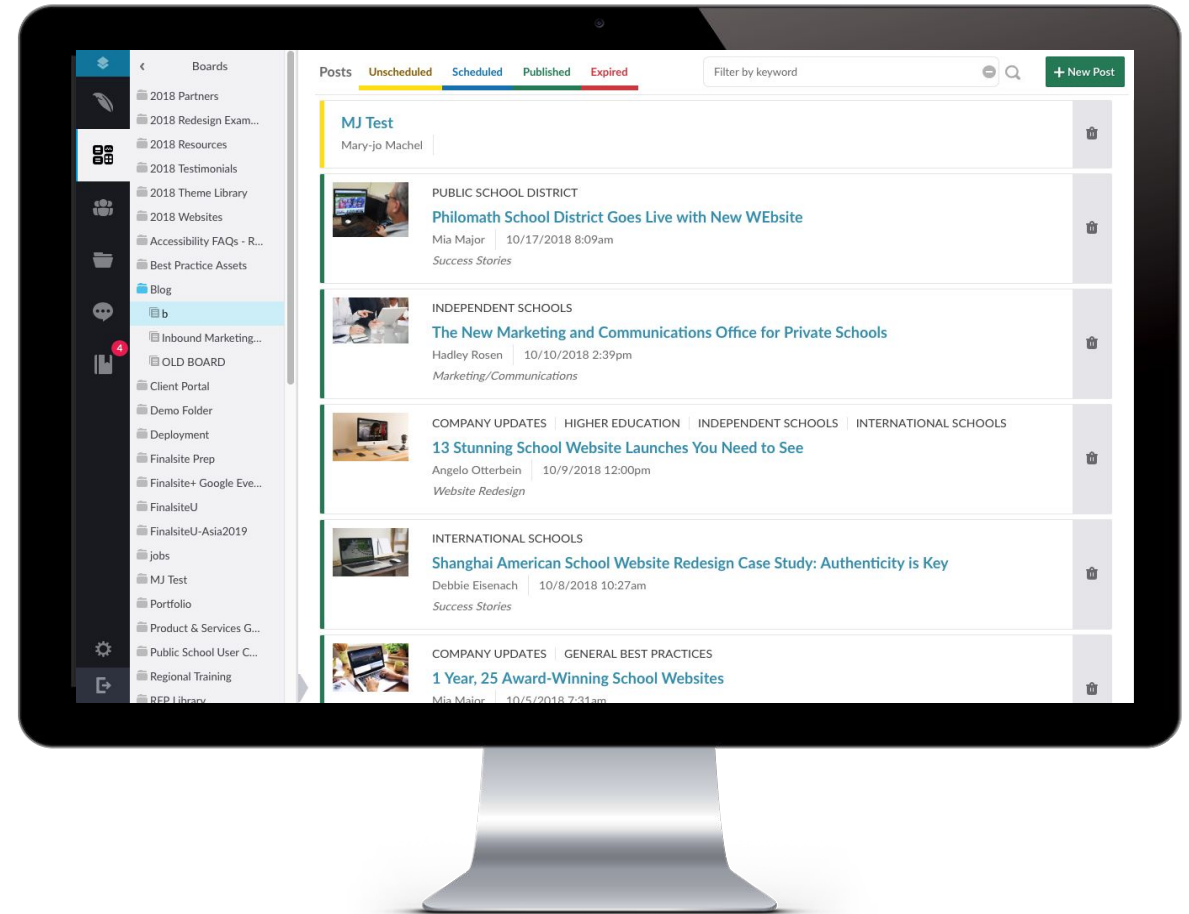
# Let's take a look at Posts!

Folders and Boards defined

Create a Post

The anatomy of a Post

Display a Post





Boards

- Alumni Class Boards
- Announcements
- Dynamic Content Pages
- General School Blog
- Head and Deans' Blogs
- Library Boards
- Lower School Teachers
- Middle School Teachers
- Parent Committees
- School News
- Student Profiles
- Upper School Teachers

+ New Folder

Folders



Boards



Posts

# Body Content

CK Editor

# Redirect URL

→ **Another Website**

# Summary

For the Page Display

# Plain Text Summary

For RSS, Subscriptions, & Social Sharing



## Post Dates & Times

Start

Featured Until

Expire

## Additional Settings



### Role/Group Display

1 Selected Group

Select Groups >

### URL & Slug

<http://daiseyf.demo.finalsite.c>



# Additional Settings

Target a post to an authenticated group of users

Obtain direct link to post

Edit slug




posts   **Unscheduled**   Scheduled   Published   Expired

### Board Settings

</>   ↶   ↷   ¶   ✎   **B**   *I*   U   🔗   ☰   ☰   ☰   ☰   🖼️   ▶️   ⏪   🗑️   🔗

This board allows both students and parents to learn about aspects of our classroom and school, view homework assignments, classroom rules, and our specials schedule, peruse through useful websites, and see upcoming events.

Thumbnail  
/uploaded/Directory/lotta.jpg   ×   Browse



Default Board Post Page   Classroom Detail   Select Page

Slug   ms-akers-classroom















Enable RSS    Enable Subscriptions

Cancel   Save

# Board Settings

## Default Board Post Page

Standard Module Layout Social Shared

 Board	 Calendar	 Calendar Tools
 Constituent	 Constituent Map	 eNotify Archive
 Form	 Groups	 Issue
 Media	 News	 News Tools
 Post	 Post Tools	

Place Below Place Above

# Elements

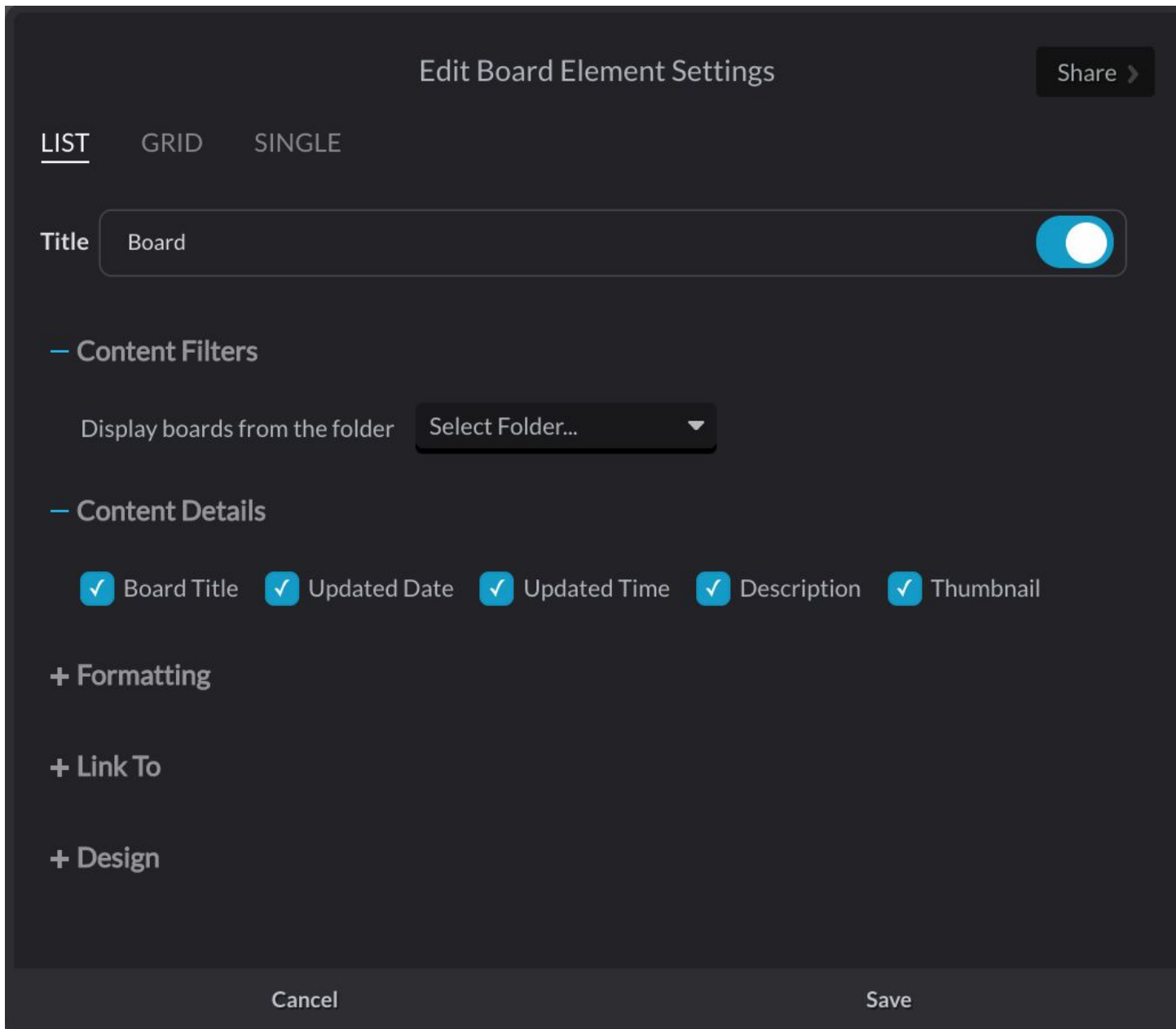
Board

Post

Post Tools

Issue

Issue Tools



# Board Element

Edit Post Element Settings Share >

LIST GRID SLIDESHOW SINGLE

Title Post (List)

— Content Filters

Display posts from Collection -- select a collection --

Display posts from Boards 5 Selected  Select Board >

Show All posts  Ignore Role/Group Display Settings

That also belong to All Tags Specific Tags

— Content Details

Post Title  Author  Publish Date  Publish Time  Categories

Summary  Body  Sharing Buttons  Thumbnail  Tags

Link titles to post details

Read More link

+ Pop-up Details

+ Controls

+ Formatting

+ Advanced

Cancel Save

# Post Element



## Edit Post Tools Element Settings

CATEGORY FILTER

NAVIGATION

SEARCH

TAG FILTER

Title Post Tools



Note: This element must be linked to another element in order to function. Use the controls in the 'Link To' section below to select and link to another element.

### — Link To

Filter posts by category in the Post element:

Post ▼

### + Design

Cancel

Save

# Post Tools Element

### BOARD ELEMENT (Grid)







### POST TOOLS ELEMENT (Search)

Keyword


### POST TOOLS ELEMENT (Categories)

Category A	Category B
Category C	Category D

### POST ELEMENT (List)

-  **Post Title**  
Author | Publish Date & Time  
Summary text has been set to display in the list.
-  **Post Title**  
Author | Publish Date & Time  
Summary text has been set to display in the list.
-  **Post Title**  
Author | Publish Date & Time  
Summary text has been set to display in the list.
-  **Post Title**  
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Author | Publish Date & Time  
Summary text has been set to display in the list.
-  **Post Title**  
Author | Publish Date & Time  
Summary text has been set to display in the list.


### POST ELEMENT (Single)




**Post Title**  
Author | Publish Date & Time  
Summary text has been set to display on the detail page.

The body of the post can be displayed Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Donec id elit non mi porta gravida at eget metus. Donec ullamcorper nulla non metus auctor fringilla.

Maecenas faucibus mollis interdum. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec id elit non mi porta gravida at eget metus.



2 Comments




# School News



### Rite of Spring: Reunion Weekend 2018

MAY 22, 2018

Alumni gathered to make new Sidwell Friends memories.



### Finding Common Ground in a Changing World

MAY 18, 2018

Max Baucus, the former U.S. senator and ambassador to China, gave this year's Zeidman lecture.



### An Artful Legacy

MAY 15, 2018

The Honorable Ann Winkelman Brown '55 and Mr. Don Brown have donated 67 works of art to Sidwell Friends.



### A Day of Service

MAY 2, 2018



### Let's Care a Whole Awful Lot: Founder's Day Reflections



### Lives That Speak

APRIL 18, 2018

## Recent Videos

Distinguished Alumni Award 2018

Fund-a-Scholar 2018

Happy Holidays!

VIEW MORE VIDEOS

## Sidwell Social

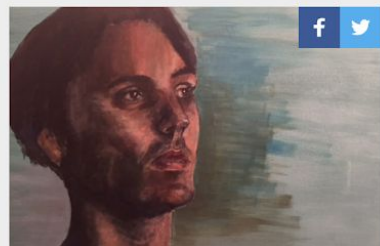






# CHARTERHOUSE

## LATEST NEWS



### PORTRAIT BY PUPIL IN NATIONAL PORTRAIT...

A Portrait by Ben Birch has been chosen for a connecting exhibition 'Next Generation' to this year's BP Portrait Award.



### ARTIFEX 2018

Five days celebrating creativity at Charterhouse with over 80 events



### PASTURES NEW FOR HEAD GARDENER GRAHAM SYKES

A family dynasty living and working at the School



### GREAT SUCCESS AT ATHLETICS...

Our athletes won a gold, three silvers and three bronze medals



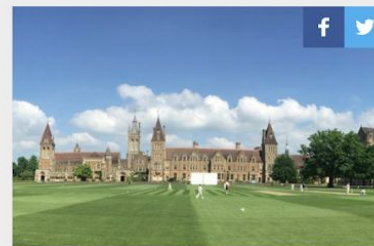
### INAUGURAL PREP SCHOOLS' TENNIS FESTIVAL

The day included fun games, drills and competitive play based on timed doubles with our Sixth Formers acting as coaching assistants.



### WORLD ENVIRONMENT DAY

Celebrated at Charterhouse giving us a further opportunity to reflect on the world around us, and how we can contribute positively to it.





### HBA Honored for School Excellence

*June 13*

For the 11th consecutive year – and 12th time in 13 years – HBA has won the Kaimana Award for overall school excellence.

[READ MORE](#)



### Haven Won '18: The Road to Princeton

*June 11*

To say that Haven Won '18 is a hard worker would be an understatement; he is the epitome of hard work.

[READ MORE](#)



### Lucas Chun '18 Wins National Merit

*June 8*

Lucas Chun '18 has received a Merit Scholarship funded by Marquette University, where he will be studying computer

[READ MORE](#)



### Congratulations, Class of 2018!

*June 4*

The Class of 2018 celebrated their achievements at HBA's 65th Commencement Ceremony on June 2 at the Neal S. Blaisdell

[READ MORE](#)

[MORE NEWS](#)



## HAWAII BAPTIST ACADEMY

STAY CONNECTED



**ELEMENTARY SCHOOL**  
Richard Bento Campus

21 Bates Street

**MIDDLE SCHOOL**  
Dan Kong Campus

2425 Pali Highway

**HIGH SCHOOL**  
Stan Sagert Campus

2429 Pali Highway

**OFFICE OF THE PRESIDENT**  
Administrative Offices

420 Wylie Street

## Categories

Per Board

Broad topic items

Tells readers what to expect from your content

“Table of Contents”

## Tags

Per Site

Specific details

Keywords or recurring themes

“Index”

**Need it now?** Create it now.

# Comments

Enable per post

Automatic approval for authenticated users

Unapprove comments

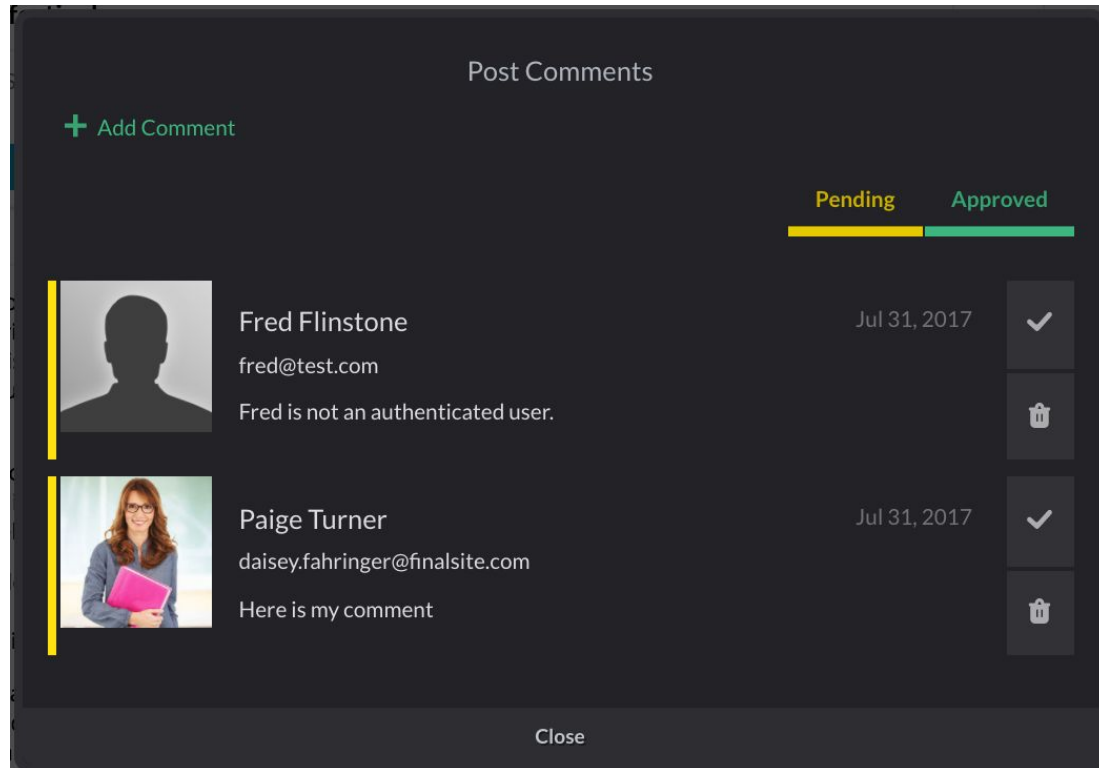
Require login to comment

Allow anonymous comments

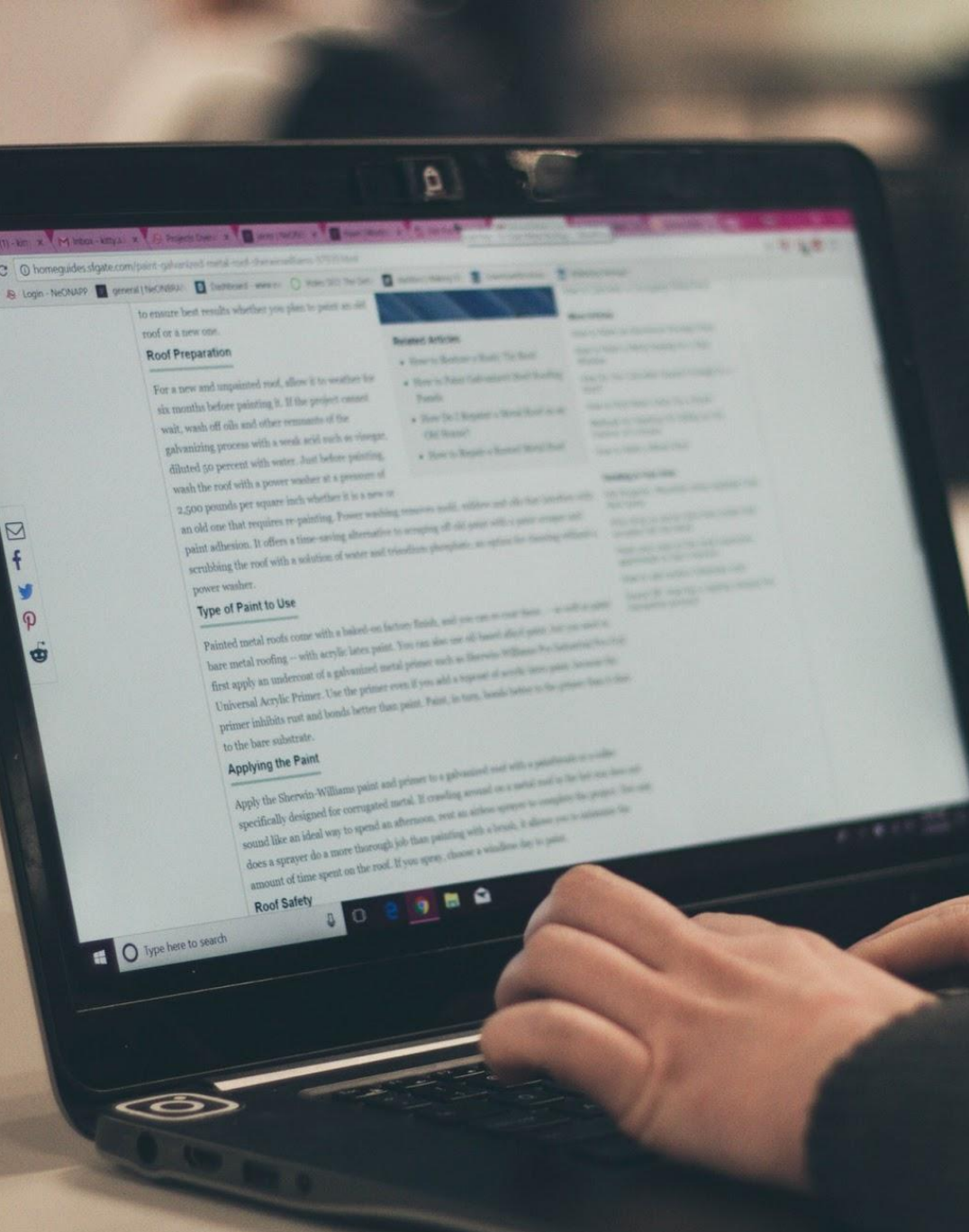
Admins can comment within post

Delete unwanted comments

Manage comments from *bottom bar*







# Community Involvement

## Board Permissions for Users/Groups

Board Admin

View, Edit, Publish, Delete

View, Edit, Delete

The screenshot shows a web interface for editing a post. On the left is a sidebar with 'Boards' containing 'Middle School Teachers' and 'Ms. Akers' Classroom'. The main area has a title 'Field Trip on Friday!' and an author 'Paige Turner'. Below the title are two tabs: 'Body Content' (selected) and 'External Redirect URL'. A rich text editor toolbar is visible above the text area. The text contains two paragraphs of placeholder text. A 'Start Recording' button is centered below the text. On the right, a settings panel includes 'Last Modified' and 'Created' dates, and expandable sections for 'Summary', 'Category & Tags', 'Thumbnail', 'Comments', and 'Additional Settings'. At the bottom right, a dark bar contains navigation icons and a 'REQUEST PUBLISH' button.

## Request to Publish Workflow



# Student Blogs

Stevenson students volunteer to share their experience monthly through photos, blog posts, and videos. Take a moment to learn more about boarding and day life at Stevenson through the eyes of a student. We encourage you to introduce yourself to our bloggers via email and ask the questions that are on your mind.



Amellalli



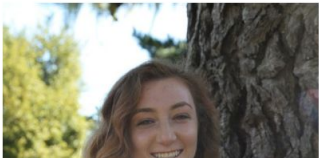
Catherine



Joseph



Matt





# Kudos

Kudos celebrates the Latin community's service and achievements outside of School. [Submit a Kudos here.](#)



Latin Second Grade Student First Girl Cub Scout in Meck County

[Read More](#)



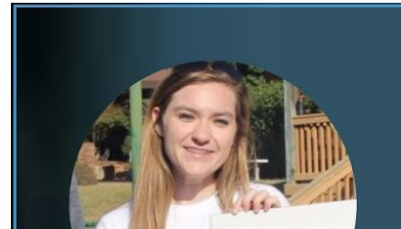
Chen Competes in State Chess Championship

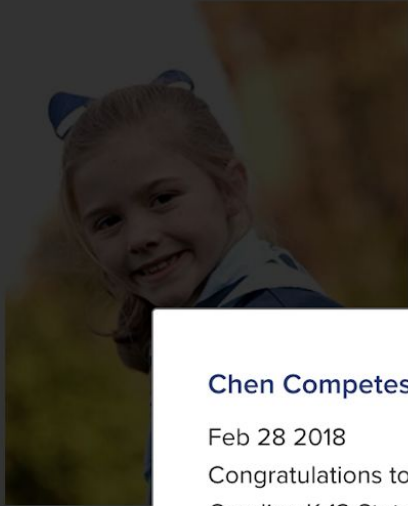
[Read More](#)



Jennifer Keith Cheers on Current & Former Students!

[Read More](#)





Latin Second  
Girl Cub Sc  
[Read More](#)



[Read More](#)

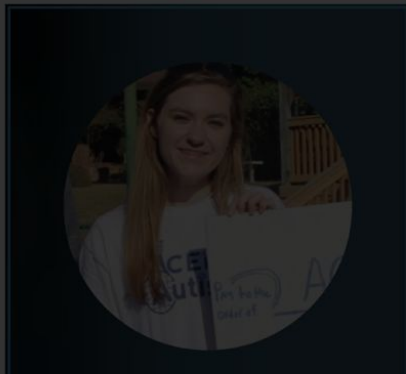
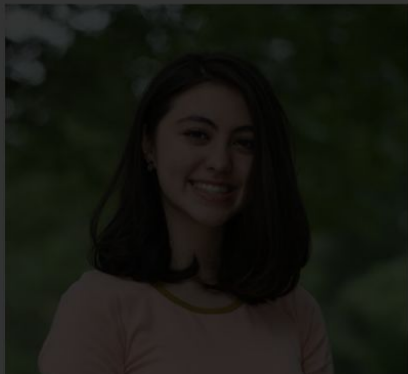


on Current

### Chen Competes in State Chess Championship

Feb 28 2018

Congratulations to fifth grade student Andrew Chen for competing in the 2018 North Carolina K-12 State Chess Championship on February 24-25, 2018 in Charlotte, NC. He tied for second place winning 4 out of 5 games in the K-8 section in which there were 46 players ranging from 4th to 8th grade. Though he was the only player from Charlotte Latin, he was proud to represent our school!



Fitzgeralds Feed the Homeless

The screenshot displays a 'Collections' page with a sidebar on the left and a main content area. The sidebar includes a 'New Collection' button and a list of items: 'A New Collection', 'Alumni Newsletter', 'Course Catalog', and '+ New Collection'. The main content area shows a list of posts, each with a title, a date and time, and an author. The posts are: 'Another Tagged Post' (5/29/2017 11:03am, Faculty Announcements), 'Hello World!' (6/26/2017 8:00am, Ms. Moore Classroom announcement), 'Unti 1 | Sample Post' (6/26/2017 8:00am, Mrs. Clayton's Classroom), 'Field Trip Forms are Due!' (6/23/2017 8:22am, Ms. Akers' Classroom), 'Post 2' (8/14/2017 10:15am, Book Club), '这是我的句子' (7/1/2017 2:00pm, Head's Blog), and 'Homework for 8/8' (8/8/2017 11:52am). At the top right, there is a '+ Add to Collection' button and a note 'Last modified Aug 28, 2017 1:05 PM by Daisey Fahringer'. At the bottom right, there is an 'UPDATE' button.

Title	Date/Time	Author
Another Tagged Post	5/29/2017 11:03am	Faculty Announcements
Hello World!	6/26/2017 8:00am	Ms. Moore Classroom announcement
Unti 1   Sample Post	6/26/2017 8:00am	Mrs. Clayton's Classroom
Field Trip Forms are Due!	6/23/2017 8:22am	Ms. Akers' Classroom
Post 2	8/14/2017 10:15am	Book Club
这是我的句子	7/1/2017 2:00pm	Head's Blog
Homework for 8/8	8/8/2017 11:52am	

# Collections

# COMMUNITY RESOURCES

## SEARCH ALL RESOURCES

Date Range

 - 

Search

**ALL CAMPUSES**

PRESCHOOL



















ELEMENTARY

JUNIOR HIGH

HIGH SCHOOL

GRACE ACADEMY

SPECIALIZED EDUCATION

 ALL	 ATHLETICS	 BLOCK SCHEDULE	 BUS INFO	 CURRICULUM	 DRESSCODE
 DROP OFF/PICK UP	 FORMS	 GET INVOLVED	 GRADUATION	 LUNCH	 NEWSLETTERS
 OTHER	 RESOURCES	 SAFETY & SECURITY	 STUDENT DRIVERS	 WELCOME NEW FAMILIES	 WHO TO CALL



PLACEMENT & PLANNING

COURSE CATALOGUE

COURSE REGISTRATION

## Course Catalogue 2018-2019

Click the tabs below to select course listings by department. Within each department, click the course titles to read full descriptions.

[Click here](#) to download the **Graduation Worksheet**. [Click here](#) to browse an online copy of the print *Catalogue*.

ALL

CLASSICAL/MODERN LANGUAGES

COMMUNICATIONS & GLOBAL LEADERSHIP

ENGLISH

HISTORY/SOCIAL SCIENCES

INNOVATION & DESIGN

MATHEMATICS

ONLINE COURSES

PERFORMING ARTS: DRAMA

PERFORMING ARTS: MUSIC

PHYSICAL EDUCATION

SCIENCE

VISUAL ARTS

### Classical/Modern Languages

Students benefit from learning a second language in a number of ways. It is a valuable skill that is in high demand in the workplace and in the community. It also provides a window into the culture and history of the language.

### French I

This course begins the development of proficiency in the three modes of communication: interpersonal, interpretive, and presentational. It is designed to provide students with the skills and knowledge necessary to communicate effectively in French.

### French II

This course continues to build on the work begun in French I in order to develop students' proficiency in the three modes of communication. It is designed to provide students with the skills and knowledge necessary to communicate effectively in French.

**English**

The English Department strives to develop in each student strong reading, writing, and critical thinking

skills and to provide a framework that allows students to consider a variety of human experiences. Courses introduce

**English 11: American Literature**

This survey of American literature works in the period from 1620 to the present, addressing the historical contexts of each author to encourage students to engage with the religious, political...

**English 12 AP: Literature and Composition**

*[Open to seniors per departmental guidelines and placement.]*

**English 9: World Literature**

This yearlong course introduces students to the concept of literature as an expression of cultural tradition and

genuine interest in a challenging and rigorous study of...

**The Avant-Garde of 20th Century British Literature**

*[Semester course open primarily to seniors.]*

**English 10: Composition**

This yearlong course provides intensive practice writing non-literary essays in rhetorical modes and

literary analysis. As they practice varied rhetorical approaches, students also develop a sense of purpose in their essays and learn to write for many audiences. Students choose original topics for most compositions, including an in-depth, researched, argumentative paper and persuasive speech. Vocabulary development and review of grammar and usage rules supplement the writing instruction. While the bulk of the reading consists of essays that serve as models for student work, students also read poetry, fiction, and a Shakespearean comedy, each of which serves as the subject of analytical writing about literature.

**English 10: American Literature**

This survey of American literature works in the period from 1620 to the present, addressing the historical contexts of each author to encourage students to engage with the religious, political...

centers on the study of the history, culture, and society of The United States...

**The British Romantics of Gothic Terror**

*[Semester course open primarily to seniors.]*

**English 10: Composition**

This yearlong course provides intensive practice writing non-literary essays in rhetorical modes and enhances students' skills in literary analysis. As they practice varied rhetorical approaches, students also develop a sense of purpose in their essays and learn to write for many audiences. Students choose original topics for most compositions, including an in-depth, researched, argumentative paper and persuasive speech. Vocabulary development and review of grammar and usage rules supplement the writing instruction. While the bulk of the reading consists of essays that serve as models for student work, students also read poetry, fiction, and a Shakespearean comedy, each of which serves as the subject of analytical writing about literature.



# Thank You!



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