Web Roles and Website Updating Process

Role of Web Content Producers

Web content producers serve as the point-of-contact to family medicine communications for a specified program/programmatic area. They are responsible for supplying information to keep web content up-to-date.

Each program/area must appoint one individual to be its web content producer. This will help ensure accuracy and efficiency in web updates. However, this does not mean that programs/areas cannot have more than one person reviewing their web presence and identifying site needs; it only means one person will be communicating those needs on behalf of the larger program/area.

Duties:

• Review existing content regularly and submit updates to fmchcomm@umn.edu
• Submit new content to fmchcomm@umn.edu, when applicable
• Meet with family medicine communications staff at least once/year to review program/area web presence

Do not worry about writing/editing when compiling and submitting updates for the website. You just need to supply content; the communications team will take care of packaging and presenting the content.

Role of Family Medicine Communications

We manage and maintain the entire family medicine website: familymedicine.umn.edu

We also manage and maintain most of the Family Medicine, Ophthalmology, and Dermatology Administrative Center website: z.umn.edu/fodcenter

Duties:

• Keep the websites updated, dynamic, and user-friendly
• Work and strategize with web content producers to improve and maintain effectiveness of overall website
• Make sure content and style meet University and department standards and guidelines
• Work with Academic Health Center web team on site design, development, and support
• Analyze site traffic and usability for purposes of understanding and optimizing usage
**Web Updating Process**

**How to Update Existing Content**
Whenever existing content needs to be updated on the website, send an e-mail to [fmchcomm@umn.edu](mailto:fmchcomm@umn.edu). Include the following information in your e-mail:

- What content needs to be updated
- Where the content needs to be updated (*providing the web page URL is very helpful*)
- If the update is time-sensitive, include when the update needs to appear on the site

**How to Add New Web Pages/Sections**
When desiring to add a new page/section within the department website, contact [fmchcomm@umn.edu](mailto:fmchcomm@umn.edu), to set up a meeting to further discuss your needs.

**When Submitting Text Updates**
When providing text, you can submit raw text. You do not need to rewrite or edit it to fit web style. Communications staff will edit all text for grammar and style to fit department and University guidelines.

**When Submitting Photo Updates**
When providing photos, make sure photos are:

- Clear or in focus (*not blurry*)
- Relevant to the content on the page
- In one of the following file formats: JPG, JPEG, PNG, TIFF

Send us the original size photo or the largest size you have. We can always reduce the size of the photo without losing image quality, but we can’t increase the size.

Submitted photos may or may not be used, depending on quality and/or relevancy to content.

**How Long Until an Update is LIVE on the Website**
Updates to existing content are generally completed within a day or two of request. It may take up to five business days for updates to be completed, depending on the workload of communications. You will be notified once the update is LIVE on the site.

*Please note: Development of new pages/sections will take longer than five business days; timing varies by scope of project.*

**Contact Us**

[fmchcomm@umn.edu](mailto:fmchcomm@umn.edu) 612-625-3851