UMaine website managers
Community update • January 2021

You are receiving this email because you have an account in UMmaine’s public website system, WordPress. If you no longer manage web content, please contact us at um.weboffice@maine.edu

In this email:

- Web forms and spam
- Embedding video
- Trainings and consultations via Zoom
- Upcoming training dates
- Training topics by appointment
- Accessibility and inclusion: Creating social media graphics

If you have a question you would like to see answered, let us know.

Quick links:

- User guide for UMmaine websites
- Contact Digital Communications for support
- Updates and campus guidance for fall 2020

https://mail.google.com/mail/u/0/?ik=6098647e0e&view=pt&search=all&permthid=thread-f%3A1689327948748745662018&simpl=msg-f%3A1689327948...1/6
Web forms and spam
Do you receive unhelpful spam from your web forms? While there have been tools available that attempt to thwart the automated form submission robots that are responsible for this, such options have introduced barriers to visitors that rely on assistive technology. For this reason we had not allowed for the use of reCAPTCHA (a popular service to stop form spam) on our web forms.

A more accessible version of reCAPTCHA is now available for our web forms that does not have this shortcoming. Version 3 of reCAPTCHA relies on unobtrusive "scoring" to identify spam, and does not require any action on the part of the form submitter. If you are interested in adding anti-spam technology to your web form(s), please contact us at um.weboffice@maine.edu and we can help.

A note about web form names
By default web forms submit notifications to an email address owned by Digital Communications. Because of this, we receive many web form notifications, spam included. Giving your web form a unique name will help us identify the source of these notifications, and allow us to proactively add the new anti-spam feature. If you have web forms named "contact us," "contact," "subscribe" or another general name, consider changing your web form name to be more specific to your website, for example "Contact UMaine Digital Communications." This may be helpful to you as well, if you are the recipient of several different web forms.

Questions about your forms?
Contact us at um.weboffice@maine.edu, and we will be happy to review your web forms for best practices.

Embedding videos
In our October newsletter we offered instructions to add Kaltura videos to your webpages. What about YouTube, Vimeo, and other websites where videos are published? The good news is that adding videos from other services is even simpler.

Using oembed
When embedding a video from YouTube or Vimeo, the website 'oembed' feature can be used if the video has captioning:

- Navigate to your video on YouTube or Vimeo
- Copy the web address (URL) of that video
- On your webpage, paste the web address into a text content block, post, or page (note, the web address must be on its own line)
- The web address should automatically turn into a preview of the video
Videos and captions
For proper web accessibility, videos embedded on the website must have captions available. While YouTube and Kaltura can both create captions automatically, these should be reviewed and adjusted for accuracy. For videos hosted on Vimeo, a caption file must be uploaded. These are specially formatted text files that indicate the timing of the captions, and typically have file names that end with .srt.

Third-party videos
If you are not the owner of a video and it is not hosted on an official UMaine, UMM or UMS channel, it is best to link to the video without embedding it.

Training and consultations via Zoom
Trainings and consultations are conducted via Zoom videoconferencing. If you are unfamiliar with using Zoom and plan to attend an upcoming training session, please ensure your computer is set up to work with this technology. If you are unfamiliar with Zoom to conduct team/committee/group meetings, their online tutorials are helpful. For faculty who need help with adopting this technology for classroom instruction, training in using Zoom tailored for classwork is available from UMaine's Center for Innovation in Teaching and Learning, as is a helpful quick start guide for students.

Upcoming training dates
Training is currently conducted via Zoom videoconferencing. More information about Zoom is available.

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Jan. 21, Feb. 4 and 18
This 90-minute session covers the basics of using WordPress at UMaine — how to log in, create pages, and edit header, footer and sidebar elements. We welcome anyone and everyone to join us for an orientation or refresher. Email um.weboffice@maine.edu to join one of the upcoming sessions.

UMaine WordPress Beyond the Basics: Alternating Thursdays, 10–11:30 a.m.
Jan. 28, Feb. 11 and 25
If you need to create web forms or event calendars on your website, this training is for you. In this 90-minute session we go beyond the basics of creating pages and posts, and focus on additional features you may find useful. The WordPress Basics training is a prerequisite. Please email um.weboffice@maine.edu to register for one of the upcoming dates.
Friday consultations: Every Friday, 1:30–2:30 p.m., 2:30–3:30 p.m. (two 1-hour sessions)
Jan. 29, Feb. 5, 12, 19 and 26
Two 1-hour time slots are available every Friday afternoon at 1:30 and 2:30 if you are interested in a website consultation on any of our training topics, or simply want to review your website and brainstorm improvements. Email us at um.weboffice@maine.edu and we will work together to find a convenient available date. Zoom videoconferencing is available for these sessions.

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UMaine Map Training
If you need to depict points of interest on campus, across the state, or around the globe, our UMaine map feature is worth exploring. In this training you will learn how to create individual map points, categorize map points together in a single map, and customize the map points by adding icons for easy visual identification. Please email um.weboffice@maine.edu to schedule.

SEO Workshop
What is SEO? This jargon is an abbreviation for "search engine optimization," and our SEO workshops will explain what you should focus on to improve how your webpages are found by users of Google, Bing and our own UMaine site search. Please email um.weboffice@maine.edu to schedule.

Using Monsido to Improve Your Website
The University of Maine System has provided a website tool to aid in the important task of managing the quality and accessibility of web content. Monsido scans UMaine websites, and interactive reports are available. If you want to learn more about Monsido's reports and how you may use its information to fix broken links, find misspellings, and discover where content updates are most needed, email mike.kirby@maine.edu to get started, and review your site's scan results.

Website consultations
Is your website helping you meet your goals? Do you want to make improvements, but do not know where to begin? We now offer "office hours" style website consultation workshops, where we can meet to focus on your content and brainstorm improvements that can be made. Please email um.weboffice@maine.edu to schedule.
Accessibility and inclusion: Creating social media graphics

Web accessibility has always been a requirement for UMaine websites, and has been a regular feature in our monthly newsletter — and ensuring your content is accessible is part of an inclusive communication strategy. This month, we focus on tools that create graphics for social media, such as Canva.

Creating graphics with text embedded
Social media posts are more engaging when they include images, such as an eye-catching infographic or an image with text in a special layout. Whenever you are adding an image to your social media post, it is important to include text in your post that repeats the text in the image. Please see our article on alt text for general guidelines. Because "alt text" is usually hidden from those who can see the image itself, consider repeating the same message in text with your post, as social media may not treat alt text in the same way as our website.

Ensure proper color contrast
Your image should have proper color contrast to be understandable to those who are color blind, as discussed in our article on accessibility and color.

Go bold
Images with fine lines or thin/light fonts can be particularly difficult to understand when viewed on a small screen such as a mobile device. Because your social media images are likely to be consumed on such a screen, it is important to create the image in a way that is simple to understand at a distance. If fine details of your image are difficult to discern when viewed from a distance, consider a simpler design with bolder image elements.

If you have any questions about web accessibility, or want to see us cover an accessibility topic in a future newsletter, please get in touch with us at um.weboffice@maine.edu.

We hope you have found this update from Digital Communications helpful.
Feel free to forward this newsletter to a colleague:
UMaine Website Owners and Managers — February 2021 update

UMaine website managers
Community update • February 2021

You are receiving this email because you have an account in UMaine’s public website system, WordPress. If you no longer manage web content, please contact us at um.weboffice@maine.edu

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- New options for content blocks
- Box links in content? Review and update
- Maine Day of Giving promotions
- Planning for student project websites
- Trainings and consultations via Zoom
- Upcoming training dates
- Training topics by appointment
- Accessibility and inclusion: Creating informative links

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Quick links:

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New options for content blocks

Slider content block
The slider content block now has a pair of options. Display a random slide, and restrict to only a single slide. Between the two, there are several uses for this feature:

- **Randomize on, single-slide off**
  If you want multiple features in the slider, randomizing where the slider starts will help change up what the audience sees when they visit. An example where this could be useful is this [umainetoday.umaine.edu](http://umainetoday.umaine.edu) website.

- **Single-slide on, randomize off**
  For pages using the slider to display a single feature, you can now queue up the next feature in the slider but keep it from displaying by restricting to a single slide (the first slide in the list will be the feature that displays)

- **Single-slide on, randomize on**
  Enabling both options will load a random feature from the slider on page load, but not offer the back/forth buttons. This is useful if you want to use the slider to display one of many different slides.

Heading content block
The heading content block now offers the ability to choose whether it is an H2, H3, H4 or H5 heading. This will help content block pages that need nested headings for better SEO, but otherwise don't use the text area content block in that section.

Separator content block
This content block adds a horizontal line to a page to separate sections, and has been useful to keep content lined up and in place on a page. A new option has been added to make this separator "invisible" — it will still act to line up content, but won't visibly show on the page as a line nor add additional space between items.

Box links in content? Review and update
Have you been making use of Box for secure cloud storage of files? Do you have links to Box-hosted files on your website? Last month, the University of Maine System IT team completed the migration of all content stored in Box to Microsoft's OneDrive cloud storage. The Box platform will be "turned off" for all UMS campuses soon.

Use Monsido to locate links to box.com files
Digital Communications recommends site owners make use of Monsido for quality assurance of their website. This tool can alert you to broken links, misspelled words, and website accessibility and search optimization improvements you can make. The UMS IT group has added special "policies" into Monsido that give concise reports of content that links to maine.box.com URLs. These will need to be updated to their equivalent locations in Microsoft OneDrive.

For access to Monsido, or training in how to use this tool to locate links to Box content, email Digital Communications.

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**Maine Day of Giving — Save the date**
The University of Maine Foundation coordinates an annual Day of Giving. Plan ahead to ensure your department, school or program can have the most impact on April 28, 2021:

**Review your giving web page**
Does your school or department have a set of designations within the UMaine Foundation's giving website? Review your donation page and ensure that it reflects your current fundraising priorities. For example, this is a link to the College of Engineering's donation page.

A full list of "short URLs" to units and their funds is available.

**Main page feature**
In our March newsletter we will share a graphic that you may use within the main page of your site to take part in Maine Day of Giving. You can then link to the Maine
Day of Giving website or your own specific donation page UMaine Foundation has set up for you.

Planning for student project websites
Do you have students who will be creating a website as part of a team project or capstone? If the resulting website will become a resource for public use, it is important that this content is maintained within our campus WordPress environment and not a Google Site or externally-hosted domain.

Before you get started, consider using our campus WordPress environment for the website. Our WordPress environment is UMaine branded, and our team can train your students in using this tool to create their content.

Contact Digital Communications about your student project website.

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SEO Workshop
What is SEO? This jargon is an abbreviation for "search engine optimization," and our SEO workshops will explain what you should focus on to improve how your webpages are found by users of Google, Bing and our own UMaine site search. Please email um.weboffice@maine.edu to schedule.

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Accessibility and inclusion: Creating informative links

(This item originally appeared in our March 2019 newsletter)
Web accessibility has always been a requirement for UMaine websites, and has been a regular feature in our monthly newsletter — and ensuring your content is accessible is part of an inclusive communication strategy. This month, we talk about the challenges and opportunities with link text.

How links work
A link on a web page has at least two elements: what the reader sees to click on, and the destination to which that click takes them. The destination is usually a web page or email address, but in some cases (such as mobile devices) a link may launch a phone call or other mobile app. In all situations, there needs to be an indication that the link exists (such as text, an image, or button), and that indication should be helpful to the reader.

With a basic link, there is underlined text that invites a reader to click. In many cases, a web address can get automatically converted into a clickable link (this happens in email quite frequently), for example:

https://umaine.edu

However, the web address does not need to be displayed—the link destination and the text for the link are separate attributes, and almost always it is better to use the text of a link to describe where that link will take someone:

This link will take you to the UMaine website

Why is it better to use descriptive text for a link?
There are two very important reasons to use descriptive text for your links:

1. Screen reader users can generate a list of links on a page, and navigate them alphabetically. A screen reader will spell out a web address letter-by-letter, which is not helpful and frustrating for long web addresses.
2. Search engines use link text to better understand the topic of the page to which that link refers.
For both of these reasons, it is better to use phrases as your link text, and not single words.

Common link text to avoid (note, these examples are not clickable links)

- **PDF**
  Instead, include the document name: 2018 Annual Report PDF
- **Here**
  Instead, include more text: You can find the the Fall 2018 syllabus here
- **More**
  Instead, include more text: Click here for additional registration details.
- **http://... (a website URL)**
  Instead, replace the web address with the name of the website.

Image links
Images may also be used in place of link text. When an image functions as a link, the image alt text must serve the purpose of link text. In this case, it is fine for the image alt text to describe the link destination instead of the image that is being displayed.

If an image needs to be described for screen readers, and that description does not serve for good link text, avoid using the image itself as a link.

Links to email addresses
When you are using link text around an email address, it is acceptable to display the email address as the link text. For example: mike.kirby@maine.edu is fine.

Hidden link text
For the Article and Event List content blocks, there is an option to add a "More" link — a link that will take the reader to more articles or more events than are listed. In these situations our website system is creating additional, hidden link text that allows screen readers and search engines to receive suitably descriptive link text.

One hidden link text feature you can see for yourself are our "jump to" links at the top of every page. If you use the tab key on your keyboard upon visiting a UMaine web page, you will see "Skip to main navigation" appear on screen as a link. This link is in place explicitly for screen readers to allow for skipping to main navigation, site navigation, or page content, but is otherwise hidden.
If you have any questions about web accessibility, or want to see us cover an accessibility topic in a future newsletter, please get in touch with us at um.weboffice@maine.edu.

We hope you have found this update from Digital Communications helpful. Feel free to forward this newsletter to a colleague:

✉️ Forward this newsletter

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UMaine Website Owners and Managers — March 2021 update
1 message

UMaine Digital Communications <um.weboffice@maine.edu>
Reply-To: UMaine Digital Communications <um.weboffice@maine.edu>
To: Tue, Mar 16, 2021 at 9:59 AM

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• Web forms and data collection
• Maine Day of Giving promotions
• Trainings and consultations via Zoom
• Upcoming training dates
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• Accessibility and inclusion: Guidance for email newsletters

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More new options for content blocks

Article list content block
The article list content block now offers more UMaine News categorization options:

- **University News academic areas**
  This categorization option allows you to only display news articles for a particular college, as well as Honors College and Graduate School.

- **University News regions**
  This categorization option allows for display of news articles of interest to a particular county in Maine, as well as a statewide option.

Explore links content block
In the past, this content block worked best at widths of half-page and wider. We have adjusted the display of items in this content block for narrower presentations—when using this content block at a sidebar width, for example, the circles now appear smaller and to the left of the text for a link.

**Coming soon:** Improvements to the People List content block, allowing for more people in a single list, a three column display at full-width, and an option for a default silhouette display when a people listing does not have a portrait.

Web forms and data collection
Due to the security risks associated with collecting and storing user data, website business owners should carefully consider how they use web forms. The University of Maine System Web Technologies Group has published guidance that explains the options available to content editors using WordPress, the content management system used for most public University of Maine System websites, and how they fit into a recommended security approach.

We recommend everyone who has web forms on the UMaine website review this information, and contact us at Digital Communications with any questions about web forms you have published, and the data they are collecting.

- [WordPress Web Form Data Collection guidance](https://example.com/wordpress-data-collection-guidance)
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For best results, we recommend using this graphic via an image content block, with additional text displayed below the image, rather than superimposed upon it.

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This month, we focus on email, and pitfalls to avoid when sending an email newsletter or message.

Email is an effective engagement tool— this newsletter, for example, has been well received and gives us opportunity to share our expertise in bite-sized, monthly updates. These days, emails can contain many of the same features as web pages, and therefore the same web accessibility concerns apply.
Images for images, text for text
If you have taken the time to create a flyer for a communication, it is tempting to use
an image of the flyer for an email “blast” to your audience; we are all busy, and that
certainly can save time. Unfortunately, it gives a poor experience for many of your
recipients. Anyone who relies on their computer to resize text or even read the
contents of an email to them would be unable to see the content of the image—and
mobile users would be presented with the image on their phone screen, perhaps too
small to easily read. Even worse, some email programs will load the message
without the images, and your entire message would be obscured unless the recipient
chose to view the image.

A better tactic is to let images be images, and text be text. You can crop the
interesting visual element from your flyer and put that in your email—email programs
like MailChimp and Constant Contact allow you to add “alt text” to the image as well,
which will display in place of the image until the image is loaded. You can then use
text formatting underneath the image to convey your message in a way that is
accessible, searchable, and visible even if the email program does not display
images by default.

Keep text easy to read
Email formatting options allow you to change the text from the default "San Serif"
font and "Normal" text size. It is generally best to keep these options as-is, and not
alter the font of the body text. Headings in an email can be made larger, but using
fonts for artistic/aesthetic reasons can cause problems for readers who need a vision
accommodation, or have set their own email preferences for text size and font.

Color contrast is important
The color of text and images in your email should have good contrast against the
background color of your email. It is especially important to keep text color at the
browser default for mobile device users, where "dark mode" may be a preference for
the reader. Such an option typically displays the default background in an email as
black, with the default text color as white, and overriding either option may result in a
poor, difficult-to-read display.

Use descriptive link text
When using an email newsletter service such as MailChimp or Constant Contact, it is
even more important to give descriptive link text for any links you provide, rather than
the link address itself as the link text. Not only is that bad for web accessibility, it can
trigger spam/phishing warnings in email clients when the link address does not
match the link address displayed in the message (typically links in email newsletters
go to the service sending the email, which redirects to the final location.)
accessibility topic in a future newsletter, please get in touch with us at um.weboffice@maine.edu.

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UMaine website managers
Community update • April 2021

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- Request for commencement features
- Reminder: Maine Day of Giving April 28
- Trainings and consultations via Zoom
- Upcoming training dates
- Training topics by appointment
- Accessibility and inclusion: Considerations for the autistic community

If you have a question you would like to see answered, let us know.

Quick links:
- User guide for UMaine websites
- Contact Digital Communications for support
- Updates and campus guidance for fall 2020
New website features

Our UMS IT developers have been hard at work making some important updates to our website in 2021, and this month we roll out two new features:

People list content block
The People list content block now allows for adding more people to a single list. The limit had previously been 25 people per list, this has been increased to 90. That should allow most websites to list all of the people they need to display within a single people list. As before, if you do have more people than will fit in one list, we recommend you "stack" the lists atop one another to display additional people.

There are also two new visible changes to the people list. If a person is added to the list but they do not have a photograph, a silhouette image will appear where the photo normally would. There is also an optional setting that will display the people in three columns instead of only two when the people list content block spans the entire page width.

Gutenberg editor
Our WordPress website currently uses a page builder system called "Content blocks" which was not compatible with the newer "Gutenberg" page editor provided by WordPress. We will still use the content blocks feature for the near future, but eventually we do plan to transition to the newer Gutenberg editor. To help prepare for this transition, we have adjusted our system so that a website can use both content blocks and the gutenberg editor on a page-to-page basis. After Commencement we will be reaching out to those who have expressed interest in using Gutenberg, and by June 1 we should be able to support those who are interested in trying out the new system. If you would like to work with the new Gutenberg editor (or want to remind us that you have asked about this in the past), please email us at um.weboffice@maine.edu.

In the coming months, look for a new WordPress training option focused on the Gutenberg editor and how it works.

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Request for commencement features

Is your college, school, or program honoring 2021 graduates in the coming month? Please reach out to us at um.weboffice@maine.edu and share your plans for web content. The UMaine Commencement website is where you can find up to date information on what colleges are planning for virtual events, and we want to ensure
that your content can be promoted to students and their families to join in the celebration.

Reminder: Maine Day of Giving
The University of Maine Foundation coordinates an annual Day of Giving. Plan ahead to ensure your department, school or program can have the most impact on April 28, 2021 by reviewing your donation page (if applicable), and using a graphic such as the one above to promote this year's event.

The UMaine Foundation has also created a Facebook event for Maine Day of Giving.

Another reminder to UMaine employees—your gift counts for both Maine Day of Giving and the Employee Giving Campaign.

Training and consultations via Zoom
Trainings and consultations are conducted via Zoom videoconferencing. If you are unfamiliar with using Zoom and plan to attend an upcoming training session, please ensure your computer is set up to work with this technology. If you are unfamiliar with Zoom to conduct team/committee/group meetings, their online tutorials are helpful. For faculty who need help with adopting this technology for classroom instruction, training in using Zoom tailored for classwork is available from UMaine's Center for Innovation in Teaching and Learning, as is a helpful quick start guide for students.
Upcoming training dates

*Training is currently conducted via Zoom videoconferencing.* [More information about Zoom is available.](#)

**UMaine WordPress Basics:** Alternating Thursdays, 10–11:30 a.m.
April 29, May 13 and 27
This 90-minute session covers the basics of using WordPress at UMaine — how to log in, create pages, and edit header, footer, menus, and content blocks. We welcome anyone and everyone to join us for an orientation or refresher. Email um.weboffice@maine.edu to join one of the upcoming sessions.

**UMaine WordPress Beyond the Basics:** Alternating Thursdays, 10–11:30 a.m.
April 22, May 6 and 20
If you need to create web forms, event calendars, or side bar features on your website, this training is for you. In this 90-minute session we go beyond the basics of creating pages and posts, and focus on additional features you may find useful. The WordPress Basics training is a prerequisite. Please email um.weboffice@maine.edu to register for one of the upcoming dates.

**Friday consultations:** Every Friday, 1:30–2:30 p.m., 2:30–3:30 p.m. (two 1-hour sessions)
April 23 and 29, May 7, 14, 21 and 28
Two 1-hour time slots are available every Friday afternoon at 1:30 and 2:30 if you are interested in a website consultation on any of our training topics, or simply want to review your website and brainstorm improvements. Email us at um.weboffice@maine.edu and we will work together to find a convenient available date. Zoom videoconferencing is available for these sessions.

Training topics by appointment
These training topics are available for our Friday consultations on request, and are held via Zoom videoconferencing.

**UMaine Map Training**
If you need to depict points of interest on campus, across the state, or around the globe, our UMaine map feature is worth exploring. In this training you will learn how to create individual map points, categorize map points together in a single map, and customize the map points by adding icons for easy visual identification. Please email um.weboffice@maine.edu to schedule.
SEO Workshop
What is SEO? This jargon is an abbreviation for "search engine optimization," and our SEO workshops will explain what you should focus on to improve how your webpages are found by users of Google, Bing and our own UMaine site search. Please email um.weboffice@maine.edu to schedule.

Using Monsido to Improve Your Website
The University of Maine System has provided a website tool to aid in the important task of managing the quality and accessibility of web content. Monsido scans UMaine websites, and interactive reports are available. If you want to learn more about Monsido's reports and how you may use its information to fix broken links, find misspellings, and discover where content updates are most needed, email mike.kirby@maine.edu to get started, and review your site's scan results.

Website consultations
Is your website helping you meet your goals? Do you want to make improvements, but do not know where to begin? We now offer "office hours" style website consultation workshops, where we can meet to focus on your content and brainstorm improvements that can be made. Please email um.weboffice@maine.edu to schedule.

Accessibility and inclusion: Considerations for the autistic community
Web accessibility has always been a requirement for UMaine websites, and has been a regular feature in our monthly newsletter — and ensuring your content is accessible is part of an inclusive communication strategy.

April 2 was World Autism Awareness Day, and this reminded us that there are design considerations for reducing the cognitive load of our digital content.

Strive for clarity and simplicity
A cognitive difference between neurotypical people and those with autism is that autistic people see details before seeing the bigger picture. Clarity and consistency are important, as is avoiding reliance on idioms or iconography alone.

Our article from February 2020 gives good advice on this:

The information you publish should work well for the people who use it, the first time they read or hear it. The Plain Language Action and Information Network is a government website available to help. This resource has developed templates, checklists, and writing guidelines to
help you develop communications in plain language. The definition of “plain” depends on your intended audience; at the same time, audiences have more in common than not when it comes to their need for clear communication. Focus on short, clear sentences. Stick to words the audience knows. These same tactics work well for audience members who are not native English readers.

Avoid using text over busy images
Embedding text in an image should generally be avoided, and our advice has been to use our image content block to display an image with text. While this option offers several different text display treatments, it is important to review how text and your image work together. Using the option that overlays the text on the image can be problematic if the image does not have proper contrast with the text, whether it is centered in the middle of the image or toward its bottom.

For several audience segments, including those who are autistic, a better option is to display the text below the image, where it can have proper contrast against the white background of the page.

Use muted colors (but maintain proper color contrast)
We have written about color contrast and accessibility in previous articles. In addition to that guidance, autistic people are highly sensitive to bright colors—it can be experienced as sensory overload. To avoid this, we recommend you use the default text and heading colors of the website design. If a different color is needed, use natural, muted colors that have lower brightness. Color contrast is a priority, but "clashing" colors should be avoided.

Avoid automatic website behaviors
A significant number of autistic people have an anxiety disorder—intrusive interaction or sound on a page can trigger this. We recommend against using unexpected pop-up elements, and when embedding video it is best to put the visitor in control of its playback. In situations where these elements are necessary, it is best to give clear control to the user. In the case of pop-ups, provide a very easy "cancel!" button to dismiss the intrusion. For video features that automatically play, it is best for those to be silent, and calming in nature (i.e., slow-moving drone footage, not an exciting athletics clip).

If you have any questions about web accessibility, or want to see us cover an accessibility topic in a future newsletter, please get in touch with us at umweboffice@maine.edu.
UMaine website managers
Community update • May 2021

You are receiving this email because you have an account in UMaine’s public website system, WordPress. If you no longer manage web content, please contact us at um.weboffice@maine.edu

In this email:

• Summer website considerations
• Trainings and consultations via Zoom
• Upcoming training dates
• Training topics by appointment
• Accessibility and inclusion: Legal requirements for accessibility

If you have a question you would like to see answered, let us know.

Quick links:

• User guide for UMaine websites
• Contact Digital Communications for support
• Updates and campus guidance for fall 2020
Summer website considerations
Spring semester is behind us, and many students have graduated and moved on. Now is a great time to review your website user list, and alert us to anyone who no longer needs access to your sites.

Digital Communications available for support
If you need support for your website, a refresher on training, or want to plan important changes to your website over the summer, we are here to help. Please contact us at um.weboffice@maine.edu regarding any of our training topics listed below, or request a Friday consultation slot to discuss your website goals.

Training and consultations via Zoom
Trainings and consultations are conducted via Zoom videoconferencing. If you are unfamiliar with using Zoom and plan to attend an upcoming training session, please ensure your computer is set up to work with this technology. If you are unfamiliar with Zoom to conduct team/committee/group meetings, their online tutorials are helpful. For faculty who need help with adopting this technology for classroom instruction, training in using Zoom tailored for classwork is available from UMaine's Center for Innovation in Teaching and Learning, as is a helpful quick start guide for students.

Upcoming training dates
Training is currently conducted via Zoom videoconferencing. More information about Zoom is available.

UMaine WordPress Basics: Alternating Thursdays, 10–11:30 a.m.
May 27, June 10 and 24
This 90-minute session covers the basics of using WordPress at UMaine — how to log in, create pages, and edit header, footer, menus, and content blocks. We welcome anyone and everyone to join us for an orientation or refresher. Email um.weboffice@maine.edu to join one of the upcoming sessions.

UMaine WordPress Beyond the Basics: Alternating Thursdays, 10–11:30 a.m.
May 20, June 3 and 17
If you need to create web forms, event calendars, or side bar features on your website, this training is for you. In this 90-minute session we go beyond the basics of creating pages and posts, and focus on additional features you may find useful. The WordPress Basics training is a prerequisite. Please email um.weboffice@maine.edu
to register for one of the upcoming dates.

**Friday consultations:** Every Friday, 1:30–2:30 p.m., 2:30–3:30 p.m. (two 1-hour sessions)  
May 21 and 28, June 4, 11, 18 and 25  
Two 1-hour time slots are available every Friday afternoon at 1:30 and 2:30 if you are interested in a website consultation on any of our training topics, or simply want to review your website and brainstorm improvements. Email us at um.weboffice@maine.edu and we will work together to find a convenient available date. Zoom videoconferencing is available for these sessions.

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**Training topics by appointment**

These training topics are available for our Friday consultations on request, and are held via Zoom videoconferencing.

**UMaine Map Training**

If you need to depict points of interest on campus, across the state, or around the globe, our UMaine map feature is worth exploring. In this training you will learn how to create individual map points, categorize map points together in a single map, and customize the map points by adding icons for easy visual identification. Please email um.weboffice@maine.edu to schedule.

**SEO Workshop**

What is SEO? This jargon is an abbreviation for "search engine optimization," and our SEO workshops will explain what you should focus on to improve how your webpages are found by users of Google, Bing and our own UMaine site search. Please email um.weboffice@maine.edu to schedule.

**Using Monsido to Improve Your Website**

The University of Maine System has provided a website tool to aid in the important task of managing the quality and accessibility of web content. Monsido scans UMaine websites, and interactive reports are available. If you want to learn more about Monsido's reports and how you may use its information to fix broken links, find misspellings, and discover where content updates are most needed, email mike.kirby@maine.edu to get started, and review your site's scan results.

**Website consultations**

Is your website helping you meet your goals? Do you want to make improvements, but do not know where to begin? We now offer "office hours" style website consultation workshops, where we can meet to focus on your content and brainstorm
improvements that can be made. Please email um.weboffice@maine.edu to schedule.

Accessibility and inclusion: Legal requirements for accessibility

Web accessibility has always been a requirement for UMaine websites, and has been a regular feature in our monthly newsletter — and ensuring your content is accessible is part of an inclusive communication strategy.

In late January the Maine State Government updated their Web Accessibility and Usability Policy. It is worth reviewing this ten page document, specifically section 4 which details what ADA coordinators, agencies, EEO coordinators, and others are responsible for in this policy.

View the Maine State Government Digital Accessibility and Usability Policy (PDF)

If you have any questions about web accessibility, or want to see us cover an accessibility topic in a future newsletter, please get in touch with us at um.weboffice@maine.edu.

We hope you have found this update from Digital Communications helpful. Feel free to forward this newsletter to a colleague:

Forward this newsletter

University of Maine
Orono, ME 04469
207.581.1865
umaine.edu

The University of Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran’s status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding nondiscrimination policies: Director of Equal Opportunity, 101 North Stevens Hall, University of Maine, Orono, ME 04469-5754, 207.581.1226, TTY 711 (Maine Relay System).

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UMaine website managers
Community update • June 2021

You are receiving this email because you have an account in UMaine’s public website system, WordPress. If you no longer manage web content, please contact us at um.weboffice@maine.edu

In this email:

- Review websites for COVID information
- Trainings and consultations via Zoom
- Upcoming training dates
- Training topics by appointment
- Accessibility: Auto-captioning with videos
- Inclusion: Gender neutral icons

If you have a question you would like to see answered, let us know.

Quick links:

- User guide for UMaine websites
- Contact Digital Communications for support
- Updates and campus guidance for fall 2020

Review websites for COVID information
As our campuses relax gathering restrictions and reopen resources to the community, now is the time to review your web pages for information that may have been necessary to share during the last year of health advisories and policies designed to combat the pandemic. In addition to messages on your main/home page, there may be other sub-pages where faculty availability is mentioned, or
Digital Communications available for support
If you need support for your website, a refresher on training, or want to plan important changes to your website over the summer, we are here to help. Please contact us at um.weboffice@maine.edu regarding any of our training topics listed below, or request a Friday consultation slot to discuss your website goals.

New training by appointment - Google Analytics Workshop
Do you know how much traffic your website receives? Have you looked at Google Analytics for your website and don't know where to start? Digital Communications can create interactive data reports or dashboards with your website's data using Google Data Studio. During the workshop we will work with your website to create filterable dashboards to represent your website data in a way that is useful and meaningful. Email um.weboffice@maine.edu to schedule this workshop for an upcoming Friday consultation slot.

Training and consultations via Zoom
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Upcoming training dates
Training is currently conducted via Zoom videoconferencing. More information about Zoom is available.

UMaine WordPress Basics: Alternating Thursdays, 10–11:30 a.m.
June 24, July 22
This 90-minute session covers the basics of using WordPress at UMaine — how to log in, create pages, and edit header, footer, menus, and content blocks. We welcome anyone and everyone to join us for an orientation or refresher. Email
UMaine WordPress Beyond the Basics: Alternating Thursdays, 10–11:30 a.m.
July 15 and 29
If you need to create web forms, event calendars, or side bar features on your website, this training is for you. In this 90-minute session we go beyond the basics of creating pages and posts, and focus on additional features you may find useful. The WordPress Basics training is a prerequisite. Please email um.weboffice@maine.edu to register for one of the upcoming dates.

Friday consultations: Every Friday, 1:30–2:30 p.m., 2:30–3:30 p.m. (two 1-hour sessions)
June 25, July 9, 16, and 23
Two 1-hour time slots are available every Friday afternoon at 1:30 and 2:30 if you are interested in a website consultation on any of our training topics, or simply want to review your website and brainstorm improvements. Email us at um.weboffice@maine.edu and we will work together to find a convenient available date. Zoom videoconferencing is available for these sessions.

Training topics by appointment
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If you need to depict points of interest on campus, across the state, or around the globe, our UMaine map feature is worth exploring. In this training you will learn how to create individual map points, categorize map points together in a single map, and customize the map points by adding icons for easy visual identification. Please email um.weboffice@maine.edu to schedule.

SEO Workshop
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Website consultations
Is your website helping you meet your goals? Do you want to make improvements, but do not know where to begin? We now offer "office hours" style website consultation workshops, where we can meet to focus on your content and brainstorm improvements that can be made. Please email um.weboffice@maine.edu to schedule.

Accessibility: Auto-captioning with videos

Web accessibility has always been a requirement for UMaine websites, and has been a regular feature in our monthly newsletter.

With videos published to the campus websites, transcripts should be created and offered alongside the video. For many popular services (including campus systems such as Brightspace), transcriptions and closed captioning can be created automatically. While these services are improving over time, it is still necessary to review the captions created in the video, and edit for clarity and punctuation.

Social media captioning
In May 2021 Instagram added a captions sticker for Stories, which triggers the auto-captioning service for the video. Other social media platforms are also offering this option, including Twitter and TikTok.

Captions increase engagement
While the accessibility benefit of captions is important, offering on-screen text options for your videos also allows viewers to watch a video while it is muted, which may be preferable for those in an office environment. Captions also give an added level of clarity and can improve retention of the information you are presenting.

Captioning workshop in development
If you are interested in an upcoming workshop to review how automatic captioning works, and how to upload an improved set of captions to a Youtube- or Brightspace-hosted video, please contact us at um.weboffice@maine.edu. We will schedule a session to review video captioning in Brightspace, Kaltura and Youtube in the coming months.

If you have any questions about web accessibility, or want to see us cover an accessibility topic in a future newsletter, please get in touch with us
Inclusion: Gender neutral icons

Ensuring your content is accessible is part of an inclusive communication strategy. Icons are an effective way to present options and features on your web pages to reach a broader audience.

Label your icons
Just as images on a website should be given text alternatives for web accessibility, icons should be accompanied by visible labels to avoid ambiguity in meaning. An effective icon can help a visitor understand the content—international symbols should be used when available, as some of your audience may not read English as their primary language.

Gender neutral icons
Icons created by Digital Communications are intended to be gender neutral; if you plan to add icons to your website, please reach out to us at um.weboffice@maine.edu and our team can design icons for your website that fit our design.

Our recent update to the People List content block includes the display of a gender neutral silhouette when there is no photo portrait of the person available.

We hope you have found this update from Digital Communications helpful. Feel free to forward this newsletter to a colleague:

✉️ Forward this newsletter

University of Maine
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umaine.edu

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unsubscribe from this list  update subscription preferences
UMaine website managers
Community update • July 2021

You are receiving this email because you have an account in UMaine’s public website system, WordPress. If you no longer manage web content, please contact us at um.weboffice@maine.edu

In this email:

- New training hours
- New resource from University of Maine System
- Copyright and stock images
- Trainings and consultations via Zoom
- Upcoming training dates
- Training topics by appointment
- Accessibility and inclusion: publishing graphic charts and complicated images

If you have a question you would like to see answered, let us know.

Quick links:

- User guide for UMaine websites
- Contact Digital Communications for support
New training hours
With the return to campus in August, our weekly Thursday WordPress trainings will be moving a half hour later. Please budget 10:30 a.m. - noon for these sessions (typically we can cover training topics in the first 60 minutes, but the extra time can be useful when specific questions come up).

To ensure all regional campuses have access to our training, these popular training topics, WordPress basics and Beyond the basics, will continue to be held via Zoom. If you or your group would like to have an in-person training session, please contact us at um.weboffice@maine.edu to schedule a training date/time to meet your needs.

Digital Communications available for support
If you need support for your website, a refresher on training, or want to plan important changes to your website over the summer, we are here to help. Please contact us at um.weboffice@maine.edu regarding any of our training topics listed below, or request a Friday consultation slot to discuss your website goals.

New resources from University of Maine System
The University of Maine System has recently updated online guidance for Digital Content Management. Their writing for the web basics is a wonderful complement to our own user guide for UMaine websites, and we recommend reviewing this new site for helpful advice on content creation.

- Review the University of Maine System Writing for the Web Basics

Copyright and stock images
Here in the Division of Marketing and Communications, our Visual Media team is capturing the vibrant campus with new photography every week. Our archive of photography is available for use on the website, using a web-based tool you can search for images and request them from um.visualmedia@maine.edu.

When you cannot find an applicable image to accompany content on your website, stock photography is a popular option. Should you go this route, please keep in mind that stock photography is rarely "free."

Use trusted sources, licensed images
When obtaining stock photography or illustrations, it is important to know the source of the image. "Trusted" sources are those for which you have a license agreement, such as Adobe Stock Photos. If you are unsure of the license needed to use an
image on a umaine.edu website, it is best to avoid using the image.

**Important:** if you encounter stock photography on your website that predates your involvement with the content, do NOT assume it is licensed. Instead, reach out to UMaine Digital Communications to discuss options.

**Using "creative commons" licensed images**
Some stock photography or illustrations are made available through creative commons license agreements. These typically allow for use of an image provided there is proper attribution to the owner of the image. It is usually best to avoid these arrangements as well, for there could be unintentional license violations should the image appear on a web page without the required attribution accompanying it.

**What about images of our faculty in the news?**
Our faculty are recognized worldwide as experts in many fields, and thus photographs of themselves, their research, and other newsworthy activities appear in media regionally and worldwide. The images that are published should be considered as owned by the publisher, and not the subject of the story. Unless you have a written agreement with the publisher to use the image on a campus website, please connect with our own Visual Media team for an appropriate alternative.

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**Upcoming training dates**
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**UMaine WordPress Basics:** Alternating Thursdays, 10:30 a.m.—noon
August 5 and 19
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UMaine WordPress Beyond the Basics: Alternating Thursdays, 10:30 a.m.—noon
July 29, August 12 and 26
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Friday consultations: Every Friday, 1:30–2:30 p.m., 2:30–3:30 p.m. (two 1-hour sessions)
August 6, 13, 20 and 27
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Accessibility and inclusion: publishing graphic charts and complicated images
Web accessibility has always been a requirement for UMaine websites, and has been a regular feature in our monthly newsletter. Ensuring your content is accessible is part of an inclusive communication strategy.

This month, we highlight the topic of graphic charts and complicated images:

What are complicated images?
Graphic charts, such as pie charts, flow charts or bar graphs, and other complicated images pose a unique challenge to accessibility as the information in these complicated images cannot be fully conveyed in under 125 characters, thus making it not possible to simply describe the image in the alt text. All information conveyed in a graphic chart or complicated image must be available in an alternative text format in order to be made accessible.

Thus, graphic charts and complicated images take additional time and effort to make accessible for the web. Editors should take extra consideration in determining which graphic charts and complicated images are needed, or when a text-based option may be equally effective.
Continue reading on the University of Maine System's Accessibility Guide

If you have any questions about web accessibility, or want to see us cover an accessibility topic in a future newsletter, please get in touch with us at um.weboffice@maine.edu.

We hope you have found this update from Digital Communications helpful. Feel free to forward this newsletter to a colleague:

Forward this newsletter

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Orono, ME 04469
207.581.1885
umaine.edu

The University of Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran's status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding nondiscrimination policies: Director of Equal Opportunity, 101 North Stevens Hall, University of Maine, Orono, ME 04469-5754, 207.581.1226, TTY 711 (Maine Relay System).

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You are receiving this email because you have an account in UMaine's public website system, WordPress. If you no longer manage web content, please contact us at um.weboffice@maine.edu.

In this email:

- Review older Youtube-hosted videos
- WPCampus: Free online conference
- Trainings and consultations via Zoom
- Upcoming training dates
- Training topics by appointment
- Accessibility and inclusion: a reminder about alternative (alt) text

If you have a question you would like to see answered, let us know.

Quick links:

- User guide for UMaine websites
- Contact Digital Communications for support
Review older Youtube-hosted videos
In July 2021, Google made an important security update to videos hosted on Youtube. Any videos that were uploaded prior to 2017 yet marked "unlisted" are now marked "private."

If you have videos or playlists dating back further than the past four years, we recommend checking your website where the video is linked or embedded. If the video is affected by this change, you will see a message on Youtube instead of the expected video:

Video unavailable
This video is private.

How to recover a video marked private
In order to restore your video, you will need to find the now-private video on its Youtube channel, and change its status to "Unlisted" or "Public." This will make the video available again, though the video may have a new link once this change is made.

Unfortunately, when a video is marked private, Youtube will not disclose what channel the private video is a part of. You will need to check channels for which you have access in order to find the video. If you know that the video in question is on an official UMaine/UMM channel, you may reach out to us here in Marketing & Communications and we will attempt to locate the video on the channels we help maintain.

Hosting videos on your Youtube user account? Consider creating a channel
If your Youtube-hosted videos are stored on your own Youtube account (meaning your user name appears as the video’s owner), consider creating a channel for your videos. Content that is stored on Youtube will eventually disappear if it is only stored on an individual user’s account, should that account be turned off one day. Channels, on the other hand, may have multiple administrators, and channel ownership can be passed from one person to another without disrupting the video availability.

WPCampus: Free online conference September 21-22
(Note, the following links go to a third party website for an online event)
Many conferences are now offering free online versions of their events, including higher ed conferences such as WPCampus. What is WPCampus? It is "a community and conference for web professionals, educators, and people dedicated to the confluence of WordPress in higher education."
A schedule of presentations is available, and includes several sessions on topics that may prove informative and helpful:

- Get real: authentically reinforcing diversity, equity, and inclusion through your digital marketing
- Inclusive design: thinking beyond accessibility
- What does accessibility mean for multimedia?
- How to create design workshops for remote engagement

To learn more about WP Campus, and to register for this free two day conference, visit the website for the WPCampus 2021 Online conference.

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**Training and consultations via Zoom**

Trainings and consultations are conducted via Zoom videoconferencing. If you are unfamiliar with using Zoom and plan to attend an upcoming training session, please ensure your computer is set up to work with this technology. If you are unfamiliar with Zoom to conduct team/committee/group meetings, their online tutorials are helpful. For faculty who need help with adopting this technology for classroom instruction, training in using Zoom tailored for classwork is available from UMaine's Center for Innovation in Teaching and Learning, as is a helpful quick start guide for students.

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**Upcoming training dates**

*Training is currently conducted via Zoom videoconferencing. More information about Zoom is available.*

**UMaine WordPress Basics:** Alternating Thursdays, 10:30 a.m.–noon
September 2, 16 and 30
This 90-minute session covers the basics of using WordPress at UMaine — how to log in, create pages, and edit header, footer, menus, and content blocks. We welcome anyone and everyone to join us for an orientation or refresher. Email um.weboffice@maine.edu to join one of the upcoming sessions.

**UMaine WordPress Beyond the Basics:** Alternating Thursdays, 10:30 a.m.–noon
August 26, September 9 and 23
If you need to create web forms, event calendars, or side bar features on your website, this training is for you. In this 90-minute session we go beyond the basics of creating pages and posts, and focus on additional features you may find useful. The
WordPress Basics training is a prerequisite. Please email um.weboffice@maine.edu to register for one of the upcoming dates.

**Friday consultations**: Every Friday, 1:30–2:30 p.m., 2:30–3:30 p.m. (two 1-hour sessions)
August 27, September 3, 10, 17 and 24
Two 1-hour time slots are available every Friday afternoon at 1:30 and 2:30 if you are interested in a website consultation on any of our training topics, or simply want to review your website and brainstorm improvements. Email us at um.weboffice@maine.edu and we will work together to find a convenient available date. Zoom videoconferencing is available for these sessions.

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**Training topics by appointment**
These training topics are available for our Friday consultations on request, and are held via Zoom videoconferencing.

**Google Analytics Workshop**
Do you know how much traffic your website receives? Have you looked at Google Analytics for your website and don’t know where to start? Digital Communications can create interactive data reports or dashboards with your website’s data using Google Data Studio. During the workshop we will work with your website to create filterable dashboards to represent your website data in a way that is useful and meaningful. Email um.weboffice@maine.edu to schedule this workshop for an upcoming Friday consultation slot.

**UMaine Map Training**
If you need to depict points of interest on campus, across the state, or around the globe, our UMaine map feature is worth exploring. In this training you will learn how to create individual map points, categorize map points together in a single map, and customize the map points by adding icons for easy visual identification. Please email um.weboffice@maine.edu to schedule.

**SEO Workshop**
What is SEO? This jargon is an abbreviation for "search engine optimization," and our SEO workshops will explain what you should focus on to improve how your webpages are found by users of Google, Bing and our own UMaine site search. Please email um.weboffice@maine.edu to schedule.

**Using Monsido to Improve Your Website**
The University of Maine System has provided a website tool to aid in the important task of managing the quality and accessibility of web content. Monsido scans
UMaine websites, and interactive reports are available. If you want to learn more about Monsido's reports and how you may use its information to fix broken links, find misspellings, and discover where content updates are most needed, email mike.kirby@maine.edu to get started, and review your site’s scan results.

Creating Accessible Content for the Web
Are you new to web accessibility and want to understand best practices for your website? Do you want to better understand how to write alt text, check color contrast ratios and provide an accessible PDF for download? Digital Communications is now offering a two-hour crash course in how to ensure your digital materials for the web and website are accessible. During the workshop we will go over accessibility tenants and have an opportunity to review some of the content on your website for accessibility. Please email um.weboffice@maine.edu to schedule.

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Is your website helping you meet your goals? Do you want to make improvements, but do not know where to begin? We now offer "office hours" style website consultation workshops, where we can meet to focus on your content and brainstorm improvements that can be made. Please email um.weboffice@maine.edu to schedule.

Accessibility and inclusion: a reminder about alternative (alt) text
Web accessibility has always been a requirement for UMaine websites, and has been a regular feature in our monthly newsletter. Ensuring your content is accessible is part of an inclusive communication strategy.

This month, we revisit the topic of alt text.

What is “alt text”?
Alt text is an alternative description for an image on your website. Visitors who rely on assistive technology such as screen readers cannot see these images. When the page is read aloud the image will be denoted as "image" in the audio. Without alt text, the visitor misses out on the information that you intended to convey with an image.

The most frequent visitor to your website that relies on alt text is likely Google and other search engines. Search engines do not see with eyes, and so they rely on the non-visual content of your web page in order to characterize it for search. Because of this, proper alt text on images is helpful both to your visitors and your website’s appearance in search (especially Google Images).
Continue reading on the University of Maine System's Accessibility Guide

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UMaine website managers
Community update • September 2021

You are receiving this email because you have an account in UMaine’s public website system, WordPress. If you no longer manage web content, please contact us at um.weboffice@maine.edu

In this email:

- Uploading PDFs to your website
- Promoting campus events
- Tightening network security for website editors
- Trainings and consultations via Zoom
- Upcoming training dates
- Training topics by appointment
- Accessibility and inclusion: event emails and flyers

If you have a question you would like to see answered, let us know.

Quick links:

- User guide for UMaine websites
- Contact Digital Communications for support
- University of Maine System Digital Content Management guidelines

https://mail.google.com/mail/u/0/?ik=6098647e0e&view=pt&search=all&permthid=thread-f%3A1711520300751892433&simpl=msg-f%3A17115203007... 1/7
Uploading PDFs to your website
(this information originally appeared in our August 2020 newsletter)

If you are uploading documents such as PDFs to your website, you should be using our Resources feature — it is intended for files that are linked across your website and can be used in email communications. Refer to our user guide for specific instructions on using the Resources feature.

Do not make a copy of a PDF from another UMaine website
When you need to make a document available on your website, it can be tempting to upload your own copy, but doing this will create duplicate content on our website, and your copy may become inaccurate as the website hosting the original makes changes. Instead, link to the content where it already appears.

Linking to PDFs you find on other umaine.edu websites
It is better to link to web pages and not documents. If the web address you want to use does not end with a slash ( / ), you should find a link to a page that hosts the document(s) instead.

For example, do you link directly to the Academic Calendar PDF on the Student Records website? If the link you are using ends with .pdf, it has likely become broken as a new version of this file was needed to reflect changes in the upcoming fall and spring semesters.

Right-click and copy link location for documents
In our Academic Calendar PDF example, if you click the link on the Student Records website you will view the PDF. This link should not be copied for your use, because it will change as updates are made to the calendar. Instead, you should “right-click” on the link (or use the keyboard shortcut for your system) and select “Copy Link Address” from the context menu that appears. This will give you the “resource link” that will always redirect to the current version of the document.

Commonly referenced PDFs on the UMaine website
Here are two examples of links that use resources. If you need to link to this content, please use the text below for your link (for the purpose of this email, the links will go to a page in our user guide rather than the actual PDFs to make it easier for you to copy the text).

Link to use for the 2021–2022 Academic Calendar PDF
https://studentrecords.umaine.edu/resource/2021-2022-academic-calendar

Link to use for the 2021 Campus Map PDF
https://umaine.edu/blog/resource/printable-campus-map
Promoting campus events
Do you have upcoming events to publicize online? There is an event calendar feature available on all our websites, and we offer training in using this feature to create event listings (Beyond the Basics, see below for upcoming dates.) Adding your event in this manner will help it to be identified as an event page by search engines such as Google, and will allow you to promote the event in listings on your website.

You may also send a copy of your published event to the UMaine calendar for listing on calendar.umaine.edu. When viewing the event on your website, the "admin toolbar" that appears at the top of your pages will have a clickable link titled "Repost to UMaine Calendar." Using this link will send a copy of the event to our calendar website, where staff in Marketing and Communications will categorize the event and publish it to the calendar website.

If you do not have a need to create an event for your own website, you can use the Submit an Event form on the calendar website to alert us to the upcoming event.

Planning an event?
If you have not already scheduled your event, please use our Plan An Event website where you will find important information about planning campus events, alongside web forms to start that planning process with the campus.

Tightening network security for website editors
As the most popular web content management system (WCMS), WordPress is a regular target for cyber threats. UMS IT has seen an uptick in attempts to login to our WordPress environment, and while these attempts are unsuccessful, the volume of these incidents has an impact on the overall performance of our website.

In an effort to better secure our website from malicious attacks like this, we will be restricting logins to WordPress to computers that are on the UMS network. If you are working on campus, this change will not affect you, and you will be able to access the WordPress editor as you have in the past. If you are working off campus and have not already installed the University System VPN, you will need to do so by following the instructions at https://vpn.net.maine.edu/

When will this change occur?
Anyone who accesses the UMaine Machias website will see this change occur on September 28. UMaine website users will see this change occur later, tentatively we
are planning this update in October 2021.

If you need assistance setting up the VPN, you can contact the IT Help Desk at:

Email: help@maine.edu
Phone: 1-800-696-4357
Live chat: itsupport.maine.edu

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Training and consultations via Zoom

Trainings and consultations are conducted via Zoom videoconferencing. If you are unfamiliar with using Zoom and plan to attend an upcoming training session, please ensure your computer is set up to work with this technology. If you are unfamiliar with Zoom to conduct team/committee/group meetings, their online tutorials are helpful. For faculty who need help with adopting this technology for classroom instruction, training in using Zoom tailored for classwork is available from UMaine's Center for Innovation in Teaching and Learning, as is a helpful quick start guide for students.

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September 30, October 14 and 28
This 90-minute session covers the basics of using WordPress at UMaine — how to log in, create pages, and edit header, footer, menus, and content blocks. We welcome anyone and everyone to join us for an orientation or refresher. Email um.weboffice@maine.edu to join one of the upcoming sessions.

**UMaine WordPress Beyond the Basics**: Alternating Thursdays, 10:30 a.m.–noon
September 23, October 7 and 21
If you need to create web forms, event calendars, or side bar features on your website, this training is for you. In this 90-minute session we go beyond the basics of creating pages and posts, and focus on additional features you may find useful. The WordPress Basics training is a prerequisite. Please email um.weboffice@maine.edu to register for one of the upcoming dates.

**Friday consultations**: Every Friday, 1:30–2:30 p.m., 2:30–3:30 p.m. (two 1-hour sessions)
September 24, October 1, 8, 15 and 29
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Do you know how much traffic your website receives? Have you looked at Google Analytics for your website and don't know where to start? Digital Communications can create interactive data reports or dashboards with your website's data using Google Data Studio. During the workshop we will work with your website to create filterable dashboards to represent your website data in a way that is useful and meaningful. Email um.weboffice@maine.edu to schedule this workshop for an upcoming Friday consultation slot.

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If you need to depict points of interest on campus, across the state, or around the globe, our UMaine map feature is worth exploring. In this training you will learn how to create individual map points, categorize map points together in a single map, and customize the map points by adding icons for easy visual identification. Please email um.weboffice@maine.edu to schedule.

SEO Workshop
What is SEO? This jargon is an abbreviation for "search engine optimization," and our SEO workshops will explain what you should focus on to improve how your webpages are found by users of Google, Bing and our own UMaine site search. Please email um.weboffice@maine.edu to schedule.

Using Monsido to Improve Your Website
The University of Maine System has provided a website tool to aid in the important task of managing the quality and accessibility of web content. Monsido scans UMaine websites, and interactive reports are available. If you want to learn more about Monsido's reports and how you may use its information to fix broken links, find misspellings, and discover where content updates are most needed, email mike.kirby@maine.edu to get started, and review your site's scan results.
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Is your website helping you meet your goals? Do you want to make improvements, but do not know where to begin? We now offer "office hours" style website consultation workshops, where we can meet to focus on your content and brainstorm improvements that can be made. Please email um.weboffice@maine.edu to schedule.

Accessibility and inclusion: event emails and flyers

Web accessibility has always been a requirement for UMaine websites, and has been a regular feature in our monthly newsletter. Ensuring your content is accessible is part of an inclusive communication strategy.

This month, the focus is on event emails and using flyers online.

Using a flyer to promote your event

When promoting an event or webinar, usually a flyer or small poster is created for use on bulletin boards on campus. These should not be used as-is for emails, social media or web pages— the large images will have text information regarding the event time and date, location, and instructions on its cost or registration instructions. We have written a few times about the importance of text alternatives for images (or "alt text"), and generally advise that alt text be used for graphics displaying short bits of text such as a headline or button label. More information on alt text from our September 2018 newsletter.

Alt text is not a good solution for an image of an event flyer, because the content is too lengthy to use in this way. Instead, the text of the flyer should be re-created within the email you are sending and/or the web page you are creating. This will allow you to format the text in ways that is helpful to screen readers as well as search engines. It will also help those who are using a mobile device, where the small screen typically shrinks images to fit, making text in the image harder to read.
Our article from November 2018, "Accessibility and emails" offers good advice that particularly applies to event flyers.

**Linking to event registration in an email or web page**

If your event has online registration available, be sure to read our advice on [accessibility with links](March 2019). For event registrations, it is better to use descriptive link text such as "Register for free online" than a long web address to the online registration website. Descriptive link text is important in emails that are being sent through systems such as Mailchimp—because the link destination is usually funneled through the system you are using to broadcast the message, email clients may see a mis-match between the link text when it looks like a web address and give a warning to the reader that the link may be misleading. Our recent follow-up article on this topic, [Guidance for email newsletters](March 2021) advises on this.

If you have any questions about web accessibility, or want to see us cover an accessibility topic in a future newsletter, please get in touch with us at um_weboffice@maine.edu.

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[Forward this newsletter](#)

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UMaine website managers
Community update • October 2021

You are receiving this email because you have an account in UMaine's public website system, WordPress. If you no longer manage web content, please contact us at um.weboffice@maine.edu

In this email:

- Digital Communications staff update, November basic training
- Support request form available
- Reminder: VPN for website editors working remote
- Video captioning workshop November 10
- Trainings and consultations via Zoom
- Upcoming training dates
- Training topics by appointment
- Accessibility and inclusion: WP Campus 2021 session recordings available

If you have a question you would like to see answered, let us know.

Quick links:

- User guide for UMaine websites
- Contact Digital Communications for support
- University of Maine System Digital Content Management guidelines
Digital Communications staff update, November basic training
We have bid a fond farewell to our Digital Applications Specialist, Chris Clark—in September he accepted a new position as an Information Security Analyst at a cybersecurity firm. We wish Chris well.

If you had any outstanding projects with Chris, please email us at um.weboffice@maine.edu and we can identify next steps. The staff here in Digital Communications are always available for support, training, and consultations for your campus website.

WordPress basics training in November
As the calendar luck would have it, our WordPress basics training falls on Thursday holidays in November (Veterans Day November 11, Thanksgiving November 25). If you are new to WordPress or want a refresher in the basics, we can accommodate a training in our 1:30 p.m. November Friday consultation slots. Email us at um.weboffice@maine.edu to request training.

Support request form available
With our staffing reduced, we are working to better streamline our support requests going forward. Our "Request website services" form has been updated to include support requests in addition to website and account requests. Please use this form going forward, as it will help us gather information needed for website support.

Request website services form

Reminder: VPN for website editors working remote
As the most popular web content management system (WCMS), WordPress is a regular target for cyber threats. UMS IT has seen an uptick in attempts to login to our WordPress environment, and while these attempts are unsuccessful, the volume of these incidents has an impact on the overall performance of our website.

In an effort to better secure our website from malicious attacks like this, we will be restricting logins to WordPress to computers that are on the UMS network. If you are working on campus, this change will not affect you, and you will be able to access the WordPress editor as you have in the past. If you are working off campus and have not already installed the University System VPN, you will need to do so by following the instructions at https://vpn.net.maine.edu/.
When will this change occur?
Anyone who accesses the UMaine Machias website must access the website dashboard with VPN enabled as of September 2021. UMaine website users will be notified as this change approaches for our other campus locations.

If you need assistance setting up the VPN, you can contact the IT Help Desk at:

Email: help@maine.edu
Phone: 1-800-696-4357
Live chat: itsupport.maine.edu

Video captioning workshop November 10
With videos published to the campus websites, transcripts should be created and offered alongside the video. For many popular services (including campus systems such as Brightspace), transcriptions and closed captioning can be created automatically. While these services are improving over time, it is still necessary to review the captions created in the video, and edit for clarity and punctuation.

We will conduct a workshop to show how to work with video captions in Youtube on Wednesday, November 10 at 10:00 a.m. If you are interested in joining us either in-person or via Zoom, please email mike.kirby@maine.edu to be added to the invitation.

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Accessibility and inclusion: WP Campus 2021 session recordings available

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This month, we feature accessibility events from the 2021 WP Campus conference.

Get real: authentically reinforcing diversity, equity and inclusion through your digital marketing
When your institution commits to cultivating an inclusive, diverse community, your communications are both a critical window into your community and a tool to advance your DEI goals. Presenting authentic diversity and priorities around inclusion on the website may yield affinity and engagement among key audiences while demonstrating commitment to equity. Learn more and watch "Get real..." online.

Interacting and engaging with students using accessible apps from EmTechWiki
This session introduces participants to a checklist to evaluate the accessibility and privacy/security of emerging technologies. This checklist complements the EmTechWiki crowdsourced collection of emerging technology tools, tutorials, and resources. The WIKI is a component of the SUNY Exploring Emerging Technologies for Lifelong Learning and Success (#EmTechMOOC). Learn more and watch "...using accessible apps" online.

Inclusive design: thinking beyond accessibility
This session details the importance of having an inclusive mindset in the creation of our digital projects. It explains how Inclusive Design allows for producing positive experiences for a wider audience. Attendees will learn four simple guidelines that they can follow to apply Inclusive Design principles across all project phases including: ux, development and content creation. Attendees will leave with the tools they need to reach a bigger user base while also building towards an accessible and inclusive digital world. Learn more and watch "Inclusive design..." online.

What does accessibility mean for multimedia?
This session will cover WCAG accessibility requirements for different types of multimedia; captioning/transcript do's and don'ts; audio descriptions vs extended audio descriptions; sign language interpretation for live events; tips and tricks on how to make your video or live-stream more inclusive. Learn more and watch "accessibility... for multimedia" online.

How to incorporate human audits into your accessibility workflow and why it matters
Join visually impaired, fully dependent screen reader user, Eric Yarberry, Digital Media Program Manager, Amy Cole, as they share best practices for accessibility audits. Attendees will learn how to utilize their campus community to incorporate live audits using local people who regularly depend on assistive technology or have special (physical or cognitive) needs. Learn more and watch "incorporate human audits into your accessibility workflow" online.
The new mobile site and native app accessibility testing guidelines
Accessibility is important to all – not everyone using your mobile app, device or wearable will be fully functioning: either because they have a disability or they are simply engaged elsewhere. Gian Wild talks about the things that are essential to avoid when designing mobile apps, devices, and wearables to ensure that everyone can use them. She talks about specific mobile accessibility features: pinch zoom, native screen readers, haptic keyboard, etc, and system accessibility settings: font size, screen rotation, high contrast, etc. Learn more and watch "...app accessibility testing guidelines" online.

If you have any questions about web accessibility, or want to see us cover an accessibility topic in a future newsletter, please get in touch with us at um.weboffice@maine.edu.

We hope you have found this update from Digital Communications helpful. Feel free to forward this newsletter to a colleague:

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UMaine website managers

Community update • November 2021

You are receiving this email because you have an account in UMaine's public website system, WordPress. If you no longer manage web content, please contact us at um.weboffice@maine.edu

In this email:

• Video captioning workshop recording available
• Reminder: VPN for website editors working remote
• Call for testing volunteers
• Trainings and consultations via Zoom
• Upcoming training dates
• Training topics by appointment
• Accessibility and inclusion: Accessible PDF creation with GrackleDocs

If you have a question you would like to see answered, let us know.

Quick links:

• User guide for UMaine websites
• Contact Digital Communications for support
• University of Maine System Digital Content Management guidelines
Video captioning workshop recording available
Our first video captioning workshop was held last week on Nov. 10, thank you to all who attended, your questions were great. This is now available as a recording for those who were unable to attend the session.

The Kaltura-hosted playback of this zoom recording offers controls that display either the main video or a side-by-side with the participants shown, we recommend selecting "Single view" for the best experience.

View the video captioning workshop

Reminder: VPN for website editors working remote
As the most popular web content management system (WCMS), WordPress is a regular target for cyber threats. UMS IT has seen an uptick in attempts to login to our WordPress environment, and while these attempts are unsuccessful, the volume of these incidents has an impact on the overall performance of our website.

In an effort to better secure our website from malicious attacks like this, we will be restricting logins to WordPress to computers that are on the UMS network. If you are working on campus, this change will not affect you, and you will be able to access the WordPress editor as you have in the past. If you are working off campus and have not already installed the University System VPN, you will need to do so by following the instructions at https://vnp.net.maine.edu/.

When will this change occur?
Anyone who accesses the UMaine Machias website must access the website dashboard with VPN enabled as of September 2021. UMaine website users will be notified as this change approaches for our other campus locations.

If you need assistance setting up the VPN, you can contact the IT Help Desk at:

Email: help@maine.edu
Phone: 1-800-696-4357
Live chat: itsupport.maine.edu

Call for testing volunteers
Digital Communications is testing the newest version of WordPress alongside several plug-in updates on our "staging server" alongside copies of several websites.

If you would like to help us review the new software and report any anomalies or
errors you find, please email us at um.weboffice@maine.edu and we will create an account for you and invite you to a zoom meeting for "testing orientation." Our goal is to have our campus WordPress environment updated over winter break.

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**Training and consultations via Zoom**

Trainings and consultations are conducted via Zoom videoconferencing. If you are unfamiliar with using Zoom and plan to attend an upcoming training session, please ensure your computer is set up to work with this technology. If you are unfamiliar with Zoom to conduct team/committee/group meetings, their online tutorials are helpful. For faculty who need help with adopting this technology for classroom instruction, training in using Zoom tailored for classwork is available from UMaine's Center for Innovation in Teaching and Learning, as is a helpful quick start guide for students.

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**Upcoming training dates**

*Training is currently conducted via Zoom videoconferencing. More information about Zoom is available.*

**UMaine WordPress Basics:** Alternating Thursdays, 10:30 a.m.–noon

- Nov. 18, Dec. 9
- This 90-minute session covers the basics of using WordPress at UMaine — how to log in, create pages, and edit header, footer, menus, and content blocks. We welcome anyone and everyone to join us for an orientation or refresher. Email um.weboffice@maine.edu to join one of the upcoming sessions.

**UMaine WordPress Beyond the Basics:** Alternating Thursdays, 10:30 a.m.–noon

- Dec. 2 and 16
- If you need to create web forms, event calendars, or side bar features on your website, this training is for you. In this 90-minute session we go beyond the basics of creating pages and posts, and focus on additional features you may find useful. The WordPress Basics training is a prerequisite. Please email um.weboffice@maine.edu to register for one of the upcoming dates.

**Friday consultations:** Every Friday, 1:30–2:30 p.m., 2:30–3:30 p.m. (two 1-hour sessions)

- Dec. 3, 10 and 17
- Two 1-hour time slots are available every Friday afternoon at 1:30 and 2:30 if you are interested in a website consultation on any of our training topics, or simply want to review your website and brainstorm improvements. Email us at
um.weboffice@maine.edu and we will work together to find a convenient available date. Zoom videoconferencing is available for these sessions.

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**Training topics by appointment**
These training topics are available for our Friday consultations on request, and are held via Zoom videoconferencing.

**Google Analytics Workshop**
Do you know how much traffic your website receives? Have you looked at Google Analytics for your website and don't know where to start? Digital Communications can create interactive data reports or dashboards with your website's data using Google Data Studio. During the workshop we will work with your website to create filterable dashboards to represent your website data in a way that is useful and meaningful. Email um.weboffice@maine.edu to schedule this workshop for an upcoming Friday consultation slot.

**UMaine Map Training**
If you need to depict points of interest on campus, across the state, or around the globe, our UMaine map feature is worth exploring. In this training you will learn how to create individual map points, categorize map points together in a single map, and customize the map points by adding icons for easy visual identification. Please email um.weboffice@maine.edu to schedule.

**SEO Workshop**
What is SEO? This jargon is an abbreviation for "search engine optimization," and our SEO workshops will explain what you should focus on to improve how your webpages are found by users of Google, Bing and our own UMaine site search. Please email um.weboffice@maine.edu to schedule.

**Using Monsido to Improve Your Website**
The University of Maine System has provided a website tool to aid in the important task of managing the quality and accessibility of web content. Monsido scans UMaine websites, and interactive reports are available. If you want to learn more about Monsido's reports and how you may use its information to fix broken links, find misspellings, and discover where content updates are most needed, email mike.kirby@maine.edu to get started, and review your site's scan results.

**Creating Accessible Content for the Web**
Are you new to web accessibility and want to understand best practices for your website? Do you want to better understand how to write alt text, check color contrast ratios and provide an accessible PDF for download? Digital Communications is now
offering a two-hour crash course in how to ensure your digital materials for the web and website are accessible. During the workshop we will go over accessibility tenants and have an opportunity to review some of the content on your website for accessibility. Please email um.weboffice@maine.edu to schedule.

Website consultations
Is your website helping you meet your goals? Do you want to make improvements, but do not know where to begin? We now offer "office hours" style website consultation workshops, where we can meet to focus on your content and brainstorm improvements that can be made. Please email um.weboffice@maine.edu to schedule.

Accessibility and inclusion: Accessible PDF creation with GrackleDocs

Web accessibility has always been a requirement for UMaine websites, and has been a regular feature in our monthly newsletter. Ensuring your content is accessible is part of an inclusive communication strategy.

Recently the University of Maine System licensed a new accessibility tool, GrackleDocs. It is available to everyone from the "Add-ons" menu when editing a Google Doc, Sheet or Slide.

GrackleDocs adds accessibility checking and repair guidance where documents are created. Alongside checking tools is an accessible PDF export feature for Google Workspace documents.

More information about GrackleDocs is available on the UMS IT website.

If you have any questions about web accessibility, or want to see us cover an accessibility topic in a future newsletter, please get in touch with us at um.weboffice@maine.edu.

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UMaine website managers
Community update • December 2021

You are receiving this email because you have an account in UMaine’s public website system, WordPress. If you no longer manage web content, please contact us at um.weboffice@maine.edu

In this email:

- Have a relaxing winter break
- Coming in January: VPN for website editors working remote
- Trainings and consultations via Zoom
- Upcoming training dates
- Training topics by appointment
- Accessibility and inclusion: updating Microsoft Office

If you have a question you would like to see answered, let us know.

Quick links:

- User guide for UMaine websites
- Contact Digital Communications for support
- University of Maine System Digital Content Management guidelines

Have a relaxing winter break
Winter break is upon us, and the team here at Digital Communications wish everyone well this holiday season. We will be taking time off ourselves, but will always have someone available to support your website needs. Please email us at our department address um.weboffice@maine.edu (or use our website services
Coming in January: VPN for website editors working remote

As the most popular web content management system (WCMS), WordPress is a regular target for cyber threats. UMS IT has seen an uptick in attempts to login to our WordPress environment, and while these attempts are unsuccessful, the volume of these incidents has an impact on the overall performance of our website.

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When will this change occur?

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January 6 and 20
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January 13 and 27
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January 7, 14, 21 and 28
Two 1-hour time slots are available every Friday afternoon at 1:30 and 2:30 if you are interested in a website consultation on any of our training topics, or simply want to review your website and brainstorm improvements. Email us at um.weboffice@maine.edu and we will work together to find a convenient available date. Zoom videoconferencing is available for these sessions.

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Accessibility and inclusion: updating Microsoft Office
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All university-provided computers have a license for Microsoft Office—is your copy of this software up to date? To find out, open one of your Microsoft Office applications such as Word, Excel or Powerpoint and select the "About Microsoft" menu item from the top drop-down menus.

Your software license should indicate that you are using a "Microsoft 365 Subscription." If you are using an older version of this software, we recommend you contact University of Maine System IT in order to update your machine. Older versions of this software will not have the latest accessibility features and updates.

For example, Microsoft Word 365 now includes an audio transcript feature—you can upload an audio file or record audio directly to Word, and the software will provide a transcript that identifies different voices in the recording (you will need to update to indicate who is speaking, but search-and-replace can make quick work of that task).

Information about Microsoft Word 365 Audio Transcriptions

Microsoft Office 365 at the University of Maine System

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