

SALC Web – Priorities and Actions

September 2013 – August 2014

1. Web Training, Guidelines and Evaluation

- 1.1. Review navigation, usability and content – User testing and evaluation
- 1.2. Implement new T4 and “Writing for the Web” training
- 1.3. Establish a procedure of sharing data from analytics with relevant teams within the SALC and the Faculty (e.g. UG and PG admissions).
- 1.4. Repeat the “SALC on Google Search” research and compare results
- 1.5. Continue improving communication between SALC and Faculty Web Officers

2. Centres and Legacy Websites

- 2.1. Develop remaining SALC Centres websites
- 2.2. Archive and switch off AHC and LLC websites

3. Content, Navigation and Design of Website

- 3.1. Upload REF-related content (clarify terms and add content on Impact/SR/Public Engagement)
- 3.2. Develop SALC 1st level pages (Study; Research; Careers)
- 3.3. Revise 2nd level text content and populate with images across the SALC website
- 3.4. Embed customised and visually engaging Columba in SALC and Subject Areas’ webpages
- 3.5. Improve presentation and organisation of information for ‘Our People’ pages
- 3.6. Develop a realistic and efficient system of news and content creation, aggregation and sharing (via the website and social media)
- 3.7. Commission photography and videos (possibly also animated videos and a SALC comic)

4. Social Media and Online Engagement

- 4.1. Agree on a SALC Web and Social Media Strategy and Plan
- 4.2. Get students and staff involved in maintaining SALC’s social media (appoint 2 Social Media Editors) and develop social media based engagement (mainly with prospective and current students)
- 4.3. Identify, design, conduct and evaluate Web and Social Media campaigns and activities for SALC and Subject Areas (focus on: student recruitment; student satisfaction; employability; international students; cultural/community partners)
- 4.4. Work with SALC Web Officers to develop social media presences for Subject Areas and their programmes
- 4.5. Work with Faculty to develop a “Using Social Media for Public Engagement” training course (suggest its addition in the Faculty New Academics Programme)
- 4.6. Consider launching a SALC Sina Weibo account (Chinese twitter; needs to be resourced)

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11th October 2013