



MENU



MARKETING

Web Training

+ IN THIS SECTION

Trainings are on the first Thursdays of every month at 2 p.m.

[Sign Up for a Web Training](#)

Guides

- [OmniUpdate Support, FAQ & Guides](#)
- [SMC Web FAQ & Tips](#)
- [SMC Web Style Guide](#)

SMC Training Videos

February 3, 2022

Covered in the second hour:

- Grid Button snippet
- Updated "2 and 3 Columns" snippet
- New "Read More" snippet
- Review of new SMC Calendar

January 13, 2022

- Special Training on the new SMC Calendar

November 4, 2021

- Columns vs. Tables
- CTA Blue Button
- Accordions

October 7, 2021

- The new "Social Media Image" option in the page parameters.

August 17, 2021

- Special Tutorial for Academic Senate Committees - how to upload and link to Agendas and Minutes.

August 5, 2021

- Changing the Hero section
- Grid Button Snippet (new and improved)
- Inline Quote Component
- Scheduling in advance publishing a page
- Reminders - so you don't have to

remember

July 1, 2021

- Document Management
- Image Editing
- How to reduce PDF file size.

May 6, 2021

- The Accordion Snippet
- Tables inside Accordions. The Default Table Snippet.
- Uploading files to a "documents" folder.
- Moving, copying, renaming files.

April 1, 2021

- New Snippets: Contact Box and Program List
- Updated Snippets: Accordion and Carousel with automatic heading updates.
- Discussion of Landing Page hero section and video backgrounds and the Calendar.

March 18, 2021 (Flex Day)

- Learn what's needed to promote programs and initiatives on the national award-winning SMC website and social media channels.
- This will include information on what marketing efforts are done for these

two areas, as well as
timeline/planning, content, and
accessibility requirements

March 4, 2021

- Dependency Tags
 - Why we need to use them.
 - Shortcuts to find them.

February 4, 2021

- Landing Pages
 - Landing Page hero section
 - The Section Wrapper Snippet:
why and how.
- The Video Component
 - How to add a video to your
page.
 - Formatting the "Poster Image"
 - Placement and backgrounds

December 3, 2020

- Snippets vs. Carousels (what's the
difference - a side-by-side
comparison)
- Generic Blocks (what's the difference
- when to use them)
- Grid Buttons
- Template choices. Landing page vs.
Interior page.
- Tables - adding rows to snippets.

November 5, 2020

October 22, 2020 - Web Calendar
Only

October 1, 2020

September 3, 2020

August 27, 2020

August 20, 2020

- Faculty directory page
- Accordion

August 14, 2020 - Flex Day : **How to Use New Tools on the SMC Website**

Excited to share bells and whistles on the new website that uses OmniUpdate! We share new features and how you can take advantage of new tools for your website.

August 13, 2020

One-hour overview of website launch and web basics.

August 6, 2020

One-hour overview of website launch and web basics.

July 30, 2020

An introduction to OmniUpdate v.11.

Covered in the second hour:

- Links - pages and documents.

The left side navigation and how to edit the "_nav.inc" file.

- Faculty Pages! The future of the "homepage.smc.edu" pages.
 - The Accordion Snippet
 - The Faculty Detail Template

July 23, 2020

Covered in the second hour:

- Editing the Side Navigation
- Working with the new and improved Grid Button snippet
- Adding a Carousel
- Adding a Hero with an image
- Uploading and editing images

July 9, 2020

This was a small group so we covered advanced information on specific webpages:

- Working with single-column landing pages, including adding a "Section Wrapper" snippet.
- Adding and editing tables.
(**Note:** the problems we were having with the table in the accordion had to do with backend structure and what's "editable" in the snippet tables. Until it is fixed, tables should be made outside of the snippet table structure as we did in the demo.)

- Adding and editing Grid Button snippet and Grid Button component.
- Creating a new page
- Editing hero section
- Working with side navigation
- Working with "_props.pcf" file
- Finding a URL on the new site using the Migration Map file.

July 2, 2020

Covered in the second hour:

- Hero section
- Uploading and editing images
- Adding and editing a table snippet
- Creating and adding a web content asset

June 25, 2020

Covered in the second hour:

- Calendar snippet
- Image Gallery - includes descriptions of "assets" and "components"
- Special "call to action" buttons.
- The "Grid Buttons" snippet and the "Grid Button" component.

June 18, 2020

Covered in the second hour:

- Adding a Video Component
- Editing an image
- Demo of adding a "hero" with an

image

- Adding and editing a table (more snippets)

June 11, 2020

Covered in the second hour:

- Hero section, image editing, and Snippets
- Form creation, editing, and placement on a page using Assets
- How to edit the side navigation

May 28, 2020

Covered in the second hour:

- Hero section
- Working with Tables - the table snippet
- Accordion snippet
- Other snippet demonstrations: carousel, block images, leader list
- Asset demonstration. changing text in an asset to display on multiple pages
- Form asset - building, editing, and placing on a page
- Call to action button components
- Image folders - placing an image and alternate text

May 21, 2020

Covered in the second hour:

- Leader lists
- Accordion
- Placing text using an asset
- Backend structure of OU. Page lists - checkout light bulb - root level of the website
- A rundown of the different asset types
- Form asset - building, editing, and placing on a page
- Video component
- Blue CTA button component
- Editing images in OU

OU Training Videos

Future Training Options

- Monthly Orientations: 2nd Friday of the month at 10 a.m.
- Training Tuesdays: Once a month at 11 a.m.

December 11-19, 2019

- Train-the-Trainer
- Initial Site Setup
- Continued Site Maintenance, Faculty Directory
- Advanced Content, Insights, Emergency Alerts
- OU Search
- OU Calendar
- Email Campaign Manager

New Design Tools

- **Assets** – pre-made, specific content that can go on many pages, like forms and embed codes.
- **Components** – form-based templates, like buttons, galleries, and buttons
- **Snippets** – table-based templates, like accordions, carousels, and tables.

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