

# CARDOZO LAW

## CARDOZO SCHOOL OF LAW WEBSITE POLICY

The purpose of this policy is to ensure that Cardozo School of Law web pages are consistent with the school's identity standards and reflect Cardozo's official brand and messaging.

The Office of Communications and Public Affairs oversees the presentation and messaging of all content on the website. Each individual department must keep their pages up to date, deleting past events, posting new courses, updating language about new initiatives, etc. Please ask questions before making any unauthorized changes in the overall presentation of your webpage and alert the Communications office of any requests for significant alterations. Offices may update student or alumni profiles, change dates for important deadlines, and work with Communications to highlight new achievements or curriculum changes. The Website home page is managed exclusively by Communications, as are news sections and directories. On other pages, the guidelines herein are aimed at assuring consistency of message and image, maintaining the university content management system, appropriate security controls, and official school web templates.

## DEPARTMENTAL CONTENT MANAGERS

Designated department Content Managers are responsible for keeping their pages up to date and accurate. Training will be provided for new employees and all users. **NO NEW PAGES** may be added without consent of the communications team. All requests for adding new pages, deleting pages, training new employees, and escalating technical support issues must be emailed to the director of digital marketing, Rachel Peifer at [Rachel.Peifer@yu.edu](mailto:Rachel.Peifer@yu.edu).

## OTHER WEBPAGE UPDATES AND FACULTY PROFILE UPDATES

All requests from content managers that require the Communications office will be **handled in five business days**, on a first come-first served basis with exceptions for urgent matters. Urgent requests for issues critically impacting student, admissions, or other functions will be handled with all possible speed. **Faculty Profiles are maintained and updated by Josie Tirado: [Josephine.tirado@yu.edu](mailto:Josephine.tirado@yu.edu).**

## MENU LINK TITLES

The titles for Menu links in the navigation have been approved by Cardozo senior leadership and have been built into the website design. These may not be changed, and no new sections can be added without approval and advance coordination.

## **CARDOZO IDENTITY**

The website is one of the key tools that Cardozo uses to present itself to the public. The website's main purpose is marketing the school's image and providing information to our various audiences. It is not an archive and outdated content should be regularly deleted by departmental content managers. In many cases, our webpages form a reader's first impression about Cardozo. To present a consistent, professional image, it is crucial that all Cardozo webpages clearly establish their relationship with the school. No law school or university trademarks may be altered or manipulated in any way or merged with or placed directly against any other logo.

## **LINKING TO NON-CARDOZO WEBSITES AND PAGES**

Links to external vendors on outside websites and pages are permitted on a case-by-case basis. Such links should be to the entity's homepage or other nonpromotional pages. For example, the Israeli Supreme Court Project can link to the various sections of websites with content directly related to scholarship of the Israeli Supreme Court. Text that includes live links should not imply an endorsement of any kind.

## **ACCESSIBILITY**

Cardozo is committed to ensuring that its website is accessible to persons with [disabilities](#). We have undergone stringent accessibility testing, which will be ongoing and in accordance with government regulations about academic website accessibility. Many of the day-to-day rules regarding accessibility have to do with how photos are captioned and how information is read by software that assists those with disabilities. This will be included in training, but anyone working on managing a website page should err on the side of caution and should seek advice from Communications about how to ensure compliance with these regulations.

## **PHOTOGRAPHS**

The majority of the photos on the website should be professional photographs or high-quality, copyright cleared stock imagery. The Office of Communications works with several photographers and stock imagery clearinghouses and can supply photographs. Low resolution photos from cellphones may be problematic, so please check with communications before posting.

## **WEB WRITING STYLE GUIDE**

- Use short paragraphs. Large blocks of text can look like walls to the user. Research has shown that short, concise paragraphs and bulleted lists work best for web use.
- Your first paragraph is the most important one. It should be brief, clear, and to the point in order to quickly engage the user. One sentence paragraphs are encouraged.
- Write in an inverted pyramid style. Place the most important information at the top, extra info toward the bottom.

- In most cases, it's best to use subheadings to clarify the subject of various sections on a page. Users want to skim and scan for information. Headings help this process exponentially.
- Don't waste space welcoming people to the page. There is no need, and most users ignore any welcome text as filler. Get to the main point - that is what they came for.
- Just when you think you are done, look again. Cut, cut, and cut your text until it is the most essential message.
- Name your page clearly. The page title and the navigation title should match as closely as possible. They should also clearly articulate the subject of the page. Do not use "Welcome to Communications!" Instead, say "Communications Office."
- Do not tell users to "use the links on the left." Hyperlink to the page you are referring to right there instead.
- Use bold and italics sparingly. Bold should be used for headings and then sparingly for any other emphasis. Too much bold makes text harder, not easier, to read and differentiate.
- Italics should also be used sparingly. Italics on the web are also hard to read. Try to avoid making long paragraphs italic - you are making the text harder to read, not giving it emphasis. Refer to the [Cardozo Style Guide](#) with any questions.
- Do not underline text. On the web underline = link.
- Use all caps very sparingly. Research shows all caps are harder to read than mixed case.
- Don't try to emphasize too much. If you use bolded headings, short paragraphs, and bulleted lists, you should not need to rely on italics, all caps, or underlining for emphasis. These styles can make the page look messy and compete for the user's attention.
- Avoid exclamation points. Exclamation points on websites make can make it look unprofessional. Let the content speak for itself.
- Let the Communications office help you put images neatly into your content area. Make sure you have accurate copyright permissions to use any picture. Just because it is on the internet does not mean it is free to use.
- Use a conversational writing style as opposed to a formal tone on all general pages. A more formal tone may be used when giving information such as class descriptions, deadlines, and protocols.
- Avoid giving too much detail. If it's an event, give a link to the Eventbrite page; if it's a list of options, provide a general overview and then a PDF, or better yet a contact email. Avoid complex legal descriptions that one would see on a syllabus. Instead refer to a syllabus and include a link.
- When in doubt send a word document to communications and seek advice on how to translate the information to your webpage. We are here to help.