EVENTS, POSTS & NEWS DEEP DIVE

Why use Events, Posts or News Stories?

You can easily add a table of events or an announcement to a page, so why use the specialized Event, Post or News Story content type?

There are a couple reasons why it is useful to use the specialized content type. Using a content type that was designed for your content will make it more visitor friendly easier to manage. They can be classified and filtered by categories and tags to make it easier for visitors to the site to find what they are looking for. The content is associated with a date and archived. Events and post lists can be used to display your content in multiple places on your site. Finally, using the special content types forces the content into a standard format that visitors are accustomed to seeing across our site.

Although these content types don’t replace pages - they should only be used for the purposes they were meant for - they are an excellent way to share time-sensitive information on your site.

Event, Post & News Story Features

Some features are used across the three content types.

ARCHIVE VIEW

These three types of content can be viewed in an archive list. This must be set up for a blog, and is automatically at /events/ or /news/. Events can also be viewed in a calendar format.

RECENT POST & UPCOMING EVENT LISTS

Recent post and upcoming event lists can be used to display your posts, news stories or events on various pages on your website. They are automatically generated so that the most recent posts (or soonest upcoming events) are displayed automatically.

TITLE & CONTENT

Writing the content for an event, post or news story is almost identical to writing a classic editor page. You have all of the same options as you would on a classic editor page. However identical content in events or posts will display differently than on a page. Events will have other meta data you enter about the event, and posts will have archive links.

CATEGORIES & TAGS

Using categories is optional, but it helps organize your content. Categories will be viewable to site visitors, and they can browse by category. Categories can have a hierarchical relationship. For example, a Regents Meeting category could have a Finance committee subcategory. Tags are less formal than categories, but work in a similar way, allowing site users to filter by posts they are interested in.

Categories and tags can be used to filter post and event lists.

MANUAL EXCERPTS

Use a manual excerpt to define the summary text that appears in an events or post list. If you don’t write a manual excerpt, the first fifty words of the content will be used.

OBJECTIVES

Understand why you would use a specialized content type instead of a page.

Write a news post and add a feed to your site.

Use upcoming event lists to promote events on the site.

DEFINITIONS

News story
A type of formal dated content used to provide updates.

Blog
A conversational type of dated content.

RSS
A content delivery format to syndicate content. When it distributes the content it is called a feed.
Post & News Stories

Posts and news stories are timely content associated with a date. Visitors can view posts or news stories in a list or subscribe to them via an RSS feed. Not all sites need to or should have posts or news stories.

Before using the posts module, make sure you have a strategy for keeping your blog up to date. Blogs are typically updated daily and must be updated at least one or two times per week.

News stories can be updated less frequently than posts, but should still be updated regularly. Posts are more conversational in tone then news stories.

Creating Events in Zuse

Adding events in Zuse allows you to promote your events on the site. Events can be viewed in a list or as a calendar on your site. You can provide information about the event on the event page for attendee reference. A registration can be included with the event. Site visitors can export an event to their calendars.

THE EVENTS CALENDAR METADATA

Complete the information about the event date and time.

VENUE & ORGANIZER

If your venue has location information like a city and address, you can choose to display a Google map of the location on the event page.

After the first time you use a venue, it’s information will be saved so you can use it again without re-typing the information.

Organizers will also be saved like venues for use in the future.

STICKY IN CALENDAR VIEW

When looking at events in calendar view, only three events will be shown. Choose this option to force this event to be included in the calendar view. If there is a day with more than three events and none have this option selected, the first three events in the day are displayed.

REGISTRATION FORM

Add a registration form to your event in the registration form meta box to collect registration information.

NOTES