WEBVTT

00:00:02.430 --> 00:00:04.830 OK, so we're recording. Welcome everybody.

00:00:04.830 --> 00:00:09.485 This is our last Beatrix training session

00:00:09.490 --> 00:00:15.268 and it is a deeper dive into the news

00:00:15.270 --> 00:00:22.025 feature and tagging news it looks like.

00:00:22.030 --> 00:00:25.280 The majority of people attending

00:00:25.280 --> 00:00:27.230 are communications officer,

00:00:27.230 --> 00:00:30.614 so I'm assuming you've used the news tool.

00:00:30.620 --> 00:00:34.660 Um, but if you're brand new to the news tool,

00:00:34.660 --> 00:00:37.078 um, we'll we'll go through it,

00:00:37.080 --> 00:00:39.915 but you know feel free to interrupt

00:00:39.915 --> 00:00:42.859 and use the chat for questions.

00:00:42.860 --> 00:00:44.948 We're hoping this session will largely

00:00:44.948 --> 00:00:47.928 be Q&amp;A because the system's been in

00:00:47.928 --> 00:00:51.451 place for almost two months now and so

NOTE Confidence: 0.921495806666667

00:00:51.451 --> 00:00:54.400 we're hoping you've been in there and,

NOTE Confidence: 0.921495806666667

00:00:54.400 --> 00:00:56.059 you know want to refine your usage.

NOTE Confidence: 0.921495806666667

00:00:56.060 --> 00:00:57.926 But if you're brand new and

NOTE Confidence: 0.921495806666667

00:00:57.926 --> 00:00:59.400 you're not quite following us,

NOTE Confidence: 0.921495806666667

00:00:59.400 --> 00:01:00.540 then please speak up and.

NOTE Confidence: 0.921495806666667

00:01:00.540 --> 00:01:01.190 Ask.

NOTE Confidence: 0.91593441

00:01:06.130 --> 00:01:07.980 I'm going to share screen.

NOTE Confidence: 0.947519573333333

00:01:14.390 --> 00:01:16.898 You can see my screen now.

NOTE Confidence: 0.947519573333333

00:01:16.900 --> 00:01:19.222 And I will just tell you I am in

NOTE Confidence: 0.947519573333333

00:01:19.222 --> 00:01:21.560 the development acceptance area,

NOTE Confidence: 0.947519573333333

00:01:21.560 --> 00:01:23.730 so nothing we do here

NOTE Confidence: 0.947519573333333

00:01:23.730 --> 00:01:25.900 will display on a website.

NOTE Confidence: 0.947519573333333

00:01:25.900 --> 00:01:31.300 So this is a safe playground to demonstrate.

NOTE Confidence: 0.947519573333333

00:01:31.300 --> 00:01:35.590 So. When you're in the news,

NOTE Confidence: 0.947519573333333

00:01:35.590 --> 00:01:38.958 I actually do have a couple test articles,

NOTE Confidence: 0.947519573333333

00:01:38.960 --> 00:01:42.623 so I'm just going to go to the one.

NOTE Confidence: 0.947519573333333

00:01:42.630 --> 00:01:46.350 That I'd worked on earlier just for ease.

NOTE Confidence: 0.947519573333333

00:01:46.350 --> 00:01:51.590 So since I've said a few things up, so.

NOTE Confidence: 0.947519573333333

00:01:51.590 --> 00:01:55.847 You come in, you create a new news article.

NOTE Confidence: 0.947519573333333

00:01:55.850 --> 00:01:58.322 You select whether it's an internal

NOTE Confidence: 0.947519573333333

00:01:58.322 --> 00:02:00.610 article or an external article.

NOTE Confidence: 0.947519573333333

00:02:00.610 --> 00:02:02.680 A few of you will use this print publication,

NOTE Confidence: 0.947519573333333

00:02:02.680 --> 00:02:05.740 but you'll special training on that.

NOTE Confidence: 0.947519573333333

00:02:05.740 --> 00:02:09.457 Internal article is an article written at

NOTE Confidence: 0.947519573333333

00:02:09.457 --> 00:02:14.167 Yale by one of the communications offices.

NOTE Confidence: 0.947519573333333

00:02:14.170 --> 00:02:16.390 Or, on occasion, a faculty member

NOTE Confidence: 0.947519573333333

00:02:16.390 --> 00:02:18.720 and external article is a news clip.

NOTE Confidence: 0.947519573333333

00:02:18.720 --> 00:02:21.680 New York Times, Washington Post,

NOTE Confidence: 0.947519573333333

00:02:21.680 --> 00:02:24.119 something like that.

NOTE Confidence: 0.947519573333333

00:02:24.120 --> 00:02:27.340 So title is is your article headline.

NOTE Confidence: 0.892190578

00:02:32.330 --> 00:02:36.940 You can select your author.

NOTE Confidence: 0.892190578

00:02:36.940 --> 00:02:40.191 Well, this demo I set up was Women's

NOTE Confidence: 0.892190578

00:02:40.191 --> 00:02:41.817 Health research, so we'll use Amanda.

NOTE Confidence: 0.684755406

00:02:45.440 --> 00:02:52.790 Umm. The slug is the URL that goes in the.

NOTE Confidence: 0.684755406

00:02:52.790 --> 00:02:56.395 In the article on in your browser.

NOTE Confidence: 0.684755406

00:02:56.400 --> 00:02:59.319 Good slugs are are helpful for Google

NOTE Confidence: 0.684755406

00:02:59.319 --> 00:03:02.327 and SEO and it is automatically

NOTE Confidence: 0.684755406

00:03:02.327 --> 00:03:05.097 generated by your headline test.

NOTE Confidence: 0.684755406

00:03:05.100 --> 00:03:07.700 I had a different one before if you

NOTE Confidence: 0.684755406

00:03:07.700 --> 00:03:10.377 want to update it or if it gives

NOTE Confidence: 0.684755406

00:03:10.377 --> 00:03:13.038 you a warning that it's a duplicate.

NOTE Confidence: 0.684755406

00:03:13.040 --> 00:03:17.226 You just added it so it would look

NOTE Confidence: 0.684755406

00:03:17.226 --> 00:03:19.900 like this if I started from scratch.

NOTE Confidence: 0.84675539625

00:03:22.750 --> 00:03:25.014 Here was the date I originally did this,

NOTE Confidence: 0.84675539625

00:03:25.020 --> 00:03:27.804 but we're going to change this to today.

NOTE Confidence: 0.6514885

00:03:31.050 --> 00:03:31.640 Oops.

NOTE Confidence: 0.8962373825

00:03:36.220 --> 00:03:38.700 Today is the 11th.

NOTE Confidence: 0.904536804285714

00:03:41.670 --> 00:03:44.967 I've already added in an an image.

NOTE Confidence: 0.904536804285714

00:03:44.970 --> 00:03:46.650 We'll go through adding

NOTE Confidence: 0.904536804285714

00:03:46.650 --> 00:03:48.330 some images again later.

NOTE Confidence: 0.904536804285714

00:03:48.330 --> 00:03:51.326 It's the same process whether it's here.

NOTE Confidence: 0.904536804285714

00:03:51.330 --> 00:03:53.200 Which is it for your

NOTE Confidence: 0.904536804285714

00:03:53.200 --> 00:03:55.070 widgets and your news lists.

NOTE Confidence: 0.904536804285714

00:03:55.070 --> 00:03:57.100 The next is your summary.

NOTE Confidence: 0.904536804285714

00:03:57.100 --> 00:04:01.860 This creates the metadata field for SEO.

NOTE Confidence: 0.904536804285714

00:04:01.860 --> 00:04:05.451 Also can appear in the article as

NOTE Confidence: 0.904536804285714

00:04:05.451 --> 00:04:09.497 a sort of a a subhead or lead.

NOTE Confidence: 0.904536804285714

00:04:09.500 --> 00:04:12.156 So I really encourage you to do this,

NOTE Confidence: 0.904536804285714

00:04:12.160 --> 00:04:14.440 whether it's the first line of your article,

NOTE Confidence: 0.904536804285714

00:04:14.440 --> 00:04:15.900 if you don't have one,

NOTE Confidence: 0.904536804285714

00:04:15.900 --> 00:04:19.329 or if you can take a minute to write

NOTE Confidence: 0.904536804285714

00:04:19.329 --> 00:04:22.916 a good summary using the keyword.

NOTE Confidence: 0.904536804285714

00:04:22.920 --> 00:04:24.351 Keep it short,

NOTE Confidence: 0.904536804285714

00:04:24.351 --> 00:04:28.960 keep it real short for that meta description.

NOTE Confidence: 0.904536804285714

00:04:28.960 --> 00:04:29.443 Umm.

NOTE Confidence: 0.904536804285714

00:04:29.443 --> 00:04:33.790 Then you get into the body of your article.

NOTE Confidence: 0.904536804285714

00:04:33.790 --> 00:04:35.788 And again, it's there's a subtitle.

NOTE Confidence: 0.904536804285714

00:04:35.790 --> 00:04:38.070 This appears on the body of the article.

NOTE Confidence: 0.904536804285714

00:04:38.070 --> 00:04:39.590 It can be the same.

NOTE Confidence: 0.904536804285714

00:04:39.590 --> 00:04:41.690 It doesn't have to be.

NOTE Confidence: 0.904536804285714

00:04:41.690 --> 00:04:45.491 And then you come in to putting

NOTE Confidence: 0.904536804285714

00:04:45.491 --> 00:04:47.420 in your article.

NOTE Confidence: 0.904536804285714

00:04:47.420 --> 00:04:51.020 Most people are cutting and pasting.

NOTE Confidence: 0.803350201428572

00:04:57.140 --> 00:04:59.338 Cutting and pasting from a Word document?

NOTE Confidence: 0.803350201428572

00:04:59.340 --> 00:05:03.900 You can do that, or you can work from here.

NOTE Confidence: 0.803350201428572

00:05:03.900 --> 00:05:05.856 It does break out your paragraphs.

NOTE Confidence: 0.803350201428572

00:05:05.860 --> 00:05:07.248 Once you do that.

NOTE Confidence: 0.803350201428572

00:05:07.248 --> 00:05:09.330 The one thing we're really seeing

NOTE Confidence: 0.803350201428572

00:05:09.403 --> 00:05:11.719 is when people are using subheads,

NOTE Confidence: 0.803350201428572

00:05:11.720 --> 00:05:14.760 they're still not editing their

NOTE Confidence: 0.803350201428572

00:05:14.760 --> 00:05:17.276 word documents, so they're using.

NOTE Confidence: 0.803350201428572

00:05:17.276 --> 00:05:19.436 They're just bringing it in.

NOTE Confidence: 0.803350201428572

00:05:19.440 --> 00:05:21.888 It comes in as a paragraph and bold.

NOTE Confidence: 0.804576732222222

00:05:24.240 --> 00:05:27.288 That is wrong. That violates ADA

NOTE Confidence: 0.804576732222222

00:05:27.288 --> 00:05:29.819 necessity for a screen reader

NOTE Confidence: 0.804576732222222

00:05:29.819 --> 00:05:32.647 to be able to see sub heads.

NOTE Confidence: 0.804576732222222

00:05:32.650 --> 00:05:36.177 So what you need to do is come up here and

NOTE Confidence: 0.804576732222222

00:05:36.177 --> 00:05:38.977 select your your subhead in a hierarchy

NOTE Confidence: 0.804576732222222

00:05:38.977 --> 00:05:41.950 so you may have different levels.

NOTE Confidence: 0.804576732222222

00:05:41.950 --> 00:05:44.232 You should not skip around because of

NOTE Confidence: 0.804576732222222

00:05:44.232 --> 00:05:46.736 how you you like the way it looks.

NOTE Confidence: 0.804576732222222

00:05:46.740 --> 00:05:48.444 You really need to think about

NOTE Confidence: 0.804576732222222

00:05:48.444 --> 00:05:50.130 this as a strict outline.

NOTE Confidence: 0.804576732222222

00:05:50.130 --> 00:05:53.856 You'd have a number you know.

NOTE Confidence: 0.804576732222222

00:05:53.860 --> 00:05:55.996 123 and then your next level

NOTE Confidence: 0.804576732222222

00:05:55.996 --> 00:05:58.560 subheads would be ABC in and outline.

NOTE Confidence: 0.804576732222222

00:05:58.560 --> 00:05:59.784 It's similar here.

NOTE Confidence: 0.804576732222222

00:05:59.784 --> 00:06:03.612 Here's your H2 and if you had one

NOTE Confidence: 0.804576732222222

00:06:03.612 --> 00:06:05.664 beneath that, that's, you know,

NOTE Confidence: 0.804576732222222

00:06:05.664 --> 00:06:08.100 nested in that would be an H3.

NOTE Confidence: 0.804576732222222

00:06:08.100 --> 00:06:09.978 It's really important for people using

NOTE Confidence: 0.804576732222222

00:06:09.978 --> 00:06:12.228 screen readers to pay attention to this.

NOTE Confidence: 0.913524559333333

00:06:14.400 --> 00:06:18.063 If you wanted to add an image into a

NOTE Confidence: 0.913524559333333

00:06:18.063 --> 00:06:20.859 paragraph here in your news article,

NOTE Confidence: 0.913524559333333

00:06:20.860 --> 00:06:23.740 you'd click this little button.

NOTE Confidence: 0.913524559333333

00:06:23.740 --> 00:06:26.250 And you click on media.

NOTE Confidence: 0.913524559333333

00:06:26.250 --> 00:06:28.475 And you can pick from

NOTE Confidence: 0.913524559333333

00:06:28.475 --> 00:06:30.700 something in the media library.

NOTE Confidence: 0.913524559333333

00:06:30.700 --> 00:06:34.585 You can pick the image you've uploaded

NOTE Confidence: 0.913524559333333

00:06:34.585 --> 00:06:37.840 for your your hero will appear first.

NOTE Confidence: 0.913524559333333

00:06:37.840 --> 00:06:39.916 You can look at my media,

NOTE Confidence: 0.913524559333333

00:06:39.920 --> 00:06:41.340 which is, you know,

NOTE Confidence: 0.913524559333333

00:06:41.340 --> 00:06:43.115 maybe you've built a library

NOTE Confidence: 0.913524559333333

00:06:43.115 --> 00:06:45.099 for your department of Things

NOTE Confidence: 0.913524559333333

00:06:45.099 --> 00:06:47.433 you're going to use and repeat.

NOTE Confidence: 0.913524559333333

00:06:47.440 --> 00:06:48.979 They'll be here.

NOTE Confidence: 0.913524559333333

00:06:48.979 --> 00:06:52.057 If you're looking for a headshot,

NOTE Confidence: 0.913524559333333

00:06:52.060 --> 00:06:55.268 they will be in this public media library.

NOTE Confidence: 0.829140113333333

00:06:59.270 --> 00:07:00.818 Say I wanted.

NOTE Confidence: 0.844757656666667

00:07:08.000 --> 00:07:11.450 All right, she's not in there. She

NOTE Confidence: 0.78339717625

00:07:11.460 --> 00:07:14.564 is, yeah. Just I think Carolyn is spelled.

NOTE Confidence: 0.799822406666667

00:07:15.960 --> 00:07:21.138 There you go. OK, so this brings up a

NOTE Confidence: 0.799822406666667

00:07:21.138 --> 00:07:24.489 point when you're entering your media.

NOTE Confidence: 0.799822406666667

9

00:07:24.490 --> 00:07:29.710 To really make a point of naming your media.

NOTE Confidence: 0.799822406666667

00:07:29.710 --> 00:07:33.398 And when you when you do it from

NOTE Confidence: 0.799822406666667

00:07:33.398 --> 00:07:36.470 when you do a media upload,

NOTE Confidence: 0.799822406666667

00:07:36.470 --> 00:07:39.140 naming your file properly so that

NOTE Confidence: 0.799822406666667

00:07:39.140 --> 00:07:41.964 people can find it. Is really helpful.

NOTE Confidence: 0.799822406666667

00:07:41.964 --> 00:07:44.720 Now in this case, I'm using an item

NOTE Confidence: 0.799822406666667

00:07:44.720 --> 00:07:46.760 that's already in the media library.

NOTE Confidence: 0.799822406666667

00:07:46.760 --> 00:07:52.000 I have the opportunity to change the title,

NOTE Confidence: 0.799822406666667

00:07:52.000 --> 00:07:54.676 the Alt text and the description

NOTE Confidence: 0.799822406666667

00:07:54.676 --> 00:07:56.014 for this usage.

NOTE Confidence: 0.799822406666667

00:07:56.020 --> 00:07:59.370 This wouldn't change it for.

NOTE Confidence: 0.799822406666667

00:07:59.370 --> 00:08:00.946 The global original image,

NOTE Confidence: 0.799822406666667

00:08:00.946 --> 00:08:05.009 but for this use I can change it if I want,

NOTE Confidence: 0.799822406666667

00:08:05.010 --> 00:08:07.110 and I can also decide in this

NOTE Confidence: 0.799822406666667

00:08:07.110 --> 00:08:08.907 paragraph whether I want it full

NOTE Confidence: 0.799822406666667

00:08:08.907 --> 00:08:10.839 width in the middle of the story

NOTE Confidence: 0.799822406666667

00:08:10.903 --> 00:08:12.989 or left or right of the paragraph.

NOTE Confidence: 0.799822406666667

00:08:12.990 --> 00:08:15.372 So I'm going to put it on the right of my

NOTE Confidence: 0.799822406666667

00:08:15.372 --> 00:08:18.288 paragraph and it's going to appear there.

NOTE Confidence: 0.799822406666667

00:08:18.290 --> 00:08:20.495 Call to action is that blue bar

NOTE Confidence: 0.799822406666667

00:08:20.495 --> 00:08:22.430 at the bottom of the story.

NOTE Confidence: 0.799822406666667

00:08:22.430 --> 00:08:23.798 It's a banner.

NOTE Confidence: 0.799822406666667

00:08:23.798 --> 00:08:26.078 Another really good SEO practice

NOTE Confidence: 0.799822406666667

00:08:26.078 --> 00:08:29.197 because at the end of your story you

NOTE Confidence: 0.799822406666667

00:08:29.197 --> 00:08:32.178 can lead someone to related material or

NOTE Confidence: 0.799822406666667

00:08:32.178 --> 00:08:35.148 something important in your website so

NOTE Confidence: 0.799822406666667

00:08:35.148 --> 00:08:37.230 that we don't necessarily lose them.

NOTE Confidence: 0.799822406666667

00:08:37.230 --> 00:08:39.768 We give them an option of somewhere to go,

NOTE Confidence: 0.799822406666667

00:08:39.770 --> 00:08:41.710 so maybe it's sign up.

NOTE Confidence: 0.848275546666667

00:08:45.260 --> 00:08:46.670 For our newsletter.

NOTE Confidence: 0.7310766975

00:08:50.040 --> 00:08:51.580 1/4 you know, whatever.

NOTE Confidence: 0.830096695454545

00:08:54.040 --> 00:08:56.314 Maybe it was a related news

NOTE Confidence: 0.830096695454545

00:08:56.314 --> 00:08:58.800 story or a research department.

NOTE Confidence: 0.830096695454545

00:08:58.800 --> 00:09:00.960 You'd put the link text.

NOTE Confidence: 0.73227882

00:09:04.860 --> 00:09:10.400 And the URL. Umm. Related content.

NOTE Confidence: 0.73227882

00:09:10.400 --> 00:09:12.680 This hasn't changed much from the

NOTE Confidence: 0.73227882

00:09:12.680 --> 00:09:15.570 old system, but this is where you

NOTE Confidence: 0.73227882

00:09:15.570 --> 00:09:18.590 would put a journal link. Umm.

NOTE Confidence: 0.911725693333333

00:09:22.020 --> 00:09:23.688 Maybe it's maybe you don't want

NOTE Confidence: 0.911725693333333

00:09:23.688 --> 00:09:25.619 to put it behind the firewall.

NOTE Confidence: 0.911725693333333

00:09:25.620 --> 00:09:26.836 Maybe you want to send them to pub,

NOTE Confidence: 0.911725693333333

00:09:26.840 --> 00:09:30.660 Med, whatever that URL is.

NOTE Confidence: 0.911725693333333

00:09:30.660 --> 00:09:32.242 Lena, do you know if there is

NOTE Confidence: 0.911725693333333

00:09:32.242 --> 00:09:34.674 a policy on uploading of Getty

NOTE Confidence: 0.911725693333333

00:09:34.674 --> 00:09:36.364 Images to the Media Library?

NOTE Confidence: 0.6833524

00:09:39.340 --> 00:09:39.740 Oops.

NOTE Confidence: 0.902975271428571

00:09:40.810 --> 00:09:42.658 So the only thing is we haven't.

00:09:44.790 --> 00:09:46.016 Well, I mean everybody,

00:09:46.016 --> 00:09:48.692 all the Tom's officers have access

00:09:48.692 --> 00:09:51.079 to download images off the Getty.

00:09:51.080 --> 00:09:54.874 We paid for 2500 for the year.

00:09:54.880 --> 00:09:56.452 The only thing was we didn't pay

00:09:56.452 --> 00:10:01.030 for rights for everybody to reuse.

00:10:01.030 --> 00:10:05.230 Everybody's Getty Images, right? Like.

00:10:05.230 --> 00:10:07.575 Like we're allowed to reuse Getty Images

00:10:07.575 --> 00:10:10.180 like five times or something once you've

00:10:10.180 --> 00:10:12.572 once we've already downloaded it, so.

00:10:12.572 --> 00:10:14.882 I don't know Justin was

00:10:14.882 --> 00:10:16.730 going to pursue getting.

00:10:16.730 --> 00:10:19.257 Additional rights for for what we post

00:10:19.257 --> 00:10:22.490 in here, we're just not there yet.

00:10:22.490 --> 00:10:23.760 Does that answer your question?

00:10:23.760 --> 00:10:24.340 I don't know. We have

NOTE Confidence: 0.76804643

00:10:24.350 --> 00:10:26.495 a recommendation for Toms officers

NOTE Confidence: 0.76804643

00:10:26.495 --> 00:10:29.110 uploading Getty Images to the public

NOTE Confidence: 0.76804643

00:10:29.110 --> 00:10:30.930 section of the Media Library.

NOTE Confidence: 0.76804643

00:10:30.930 --> 00:10:31.910 Should they avoid it?

NOTE Confidence: 0.855125270833333

00:10:35.190 --> 00:10:37.227 I don't know. Like what are the

NOTE Confidence: 0.855125270833333

00:10:37.227 --> 00:10:39.148 chances we're going to are, you know,

NOTE Confidence: 0.855125270833333

00:10:39.148 --> 00:10:41.500 like that we're going to all reuse the

NOTE Confidence: 0.855125270833333

00:10:41.563 --> 00:10:43.824 same Getty image over and over again.

NOTE Confidence: 0.855125270833333

00:10:43.830 --> 00:10:47.564 I don't know. Unlikely, yeah.

NOTE Confidence: 0.855125270833333

00:10:47.564 --> 00:10:50.956 So I mean, it's like we can reuse

NOTE Confidence: 0.855125270833333

00:10:50.956 --> 00:10:53.756 something five times. I don't know.

NOTE Confidence: 0.855125270833333

00:10:53.756 --> 00:10:55.524 Maybe we could eventually.

NOTE Confidence: 0.855125270833333

00:10:55.530 --> 00:10:57.570 Flag something so that if

NOTE Confidence: 0.855125270833333

00:10:57.570 --> 00:10:59.786 it's used four or five times,

NOTE Confidence: 0.855125270833333

00:10:59.786 --> 00:11:01.880 it comes out of the public.

NOTE Confidence: 0.855125270833333

00:11:01.880 --> 00:11:03.437 I don't know.

NOTE Confidence: 0.855125270833333

00:11:03.437 --> 00:11:05.513 Anyway, now everybody knows

NOTE Confidence: 0.855125270833333

00:11:05.513 --> 00:11:07.490 what the constraints are.

NOTE Confidence: 0.855125270833333

00:11:07.490 --> 00:11:09.170 Ohh.

NOTE Confidence: 0.855125270833333

00:11:09.170 --> 00:11:10.766 I don't know what I even recommend.

NOTE Confidence: 0.909477193333333

00:11:14.560 --> 00:11:18.300 To be continued. Yeah. Sorry, Liz got

NOTE Confidence: 0.755792923636364

00:11:18.310 --> 00:11:20.732 back with us in your Coms offices

NOTE Confidence: 0.755792923636364

00:11:20.732 --> 00:11:23.032 maybe on that one. All right.

NOTE Confidence: 0.755792923636364

00:11:23.032 --> 00:11:24.816 So in related documents,

NOTE Confidence: 0.755792923636364

00:11:24.820 --> 00:11:28.198 this is this feature came out.

NOTE Confidence: 0.755792923636364

00:11:28.200 --> 00:11:29.652 A little while ago.

NOTE Confidence: 0.755792923636364

00:11:29.652 --> 00:11:32.328 This allows you to put account associate

NOTE Confidence: 0.755792923636364

00:11:32.328 --> 00:11:34.878 a calendar item with the event.

NOTE Confidence: 0.755792923636364

00:11:34.880 --> 00:11:39.416 So if you're doing a preview on a

NOTE Confidence: 0.755792923636364

00:11:39.420 --> 00:11:44.010 on commencement or you've got to.

NOTE Confidence: 0.755792923636364

00:11:44.010 --> 00:11:46.250 All Day Symposium coming up and you

NOTE Confidence: 0.755792923636364

00:11:46.250 --> 00:11:48.418 want to associate the calendar event?

NOTE Confidence: 0.755792923636364

00:11:48.420 --> 00:11:51.730 You can just select it.

NOTE Confidence: 0.755792923636364

00:11:51.730 --> 00:11:54.194 And add that to your news event,

NOTE Confidence: 0.755792923636364

00:11:54.200 --> 00:12:01.566 which is way cool. Umm. And you?

NOTE Confidence: 0.755792923636364

00:12:01.566 --> 00:12:09.090 Also coming down here is where you would add.

NOTE Confidence: 0.755792923636364

00:12:09.090 --> 00:12:10.347 Your hero items,

NOTE Confidence: 0.755792923636364

00:12:10.347 --> 00:12:13.280 which is the banner at the top.

NOTE Confidence: 0.755792923636364

00:12:13.280 --> 00:12:15.250 If you have a big image, it's.

NOTE Confidence: 0.755792923636364

00:12:15.250 --> 00:12:16.850 There's sort of several different

NOTE Confidence: 0.755792923636364

00:12:16.850 --> 00:12:18.939 ways that access the media library.

NOTE Confidence: 0.755792923636364

00:12:18.940 --> 00:12:22.460 This is the one place to specify that

NOTE Confidence: 0.755792923636364

00:12:22.460 --> 00:12:26.178 you want in image or across the top.

NOTE Confidence: 0.755792923636364

00:12:26.178 --> 00:12:26.670 Likewise,

NOTE Confidence: 0.755792923636364

00:12:26.670 --> 00:12:29.414 you can add a gallery of images which

NOTE Confidence: 0.755792923636364

00:12:29.414 --> 00:12:31.998 is a group using this next thing

NOTE Confidence: 0.755792923636364

00:12:31.998 --> 00:12:34.947 and and when you're in here you can

NOTE Confidence: 0.755792923636364

00:12:34.947 --> 00:12:37.233 always you can be selecting existing

NOTE Confidence: 0.755792923636364

00:12:37.233 --> 00:12:40.077 items or adding new one at any place.

NOTE Confidence: 0.755792923636364

00:12:40.080 --> 00:12:42.114 So you can if you if you've gone ahead

NOTE Confidence: 0.755792923636364

00:12:42.114 --> 00:12:43.774 before and added everything to your

NOTE Confidence: 0.755792923636364

00:12:43.774 --> 00:12:45.754 media library you can just pop them

NOTE Confidence: 0.755792923636364

00:12:45.754 --> 00:12:47.534 into your article, but if you haven't,

NOTE Confidence: 0.755792923636364

00:12:47.534 --> 00:12:49.230 you can do it as you go.

NOTE Confidence: 0.755792923636364

00:12:49.230 --> 00:12:53.180 So it's just depends on how you want to work.

NOTE Confidence: 0.755792923636364

00:12:53.180 --> 00:12:56.180 Then there's the key part of this database,

NOTE Confidence: 0.755792923636364

00:12:56.180 --> 00:12:57.878 which is really the beauty of

NOTE Confidence: 0.755792923636364

00:12:57.878 --> 00:12:59.719 having our news in a database,

NOTE Confidence: 0.755792923636364

00:12:59.720 --> 00:13:01.320 and that's the tagging system.

NOTE Confidence: 0.755792923636364

00:13:01.320 --> 00:13:04.560 So we can tag, we have.

NOTE Confidence: 0.755792923636364

00:13:04.560 --> 00:13:05.640 People, organizations,

NOTE Confidence: 0.755792923636364

17

00:13:05.640 --> 00:13:09.960 and keywords are the three ways we tag.

NOTE Confidence: 0.755792923636364

00:13:09.960 --> 00:13:11.496 So if you tag a person,

NOTE Confidence: 0.755792923636364

00:13:11.500 --> 00:13:13.796 if you've got two or three faculty,

NOTE Confidence: 0.755792923636364

00:13:13.800 --> 00:13:16.077 or just one, or you know in the story,

NOTE Confidence: 0.755792923636364

00:13:16.080 --> 00:13:17.420 and you tag their names,

NOTE Confidence: 0.755792923636364

00:13:17.420 --> 00:13:19.352 they appear at the bottom of the

NOTE Confidence: 0.755792923636364

00:13:19.352 --> 00:13:21.600 story with a link to their profile.

NOTE Confidence: 0.755792923636364

00:13:21.600 --> 00:13:25.172 Annie. Organization that that

NOTE Confidence: 0.755792923636364

00:13:25.172 --> 00:13:28.744 faculty member belongs to.

NOTE Confidence: 0.755792923636364

00:13:28.750 --> 00:13:31.474 We'll get this news story in

NOTE Confidence: 0.755792923636364

00:13:31.474 --> 00:13:33.290 their suggested news queue.

NOTE Confidence: 0.755792923636364

00:13:33.290 --> 00:13:35.884 So if.

NOTE Confidence: 0.755792923636364

00:13:35.884 --> 00:13:38.478 Albert Coe.

NOTE Confidence: 0.755792923636364

00:13:38.480 --> 00:13:41.990 Is primary and YSPHMD,

NOTE Confidence: 0.755792923636364

00:13:41.990 --> 00:13:43.790 but he is secondary appointments

NOTE Confidence: 0.755792923636364

00:13:43.790 --> 00:13:44.870 and infectious disease,

NOTE Confidence: 0.755792923636364

00:13:44.870 --> 00:13:46.838 the Cancer Center.

NOTE Confidence: 0.700410105

00:13:49.250 --> 00:13:53.048 You know, MBMB, whatever global health,

NOTE Confidence: 0.700410105

00:13:53.050 --> 00:13:55.090 I mean a lot of these senior faculty

NOTE Confidence: 0.700410105

00:13:55.090 --> 00:13:56.950 members belong to 10 or 15 organizations.

NOTE Confidence: 0.700410105

00:13:56.950 --> 00:14:00.292 So all those organizations will have

NOTE Confidence: 0.700410105

00:14:00.292 --> 00:14:03.530 this new suggested which takes the.

NOTE Confidence: 0.700410105

00:14:03.530 --> 00:14:06.134 Takes a little bit of the edge

NOTE Confidence: 0.700410105

00:14:06.134 --> 00:14:08.898 off the need to create content.

NOTE Confidence: 0.700410105

00:14:08.900 --> 00:14:11.822 Also supports their work and prevents

NOTE Confidence: 0.700410105

00:14:11.822 --> 00:14:14.380 duplicate entries into the system.

NOTE Confidence: 0.700410105

00:14:14.380 --> 00:14:16.389 So that's how the people person works.

NOTE Confidence: 0.700410105

00:14:16.390 --> 00:14:19.950 So if we wanted to. Umm.

NOTE Confidence: 0.7394421

00:14:24.340 --> 00:14:26.956 Come and tag our person here.

NOTE Confidence: 0.7394421

00:14:26.960 --> 00:14:29.320 Since I used that example,

NOTE Confidence: 0.7394421

00:14:29.320 --> 00:14:31.590 we're going to use Alberto.

NOTE Confidence: 0.843425742857143

00:14:34.660 --> 00:14:40.449 OK, so the another keyword type is.

NOTE Confidence: 0.843425742857143

00:14:40.450 --> 00:14:42.529 The actual keyword.

NOTE Confidence: 0.843425742857143

00:14:42.529 --> 00:14:44.608 Which is topical.

NOTE Confidence: 0.843425742857143

00:14:44.610 --> 00:14:48.684 So say this is a COVID article.

NOTE Confidence: 0.843425742857143

00:14:48.690 --> 00:14:51.978 There's probably lots of COVID because

NOTE Confidence: 0.843425742857143

00:14:51.978 --> 00:14:55.909 we have public and private keywords.

NOTE Confidence: 0.843425742857143

00:14:55.910 --> 00:14:57.807 So public that's going to give us,

NOTE Confidence: 0.843425742857143

00:14:57.810 --> 00:14:59.728 that's going to appear on the article.

NOTE Confidence: 0.843425742857143

00:14:59.730 --> 00:15:01.702 It'll appear in search.

NOTE Confidence: 0.843425742857143

00:15:01.702 --> 00:15:03.570 It's general, it could be COVID,

NOTE Confidence: 0.843425742857143

00:15:03.570 --> 00:15:05.394 it could be cancer, whatever.

NOTE Confidence: 0.843425742857143

00:15:05.394 --> 00:15:09.170 But we also allow.

NOTE Confidence: 0.843425742857143

00:15:09.170 --> 00:15:12.428 Web page is to be created using a keyword,

NOTE Confidence: 0.843425742857143

00:15:12.430 --> 00:15:13.974 either public or private.

NOTE Confidence: 0.843425742857143

00:15:13.974 --> 00:15:17.166 So if I have a news story that

NOTE Confidence: 0.843425742857143

00:15:17.166 --> 00:15:19.924 I want to appear on a specific

NOTE Confidence: 0.843425742857143

00:15:19.924 --> 00:15:22.728 page to a specific organization,

NOTE Confidence: 0.843425742857143

00:15:22.730 --> 00:15:25.403 and you've set that up with our team already,

NOTE Confidence: 0.843425742857143

00:15:25.410 --> 00:15:27.408 we'll set this up for you.

NOTE Confidence: 0.843425742857143

00:15:27.410 --> 00:15:31.621 But you need to know that you

NOTE Confidence: 0.843425742857143

00:15:31.621 --> 00:15:35.526 know this combination of tags.

NOTE Confidence: 0.843425742857143

00:15:35.530 --> 00:15:37.465 So that it will appear on a particular page.

NOTE Confidence: 0.843425742857143

00:15:37.470 --> 00:15:39.045 That's where you're probably going

NOTE Confidence: 0.843425742857143

00:15:39.045 --> 00:15:41.039 to use a private code. Keyword.

NOTE Confidence: 0.843425742857143

00:15:41.039 --> 00:15:43.553 Now you wouldn't use a private

NOTE Confidence: 0.843425742857143

00:15:43.553 --> 00:15:45.938 keyword that you didn't set up.

NOTE Confidence: 0.843425742857143

00:15:45.940 --> 00:15:46.696 Because you might,

NOTE Confidence: 0.843425742857143

00:15:46.696 --> 00:15:47.200 you know,

NOTE Confidence: 0.843425742857143

00:15:47.200 --> 00:15:50.016 private means this is my keyword so that

NOTE Confidence: 0.843425742857143

00:15:50.016 --> 00:15:52.880 we don't mess up other people's pages.

NOTE Confidence: 0.843425742857143

00:15:52.880 --> 00:15:55.330 So a really good example

NOTE Confidence: 0.843425742857143

00:15:55.330 --> 00:15:57.780 of this is featured news.

NOTE Confidence: 0.47027028

00:16:00.010 --> 00:16:03.920 Umm. There was before we

NOTE Confidence: 0.47027028

00:16:03.920 --> 00:16:06.040 had the private keywords.

NOTE Confidence: 0.47027028

00:16:06.040 --> 00:16:09.288 I was the main news editor in

NOTE Confidence: 0.47027028

00:16:09.288 --> 00:16:12.358 public health and so I we'd

NOTE Confidence: 0.47027028

00:16:12.358 --> 00:16:14.504 have featured article. Well.

NOTE Confidence: 0.47027028

00:16:14.504 --> 00:16:19.580 There was a war going on between the SPH.

NOTE Confidence: 0.47027028

00:16:19.580 --> 00:16:21.614 Home page and the school Medicine

NOTE Confidence: 0.47027028

00:16:21.614 --> 00:16:24.073 homepage because I put it in to be

NOTE Confidence: 0.47027028

00:16:24.073 --> 00:16:25.985 on our homepage and they didn't want

NOTE Confidence: 0.47027028

00:16:25.985 --> 00:16:27.994 it so we wise pH quickly pivoted.

NOTE Confidence: 0.47027028

00:16:28.000 --> 00:16:30.331 We went to a private keyword so

NOTE Confidence: 0.47027028

00:16:30.331 --> 00:16:32.854 only you know it would have to

NOTE Confidence: 0.47027028

00:16:32.854 --> 00:16:35.026 stay wise pH featured news which

NOTE Confidence: 0.47027028

00:16:35.109 --> 00:16:36.959 is I believe the keyword.

NOTE Confidence: 0.47027028

00:16:36.960 --> 00:16:37.960 Is that right Fran?

NOTE Confidence: 0.2319546

00:16:40.150 --> 00:16:42.100 Just YSPH feature.

NOTE Confidence: 0.73804945

00:16:47.460 --> 00:16:50.838 Just be sure that no deal.

NOTE Confidence: 0.73804945

00:16:50.840 --> 00:16:53.426 OK, so that gets it to SPH.

NOTE Confidence: 0.73804945

00:16:53.430 --> 00:16:55.633 So so these are, you know, important.

NOTE Confidence: 0.73804945

00:16:55.633 --> 00:16:57.871 You'll know. If you've sent up

NOTE Confidence: 0.73804945

00:16:57.871 --> 00:17:00.339 a page with just your stories,

NOTE Confidence: 0.73804945

00:17:00.340 --> 00:17:02.590 just your keywords, you'll know.

NOTE Confidence: 0.73804945

00:17:02.590 --> 00:17:04.949 But that's what private keywords are for,

NOTE Confidence: 0.73804945

00:17:04.950 --> 00:17:08.580 and sometimes we'll use them for.

NOTE Confidence: 0.73804945

00:17:08.580 --> 00:17:11.140 News privacy.

NOTE Confidence: 0.73804945

00:17:11.140 --> 00:17:13.184 This news privacy button.

NOTE Confidence: 0.73804945

00:17:13.184 --> 00:17:15.739 This means that your article

NOTE Confidence: 0.73804945

00:17:15.739 --> 00:17:18.669 is not going to be submitted.

NOTE Confidence: 0.73804945

00:17:18.670 --> 00:17:20.170 To the other organizations.

NOTE Confidence: 0.73804945

00:17:20.170 --> 00:17:22.878 So if you're using the news for

NOTE Confidence: 0.73804945

00:17:22.878 --> 00:17:24.818 an alumni newsletter and it's

NOTE Confidence: 0.73804945

00:17:24.818 --> 00:17:27.060 they're really not news articles,

NOTE Confidence: 0.73804945

00:17:27.060 --> 00:17:28.558 but you're using it to post stories

NOTE Confidence: 0.73804945

00:17:28.558 --> 00:17:30.409 that you can link to from a newsletter,

NOTE Confidence: 0.73804945

00:17:30.410 --> 00:17:33.308 you would turn this off just so that it

NOTE Confidence: 0.73804945

00:17:33.308 --> 00:17:35.959 doesn't get submitted to people's queues.

NOTE Confidence: 0.73804945

00:17:35.960 --> 00:17:38.208 Most of the time you wouldn't do that.

NOTE Confidence: 0.73804945

00:17:38.210 --> 00:17:40.996 OK. And then the other kind of

NOTE Confidence: 0.73804945

00:17:40.996 --> 00:17:43.410 tagging is your organization.

NOTE Confidence: 0.73804945

00:17:43.410 --> 00:17:45.246 And so those are the departments,

NOTE Confidence: 0.73804945

00:17:45.250 --> 00:17:48.970 the particular pages, school of Health,

NOTE Confidence: 0.73804945

00:17:48.970 --> 00:17:52.430 School of Public Health, School of Medicine,

NOTE Confidence: 0.73804945

00:17:52.430 --> 00:17:55.550 Department of Internal Medicine.

NOTE Confidence: 0.73804945

00:17:55.550 --> 00:17:58.330 It won't.

NOTE Confidence: 0.73804945

00:17:58.330 --> 00:17:59.992 You know it might get submitted

NOTE Confidence: 0.73804945

00:17:59.992 --> 00:18:02.029 depending on the on the people tags,

24

NOTE Confidence: 0.73804945

00:18:02.030 --> 00:18:04.082 but you probably want to control

NOTE Confidence: 0.73804945

00:18:04.082 --> 00:18:05.710 what pages it's going to.

NOTE Confidence: 0.73804945

00:18:05.710 --> 00:18:08.308 This is where you do it.

NOTE Confidence: 0.73804945

00:18:08.310 --> 00:18:08.920 Umm.

NOTE Confidence: 0.865723978333333

00:18:38.810 --> 00:18:41.996 OK, so I've selected 2 organizations.

NOTE Confidence: 0.865723978333333

00:18:42.000 --> 00:18:45.240 I can preview my article.

NOTE Confidence: 0.865723978333333

00:18:45.240 --> 00:18:46.800 So here's my headline.

NOTE Confidence: 0.865723978333333

00:18:46.800 --> 00:18:47.970 Here's that subtitle.

NOTE Confidence: 0.865723978333333

00:18:47.970 --> 00:18:51.410 Here's that hero image.

NOTE Confidence: 0.865723978333333

00:18:51.410 --> 00:18:53.666 Here's the body of the story

NOTE Confidence: 0.865723978333333

00:18:53.666 --> 00:18:55.170 with paragraphs our subhead.

NOTE Confidence: 0.865723978333333

00:18:55.170 --> 00:18:59.314 Here's the image that I put in.

NOTE Confidence: 0.865723978333333

00:18:59.320 --> 00:19:02.068 In the body of the story.

NOTE Confidence: 0.865723978333333

00:19:02.070 --> 00:19:04.350 Here's that public tag.

NOTE Confidence: 0.865723978333333

00:19:04.350 --> 00:19:07.200 Here's a featured faculty member.

NOTE Confidence: 0.865723978333333

00:19:07.200 --> 00:19:10.665 Then there's your ugly little test news.

NOTE Confidence: 0.865723978333333

00:19:10.670 --> 00:19:12.800 Article.

NOTE Confidence: 0.865723978333333

00:19:12.800 --> 00:19:16.648 And then you publish or you schedule it.

NOTE Confidence: 0.865723978333333

00:19:16.650 --> 00:19:20.088 So what we're one of the things we're seeing.

NOTE Confidence: 0.865723978333333

00:19:20.090 --> 00:19:22.610 And ohh it has an error.

NOTE Confidence: 0.865723978333333

00:19:22.610 --> 00:19:24.094 What did I do?

NOTE Confidence: 0.865723978333333

00:19:24.094 --> 00:19:25.578 I skipped something probably.

NOTE Confidence: 0.7121818

00:19:29.670 --> 00:19:30.160 Oops.

NOTE Confidence: 0.86263811875

00:19:44.010 --> 00:19:45.046 OK, so I've published.

NOTE Confidence: 0.86263811875

00:19:45.046 --> 00:19:47.151 So one of the things we're getting a

NOTE Confidence: 0.86263811875

00:19:47.151 --> 00:19:48.887 lot of tickets on is people coming

NOTE Confidence: 0.86263811875

00:19:48.887 --> 00:19:50.567 in and editing their article,

NOTE Confidence: 0.86263811875

00:19:50.570 --> 00:19:52.550 and they're forgetting to come

NOTE Confidence: 0.86263811875

00:19:52.550 --> 00:19:54.580 back and republish. So that's.

NOTE Confidence: 0.86263811875

00:19:54.580 --> 00:19:57.520 That's one thing to watch out for.

NOTE Confidence: 0.841513910740741

00:19:59.540 --> 00:20:01.490 And the other thing mistakes

NOTE Confidence: 0.841513910740741

00:20:01.490 --> 00:20:03.440 were seeing are people missing

NOTE Confidence: 0.841513910740741

00:20:03.506 --> 00:20:05.386 their organization tags and not

NOTE Confidence: 0.841513910740741

00:20:05.386 --> 00:20:07.680 seeing them on their page because

NOTE Confidence: 0.841513910740741

00:20:07.680 --> 00:20:09.720 they've not put that tag in.

NOTE Confidence: 0.841513910740741

00:20:09.720 --> 00:20:11.994 So that juncture, I would like

NOTE Confidence: 0.841513910740741

00:20:11.994 --> 00:20:14.669 to open this up to questions.

NOTE Confidence: 0.86347587

00:20:20.420 --> 00:20:21.940 Thank you, Denise, very helpful.

NOTE Confidence: 0.86347587

00:20:21.940 --> 00:20:23.998 Just can you speak to the benefit

NOTE Confidence: 0.86347587

00:20:24.000 --> 00:20:27.092 of sub heads or I'm, I'm sorry,

NOTE Confidence: 0.86347587

00:20:27.092 --> 00:20:28.660 subtitles, would you always

NOTE Confidence: 0.86347587

00:20:28.660 --> 00:20:30.570 recommend putting a subtitle in?

NOTE Confidence: 0.85720675

00:20:32.590 --> 00:20:35.050 No, I I don't. Actually,

NOTE Confidence: 0.85720675

00:20:35.050 --> 00:20:37.108 from an SEO point of view,

NOTE Confidence: 0.85720675

00:20:37.110 --> 00:20:39.395 I believe that having a

NOTE Confidence: 0.85720675

00:20:39.395 --> 00:20:41.223 summary is more important.

NOTE Confidence: 0.927554504285714

00:20:44.220 --> 00:20:46.656 If you have a really long title,

NOTE Confidence: 0.927554504285714

00:20:46.660 --> 00:20:48.501 lot of people just put a subtitle

NOTE Confidence: 0.927554504285714

00:20:48.501 --> 00:20:50.572 in the main title. It's fine.

NOTE Confidence: 0.927554504285714

00:20:50.572 --> 00:20:53.188 That goes to Google as your

NOTE Confidence: 0.927554504285714

00:20:53.188 --> 00:20:54.776 page title, subtitle doesn't.

NOTE Confidence: 0.927554504285714

00:20:54.776 --> 00:20:56.924 But the summary does go to

NOTE Confidence: 0.927554504285714

00:20:56.924 --> 00:20:59.099 Google as the Meta description,

NOTE Confidence: 0.927554504285714

00:20:59.100 --> 00:21:00.689 so I actually think that's more important.

NOTE Confidence: 0.87034746

00:21:03.360 --> 00:21:06.744 SEO search engine optimization and it

NOTE Confidence: 0.87034746

00:21:06.744 --> 00:21:10.987 is how Google picks up our our content.

NOTE Confidence: 0.939010213333333

00:21:15.540 --> 00:21:19.068 Thank you. And you said to

NOTE Confidence: 0.850259335714286

00:21:19.080 --> 00:21:21.048 just it's important to keep that

NOTE Confidence: 0.850259335714286

00:21:21.048 --> 00:21:23.190 summary quite short. Is that correct?

NOTE Confidence: 0.795590695263158

00:21:23.360 --> 00:21:26.744 I think there's a character limit

NOTE Confidence: 0.795590695263158

00:21:26.744 --> 00:21:29.993 for meta descriptions of like 100

NOTE Confidence: 0.795590695263158

00:21:29.993 --> 00:21:33.094 and I want to say 36 characters.

NOTE Confidence: 0.795590695263158

00:21:33.100 --> 00:21:35.156 Might have to Google it and then check.

NOTE Confidence: 0.795590695263158

00:21:35.160 --> 00:21:36.770 But yeah, people don't want

NOTE Confidence: 0.795590695263158

00:21:36.770 --> 00:21:38.058 to read long summaries.

NOTE Confidence: 0.795590695263158

00:21:38.060 --> 00:21:39.876 People should be able to glance at them.

NOTE Confidence: 0.915348963636364

00:21:49.170 --> 00:21:50.030 Got it. Thank you.

NOTE Confidence: 0.915348963636364

00:21:50.030 --> 00:21:51.770 And I just had one other question

NOTE Confidence: 0.915348963636364

00:21:51.770 --> 00:21:54.386 for Subheads, just to reconfirm,

NOTE Confidence: 0.915348963636364

00:21:54.386 --> 00:21:57.776 you would always make those

NOTE Confidence: 0.915348963636364

00:21:57.776 --> 00:22:00.404 heading to correct your first

NOTE Confidence: 0.915348963636364

00:22:00.404 --> 00:22:02.186 sub head would be heading too.

NOTE Confidence: 0.915348963636364

00:22:02.190 --> 00:22:03.770 If you had further ones,

NOTE Confidence: 0.915348963636364

00:22:03.770 --> 00:22:07.307 it would be a heading too unless it's a

NOTE Confidence: 0.915348963636364

00:22:07.307 --> 00:22:10.437 nested under an H2 and needs to be an H3.

NOTE Confidence: 0.915348963636364

00:22:10.440 --> 00:22:14.760 That's a contextual decision.

NOTE Confidence: 0.915348963636364

00:22:14.760 --> 00:22:17.670 But think of an H3 as nested under an H2.

NOTE Confidence: 0.6658352

00:22:25.530 --> 00:22:27.055 Hi, Denise. Can I ask a

NOTE Confidence: 0.6658352

00:22:27.055 --> 00:22:28.679 question? Yeah. So first

NOTE Confidence: 0.861979668

00:22:28.690 --> 00:22:29.641 introduction, I'm new,

NOTE Confidence: 0.861979668

00:22:29.641 --> 00:22:31.543 so I was actually a grad

NOTE Confidence: 0.861979668

00:22:31.543 --> 00:22:33.247 student here years ago and I'm,

NOTE Confidence: 0.861979668

00:22:33.250 --> 00:22:35.068 I came back and you know,

NOTE Confidence: 0.861979668

00:22:35.070 --> 00:22:36.820 to join the Center for

NOTE Confidence: 0.861979668

00:22:36.820 --> 00:22:37.870 infection and immunity.

NOTE Confidence: 0.861979668

00:22:37.870 --> 00:22:39.409 We met before.

NOTE Confidence: 0.81980391875

00:22:39.870 --> 00:22:41.142 So this is a question maybe

NOTE Confidence: 0.81980391875

00:22:41.142 --> 00:22:45.840 for you, maybe for. For Umm

NOTE Confidence: 0.81526346

00:22:46.320 --> 00:22:48.220 for the team? For Lena,

NOTE Confidence: 0.81526346

00:22:48.220 --> 00:22:50.537 perhaps because she set up the website.

NOTE Confidence: 0.81526346

00:22:50.540 --> 00:22:52.166 So looking at Beatrix.

NOTE Confidence: 0.81526346

00:22:52.166 --> 00:22:53.900 It's interesting because it's so

NOTE Confidence: 0.81526346

00:22:53.900 --> 00:22:56.044 it looks so user friendly that

00:22:56.044 --> 00:22:58.420 I am somewhat tempted to write

00:22:58.504 --> 00:23:00.639 my own little press release.

00:23:00.640 --> 00:23:02.420 But I'm actually wondering if

00:23:02.420 --> 00:23:04.546 because of the nuances of the

00:23:04.546 --> 00:23:06.445 tags and what you went over,

00:23:06.445 --> 00:23:08.515 should I just leave these things

00:23:08.515 --> 00:23:10.090 to the communications team just

00:23:10.153 --> 00:23:11.713 to make sure that the article

00:23:11.713 --> 00:23:13.310 goes in the right channels?

00:23:21.990 --> 00:23:23.320 Lena, do you want to take that?

00:23:29.560 --> 00:23:31.030 So were you just, were

00:23:31.030 --> 00:23:32.730 you asking if you should,

00:23:33.280 --> 00:23:35.450 I mean, I think you should feel

00:23:35.450 --> 00:23:37.440 comfortable to update this information,

00:23:37.440 --> 00:23:38.820 you know, after you've,

00:23:38.820 --> 00:23:40.500 especially once you're pretty.

NOTE Confidence: 0.876329679166667

00:23:40.500 --> 00:23:42.928 Like Akiko's got a lot of things

NOTE Confidence: 0.876329679166667

00:23:42.928 --> 00:23:44.919 she wants to post right away.

NOTE Confidence: 0.876329679166667

00:23:44.920 --> 00:23:46.918 So if you were, I mean,

NOTE Confidence: 0.876329679166667

00:23:46.920 --> 00:23:47.724 I don't know if the rest

NOTE Confidence: 0.876329679166667

00:23:47.724 --> 00:23:48.549 of the team agrees with me,

NOTE Confidence: 0.876329679166667

00:23:48.550 --> 00:23:52.160 but like if you were top user in the system,

NOTE Confidence: 0.876329679166667

00:23:52.160 --> 00:23:53.960 I think that would only serve her needs.

NOTE Confidence: 0.886633008333333

00:23:55.350 --> 00:23:57.570 I think the distinction is whether

NOTE Confidence: 0.886633008333333

00:23:57.570 --> 00:24:00.483 or not it's a press release and

NOTE Confidence: 0.886633008333333

00:24:00.483 --> 00:24:03.466 feature article that you want the

NOTE Confidence: 0.886633008333333

00:24:03.466 --> 00:24:06.330 greater communications machine behind,

NOTE Confidence: 0.886633008333333

00:24:06.330 --> 00:24:08.360 but if it's a more internal or

NOTE Confidence: 0.886633008333333

00:24:08.360 --> 00:24:10.115 you're posting clips, you should feel

NOTE Confidence: 0.886633008333333

00:24:10.115 --> 00:24:11.590 really comfortable about doing this.

NOTE Confidence: 0.884878036666667

00:24:12.950 --> 00:24:14.906 OK. Yeah, I mean the first,

NOTE Confidence: 0.884878036666667

00:24:14.910 --> 00:24:16.350 the first communication is very simple.

NOTE Confidence: 0.884878036666667

00:24:16.350 --> 00:24:18.165 It's just to announce that I've been

NOTE Confidence: 0.884878036666667

00:24:18.165 --> 00:24:19.845 appointed to this position at the center.

NOTE Confidence: 0.884878036666667

00:24:19.850 --> 00:24:21.650 So it's very low stakes,

NOTE Confidence: 0.884878036666667

00:24:21.650 --> 00:24:23.684 but I just want to make sure you know,

NOTE Confidence: 0.884878036666667

00:24:23.690 --> 00:24:25.586 to to do the right way.

NOTE Confidence: 0.883263113333333

00:24:28.130 --> 00:24:31.310 Anything that's high profile from her,

NOTE Confidence: 0.883263113333333

00:24:31.310 --> 00:24:34.316 I would loop in the Communications

NOTE Confidence: 0.883263113333333

00:24:34.316 --> 00:24:37.289 Office because she's really my profile.

NOTE Confidence: 0.883263113333333

00:24:37.290 --> 00:24:39.140 And she's used to working with them, so.

NOTE Confidence: 0.975595265

00:24:42.400 --> 00:24:45.648 Thank you. Yeah, she'll she'll definitely

NOTE Confidence: 0.975595265

00:24:45.648 --> 00:24:48.210 flag if the communications Office needs

NOTE Confidence: 0.876657329285714

00:24:48.273 --> 00:24:49.309 to be brought in.

NOTE Confidence: 0.778012495

00:24:50.190 --> 00:24:51.238 Thank you. The other

NOTE Confidence: 0.898839541818182

00:24:51.250 --> 00:24:52.504 thing is it was really interesting

NOTE Confidence: 0.898839541818182

00:24:52.504 --> 00:24:53.670 to see the Getty Images.

NOTE Confidence: 0.898839541818182

00:24:53.670 --> 00:24:55.290 I didn't know anything about it.

NOTE Confidence: 0.898839541818182

00:24:55.290 --> 00:24:56.520 And just looking at it,

NOTE Confidence: 0.898839541818182

00:24:56.520 --> 00:24:58.606 there's a lot of choices for viruses,

NOTE Confidence: 0.898839541818182

00:24:58.610 --> 00:25:01.130 infectious disease, very cool images.

NOTE Confidence: 0.898839541818182

00:25:01.130 --> 00:25:03.188 I was wondering about this other

NOTE Confidence: 0.898839541818182

00:25:03.188 --> 00:25:05.285 one because there's some of my

NOTE Confidence: 0.898839541818182

00:25:05.285 --> 00:25:06.609 favorite images from there,

NOTE Confidence: 0.898839541818182

00:25:06.610 --> 00:25:08.254 which I don't think I have

NOTE Confidence: 0.898839541818182

00:25:08.254 --> 00:25:10.250 the right to use those images.

NOTE Confidence: 0.898839541818182

00:25:10.250 --> 00:25:12.938 I think they're copyrighted science photo.

NOTE Confidence: 0.822967062857143

00:25:17.110 --> 00:25:19.287 Yeah, we'd have to read the rights

NOTE Confidence: 0.822967062857143

00:25:19.290 --> 00:25:20.718 information and science photo.

NOTE Confidence: 0.822967062857143

00:25:20.718 --> 00:25:22.860 We don't currently have an agreement

NOTE Confidence: 0.822967062857143

00:25:22.919 --> 00:25:25.540 with them as the school. Umm.

NOTE Confidence: 0.821857007647059

00:25:29.720 --> 00:25:31.796 They have some images that I've

NOTE Confidence: 0.821857007647059

00:25:31.796 --> 00:25:34.140 loved to use in my presentations

NOTE Confidence: 0.821857007647059

00:25:34.140 --> 00:25:37.135 in my former former life. Hmm.

NOTE Confidence: 0.821857007647059

00:25:37.135 --> 00:25:39.700 But you know, again, like immune

NOTE Confidence: 0.821857007647059

00:25:39.700 --> 00:25:41.124 system interacting with pathogens,

NOTE Confidence: 0.821857007647059

00:25:41.130 --> 00:25:43.250 you know, very good contrast,

NOTE Confidence: 0.821857007647059

00:25:43.250 --> 00:25:44.998 very vivid colors. Yeah.

NOTE Confidence: 0.821857007647059

00:25:44.998 --> 00:25:48.914 And you can get rights to individual photos.

NOTE Confidence: 0.821857007647059

00:25:48.914 --> 00:25:50.848 So we could explore, you know,

NOTE Confidence: 0.821857007647059

00:25:50.848 --> 00:25:53.081 a very limited license from the center

NOTE Confidence: 0.821857007647059

00:25:53.081 --> 00:25:55.377 to to specific photos that we like

NOTE Confidence: 0.821857007647059

00:25:55.377 --> 00:25:57.529 because they have a huge library.

NOTE Confidence: 0.821857007647059

00:25:57.530 --> 00:25:59.470 So that's probably very expensive.

NOTE Confidence: 0.893320359

00:26:00.470 --> 00:26:02.370 Yeah, I was going to like as of right now,

NOTE Confidence: 0.893320359

00:26:02.370 --> 00:26:05.058 you'd have to purchase it with

NOTE Confidence: 0.893320359

00:26:05.058 --> 00:26:07.373 department funds or program funds

NOTE Confidence: 0.893320359

00:26:07.373 --> 00:26:09.918 or whatever on the other hand.

NOTE Confidence: 0.893320359

00:26:09.918 --> 00:26:13.378 If you know, it's like if Akika was releasing

NOTE Confidence: 0.893320359

00:26:13.378 --> 00:26:16.028 some huge new research story and she

NOTE Confidence: 0.893320359

00:26:16.028 --> 00:26:18.604 said to Rob Foreman in the Communications

NOTE Confidence: 0.893320359

00:26:18.677 --> 00:26:21.089 office who was writing this article.

NOTE Confidence: 0.893320359

00:26:21.090 --> 00:26:24.226 I found a perfect image on science photo,

NOTE Confidence: 0.893320359

00:26:24.230 --> 00:26:26.386 you know, like if it was a

NOTE Confidence: 0.893320359

00:26:26.386 --> 00:26:27.680 school wide announcement like.

NOTE Confidence: 0.893320359

00:26:27.680 --> 00:26:29.504 You know, the comes, the communications

NOTE Confidence: 0.893320359

00:26:29.504 --> 00:26:30.900 Central office might purchase it.

NOTE Confidence: 0.893320359

00:26:30.900 --> 00:26:34.374 So it's just kind of again like a community,

NOTE Confidence: 0.893320359

00:26:34.380 --> 00:26:36.492 like a conversation with

NOTE Confidence: 0.893320359

00:26:36.492 --> 00:26:38.076 the Communications Office.

NOTE Confidence: 0.893320359

00:26:38.080 --> 00:26:39.501 But we don't have like a central

NOTE Confidence: 0.893320359

00:26:39.501 --> 00:26:40.540 agreement with them right now.

NOTE Confidence: 0.893320359

00:26:40.540 --> 00:26:41.812 We have Getty Images.

NOTE Confidence: 0.893320359

00:26:41.812 --> 00:26:43.084 They've actually served us

NOTE Confidence: 0.893320359

00:26:43.084 --> 00:26:44.840 pretty well with the scientific.

NOTE Confidence: 0.893320359

00:26:44.840 --> 00:26:47.997 And yes to answer your chat question,

NOTE Confidence: 0.893320359

00:26:48.000 --> 00:26:51.104 the images on that site are from Getty

NOTE Confidence: 0.893320359

00:26:51.104 --> 00:26:52.714 Images and Akiko just picked them.

NOTE Confidence: 0.893320359

00:26:52.714 --> 00:26:54.537 You know, I sent her that URL and that

NOTE Confidence: 0.893320359

00:26:54.537 --> 00:26:56.492 because I was like, how about this picture?

NOTE Confidence: 0.893320359

00:26:56.492 --> 00:26:57.624 And she was like.

NOTE Confidence: 0.893320359

00:26:57.630 --> 00:26:58.366 That's bacteria.

NOTE Confidence: 0.893320359

00:26:58.366 --> 00:27:01.832 That's not a virus, you know.

NOTE Confidence: 0.893320359

00:27:01.832 --> 00:27:04.650 OK, so.

NOTE Confidence: 0.893320359

00:27:04.650 --> 00:27:06.390 Anyway, all the goodies pretty good.

NOTE Confidence: 0.893320359

00:27:06.390 --> 00:27:07.302 And then yeah,

NOTE Confidence: 0.893320359

00:27:07.302 --> 00:27:08.822 if you're getting into real

NOTE Confidence: 0.893320359

00:27:08.822 --> 00:27:09.430 scientific images,

NOTE Confidence: 0.893320359

00:27:09.430 --> 00:27:10.878 it's it's next level.

NOTE Confidence: 0.826183371666667

00:27:11.850 --> 00:27:14.586 Yeah. And last question for me.

NOTE Confidence: 0.826183371666667

00:27:14.590 --> 00:27:16.960 So, so I'm basically reusing the

NOTE Confidence: 0.826183371666667

00:27:16.960 --> 00:27:18.950 same images from Getty which

NOTE Confidence: 0.826183371666667

00:27:18.950 --> 00:27:20.972 you put on the website because

NOTE Confidence: 0.826183371666667

00:27:20.972 --> 00:27:23.566 I I figure these are good to go.

NOTE Confidence: 0.826183371666667

00:27:23.570 --> 00:27:25.154 But now I hear there's a bit of

NOTE Confidence: 0.826183371666667

00:27:25.154 --> 00:27:26.303 a restriction on how many times

NOTE Confidence: 0.826183371666667

00:27:26.303 --> 00:27:27.799 we can use it. So actually no,

NOTE Confidence: 0.848135235

00:27:27.810 --> 00:27:31.005 no, no. So you can reuse that image so

NOTE Confidence: 0.848135235

00:27:31.005 --> 00:27:33.890 you're considered like a one time use.

NOTE Confidence: 0.848135235

00:27:33.890 --> 00:27:35.990 It's like, it's like if you downloaded

NOTE Confidence: 0.848135235

00:27:35.990 --> 00:27:38.126 an image and you put it in Beatrix

NOTE Confidence: 0.848135235

00:27:38.126 --> 00:27:40.192 and then I used it and then Christy

NOTE Confidence: 0.848135235

00:27:40.192 --> 00:27:42.124 used it and then Fran used it.

NOTE Confidence: 0.848135235

00:27:42.130 --> 00:27:44.164 And then Zach used it like

NOTE Confidence: 0.848135235

00:27:44.164 --> 00:27:45.780 that's where the limitation is,

NOTE Confidence: 0.848135235

00:27:45.780 --> 00:27:47.120 10 users reusing it.

NOTE Confidence: 0.848135235

00:27:47.120 --> 00:27:50.212 You can actually go use that image as many

NOTE Confidence: 0.848135235

00:27:50.212 --> 00:27:52.840 times as you want if you downloaded it.

NOTE Confidence: 0.848135235

00:27:52.840 --> 00:27:54.230 That's our agreement with them

NOTE Confidence: 0.702235828571429

00:27:54.990 --> 00:27:57.895 because we're using it basically on LinkedIn,

NOTE Confidence: 0.702235828571429

00:27:57.900 --> 00:28:00.434 on Twitter and website. And that's OK,

NOTE Confidence: 0.70936302

00:28:00.450 --> 00:28:01.269 that's all fine.

NOTE Confidence: 0.9585047

00:28:02.410 --> 00:28:05.050 Sounds good. Thank you.

NOTE Confidence: 0.885214017142857

00:28:10.770 --> 00:28:12.485 I think I've got a quick question.

NOTE Confidence: 0.885214017142857

00:28:12.490 --> 00:28:14.890 Is there a reason or rationale to edit

NOTE Confidence: 0.885214017142857

00:28:14.890 --> 00:28:17.538 the slug aside from if it's a duplicate?

NOTE Confidence: 0.914049304

00:28:22.150 --> 00:28:24.888 If you look at it, I always look at it from.

NOTE Confidence: 0.914049304

00:28:24.890 --> 00:28:26.346 I see somebody, yeah,

NOTE Confidence: 0.914049304

00:28:26.346 --> 00:28:28.166 somebody was asking about SEO.

NOTE Confidence: 0.914049304

00:28:28.170 --> 00:28:30.474 I look at it from the point of

NOTE Confidence: 0.914049304

00:28:30.474 --> 00:28:32.750 view of how would Google read it,

NOTE Confidence: 0.914049304

00:28:32.750 --> 00:28:34.095 which is basically like how

NOTE Confidence: 0.914049304

00:28:34.095 --> 00:28:35.750 does the public read the slug?

NOTE Confidence: 0.914049304

00:28:35.750 --> 00:28:38.126 But you know, so does it kind of seem,

NOTE Confidence: 0.914049304

00:28:38.130 --> 00:28:42.140 but to having it match your title is A is.

NOTE Confidence: 0.914049304

00:28:42.140 --> 00:28:43.488 Like, Google loves that.

NOTE Confidence: 0.914049304

00:28:43.488 --> 00:28:44.836 That's what I thought.

NOTE Confidence: 0.914049304

00:28:44.840 --> 00:28:46.010 So I just usually don't touch it.

NOTE Confidence: 0.914049304

00:28:46.010 --> 00:28:49.089 That's why I was curious, like, should I?

NOTE Confidence: 0.914049304

00:28:49.090 --> 00:28:50.674 I just read it just because I don't know.

NOTE Confidence: 0.914049304

00:28:50.680 --> 00:28:52.474 I'm like, I was like somebody

NOTE Confidence: 0.914049304

00:28:52.474 --> 00:28:53.900 else suggested this to me.

NOTE Confidence: 0.914049304

00:28:53.900 --> 00:28:54.940 Do I think it's right?

NOTE Confidence: 0.914049304

00:28:54.940 --> 00:28:55.400 You know,

NOTE Confidence: 0.914049304

00:28:55.400 --> 00:28:57.010 it's more a matter of pride than.

NOTE Confidence: 0.970072025

00:28:58.930 --> 00:28:59.370 Thank you.

NOTE Confidence: 0.68941104

00:29:01.390 --> 00:29:02.850 It's pretty good. I I do.

NOTE Confidence: 0.808303373333333

00:29:02.850 --> 00:29:03.982 Sometimes there's something extraneous

NOTE Confidence: 0.808303373333333

00:29:03.982 --> 00:29:05.580 that I'll just take out, but.

NOTE Confidence: 0.748176986666667

00:29:07.530 --> 00:29:09.130 Sometimes, sometimes there'll be,

NOTE Confidence: 0.748176986666667

00:29:09.130 --> 00:29:11.390 you know, a a title, subtitle,

NOTE Confidence: 0.748176986666667

00:29:11.390 --> 00:29:14.076 and it's just so long and you

NOTE Confidence: 0.748176986666667

00:29:14.076 --> 00:29:16.530 really just need the first part.

NOTE Confidence: 0.748176986666667

00:29:16.530 --> 00:29:18.666 Sometimes I'll take that out just to show,

NOTE Confidence: 0.748176986666667

00:29:18.670 --> 00:29:19.894 but not usually.

NOTE Confidence: 0.748176986666667

00:29:19.894 --> 00:29:24.440 If you've written a good headline, leave it.

NOTE Confidence: 0.748176986666667

00:29:24.440 --> 00:29:26.210 Try not to make them too long to begin with,

NOTE Confidence: 0.748176986666667

00:29:26.210 --> 00:29:27.626 so that makes sense.

NOTE Confidence: 0.748176986666667

00:29:27.626 --> 00:29:30.150 Well, what was the thing they were saying?

NOTE Confidence: 0.748176986666667

00:29:30.150 --> 00:29:31.885 You know, a Facebook headline

NOTE Confidence: 0.748176986666667

00:29:31.885 --> 00:29:33.273 should be 6 words.

NOTE Confidence: 0.8734077

00:29:36.310 --> 00:29:36.660 So.

NOTE Confidence: 0.746906816666667

00:29:41.560 --> 00:29:42.289 So there's no

NOTE Confidence: 0.912662655

00:29:42.300 --> 00:29:47.640 way we have of. Like I was just looking

NOTE Confidence: 0.912662655

00:29:47.640 --> 00:29:49.960 at the this is kind of a I don't know

NOTE Confidence: 0.912662655

00:29:49.960 --> 00:29:51.520 if everybody would have this question

NOTE Confidence: 0.912662655

00:29:51.570 --> 00:29:53.505 but I was kind of looking at like we

NOTE Confidence: 0.912662655

00:29:53.505 --> 00:29:55.806 create we can create a page for our

NOTE Confidence: 0.912662655

00:29:55.806 --> 00:29:57.919 comms officers based on a keyword right?

NOTE Confidence: 0.912662655

00:29:57.920 --> 00:30:00.020 Like so news and recognition

NOTE Confidence: 0.912662655

00:30:00.020 --> 00:30:04.070 is based on the keyword 453.

NOTE Confidence: 0.912662655

00:30:04.070 --> 00:30:06.090 Right. Is that like I'm just,

NOTE Confidence: 0.912662655

00:30:06.090 --> 00:30:07.861 I'm going to put this in the

NOTE Confidence: 0.912662655

00:30:07.861 --> 00:30:09.619 chat so that that's correct.

NOTE Confidence: 0.912662655

00:30:09.620 --> 00:30:13.656 OK, so like as a user if I was.

NOTE Confidence: 0.912662655

00:30:13.660 --> 00:30:17.300 Kind of thinking about my different feeds.

NOTE Confidence: 0.912662655

00:30:17.300 --> 00:30:18.340 Do I have any?

NOTE Confidence: 0.912662655

00:30:18.340 --> 00:30:20.685 I don't have any way of knowing what

NOTE Confidence: 0.912662655

00:30:20.685 --> 00:30:23.184 my keywords are that I've used or.

NOTE Confidence: 0.912662655

00:30:23.190 --> 00:30:25.940 Or like being able to.

NOTE Confidence: 0.912662655

00:30:25.940 --> 00:30:28.615 Pull this up I I'm like a weird

NOTE Confidence: 0.912662655

00:30:28.615 --> 00:30:31.096 research person that would want to keep

NOTE Confidence: 0.912662655

00:30:31.096 --> 00:30:33.569 track of my keywords and see them.

NOTE Confidence: 0.912662655

00:30:33.570 --> 00:30:34.010 You know,

NOTE Confidence: 0.912662655

00:30:34.010 --> 00:30:35.854 like like we'll publish issues

NOTE Confidence: 0.912662655

00:30:35.854 --> 00:30:38.486 for alert by issue #27,

NOTE Confidence: 0.912662655

00:30:38.486 --> 00:30:38.998 issue #28,

NOTE Confidence: 0.912662655

00:30:38.998 --> 00:30:41.077 and each one of those would have a

NOTE Confidence: 0.912662655

00:30:41.077 --> 00:30:42.680 keyword that we would use to pull

NOTE Confidence: 0.912662655

00:30:42.680 --> 00:30:43.839 it into the display.

NOTE Confidence: 0.912662655

00:30:43.840 --> 00:30:44.632 But as a user,

NOTE Confidence: 0.912662655

00:30:44.632 --> 00:30:46.010 I don't really have any way of.

NOTE Confidence: 0.90561403

00:30:49.020 --> 00:30:50.764 Exactly. So I was looking at this one.

NOTE Confidence: 0.90561403

00:30:50.770 --> 00:30:53.059 I was looking at trying to look

NOTE Confidence: 0.90561403

00:30:53.059 --> 00:30:54.628 at keyword 353 to figure out,

NOTE Confidence: 0.90561403

00:30:54.628 --> 00:30:56.301 but it's not even listed in there

NOTE Confidence: 0.90561403

00:30:56.301 --> 00:30:59.120 because it's a. It's like a.

NOTE Confidence: 0.90561403

00:30:59.120 --> 00:31:00.720 Yeah. OK. Like I could, OK.

NOTE Confidence: 0.903386127272727

00:31:01.610 --> 00:31:04.066 Yeah, we do not have a way to

NOTE Confidence: 0.903386127272727

00:31:04.066 --> 00:31:05.958 back trace them at this point.

NOTE Confidence: 0.944273642

00:31:07.270 --> 00:31:09.056 I don't know if I'm just a

NOTE Confidence: 0.944273642

00:31:09.056 --> 00:31:10.730 weirdo or of other people.

NOTE Confidence: 0.691788836666667

00:31:10.740 --> 00:31:12.882 When I was in doing this in my SPH,

NOTE Confidence: 0.691788836666667

00:31:12.890 --> 00:31:16.710 I had a CHEAT SHEET for this that I gave

NOTE Confidence: 0.691788836666667

00:31:16.811 --> 00:31:20.535 to the editorial team and I maintained.

NOTE Confidence: 0.691788836666667

00:31:20.540 --> 00:31:23.380 Yeah, because there are all the

NOTE Confidence: 0.691788836666667

00:31:23.380 --> 00:31:25.172 research themes are keyworded,

NOTE Confidence: 0.691788836666667

00:31:25.180 --> 00:31:28.048 so they and they probably have

NOTE Confidence: 0.893406865

00:31:28.340 --> 00:31:29.968 25 or 30 keywords

NOTE Confidence: 0.883348676666667

00:31:30.160 --> 00:31:32.320 that they use. So, you know,

NOTE Confidence: 0.883348676666667

00:31:32.320 --> 00:31:33.568 we just kept track of it.

NOTE Confidence: 0.857773544285714

00:31:33.740 --> 00:31:35.336 Yeah. So it might be something useful.

NOTE Confidence: 0.857773544285714

00:31:35.340 --> 00:31:37.447 I mean you can download the spreadsheet

NOTE Confidence: 0.857773544285714

00:31:37.447 --> 00:31:39.796 from here like so if somebody needed it,

NOTE Confidence: 0.857773544285714

00:31:39.800 --> 00:31:40.995 you could download it for

NOTE Confidence: 0.857773544285714

00:31:40.995 --> 00:31:43.980 them and send it to them, but.

NOTE Confidence: 0.857773544285714

00:31:43.980 --> 00:31:46.110 Maybe eventually that would be something.

NOTE Confidence: 0.850313004285714

00:31:47.330 --> 00:31:48.849 We can talk to mark about that,

NOTE Confidence: 0.850313004285714

00:31:48.850 --> 00:31:51.210 but yeah. And just to clarify,

NOTE Confidence: 0.850313004285714

00:31:51.210 --> 00:31:53.630 do you mean how many times your queue

NOTE Confidence: 0.850313004285714

00:31:53.630 --> 00:31:55.894 like my keywords are used or just what

NOTE Confidence: 0.850313004285714

00:31:55.894 --> 00:31:57.829 my keywords are where they're used?

NOTE Confidence: 0.850313004285714

45

00:31:57.830 --> 00:32:00.660 OK, yeah. So if you look at this URL that

NOTE Confidence: 0.855633679090909

00:32:00.670 --> 00:32:02.776 I put in here, Beatrix at

NOTE Confidence: 0.855633679090909

00:32:02.776 --> 00:32:04.610 yale.edu slash blah blah blah,

NOTE Confidence: 0.855633679090909

00:32:04.610 --> 00:32:08.090 that number 453 is correlates

NOTE Confidence: 0.855633679090909

00:32:08.090 --> 00:32:11.570 to the actual keyword tag.

NOTE Confidence: 0.855633679090909

00:32:11.570 --> 00:32:13.738 So you would be able to like Tiffany

NOTE Confidence: 0.855633679090909

00:32:13.738 --> 00:32:16.126 saying she has different keywords for her.

NOTE Confidence: 0.855633679090909

00:32:16.130 --> 00:32:18.410 You would be able to view a feed.

NOTE Confidence: 0.855633679090909

00:32:18.410 --> 00:32:20.492 If you know what that number is, you can.

NOTE Confidence: 0.855633679090909

00:32:20.492 --> 00:32:22.564 To a feed of each of those.

NOTE Confidence: 0.855633679090909

00:32:22.570 --> 00:32:23.985 Things exactly what that is

NOTE Confidence: 0.855633679090909

00:32:23.985 --> 00:32:25.400 by just swapping out that

NOTE Confidence: 0.66514181

00:32:25.410 --> 00:32:27.470 number. Yeah, I didn't even

NOTE Confidence: 0.87928671

00:32:26.410 --> 00:32:27.460 know that was a thing, so that

NOTE Confidence: 0.928102034285714

00:32:27.470 --> 00:32:30.200 would be cool to be able to.

NOTE Confidence: 0.928102034285714

00:32:30.200 --> 00:32:31.308 Like that's just me

NOTE Confidence: 0.820019092

00:32:31.320 --> 00:32:33.068 farting around in here going, Dang it,

NOTE Confidence: 0.820019092

00:32:33.068 --> 00:32:35.522 I wish I could see this and that so.

NOTE Confidence: 0.820019092

00:32:35.522 --> 00:32:38.644 Yeah, I just think it would be

NOTE Confidence: 0.820019092

00:32:38.644 --> 00:32:40.325 helpful as I'm trying to figure

NOTE Confidence: 0.820019092

00:32:40.325 --> 00:32:42.191 out how to get different streams of

NOTE Confidence: 0.820019092

00:32:42.191 --> 00:32:43.925 news posts and on different pages.

NOTE Confidence: 0.820019092

00:32:43.930 --> 00:32:46.036 It would just be kind of interesting to see.

NOTE Confidence: 0.77903509

00:32:48.270 --> 00:32:48.720 I think.

NOTE Confidence: 0.872558585

00:32:56.100 --> 00:32:57.300 Anything else?

NOTE Confidence: 0.904578729

00:33:03.120 --> 00:33:05.532 OK, well if you run into

NOTE Confidence: 0.904578729

00:33:05.532 --> 00:33:07.140 things or have questions,

NOTE Confidence: 0.904578729

00:33:07.140 --> 00:33:08.538 you know how to reach us.

NOTE Confidence: 0.904578729

00:33:08.540 --> 00:33:12.400 Why is m.editor@yale.edu?

NOTE Confidence: 0.904578729

00:33:12.400 --> 00:33:15.124 And Bugs are continuing to be

NOTE Confidence: 0.904578729

00:33:15.124 --> 00:33:17.920 fixed and some things were fine,

NOTE Confidence: 0.904578729

00:33:17.920 --> 00:33:21.920 so most of your communications officers.

NOTE Confidence: 0.904578729

00:33:21.920 --> 00:33:23.971 So I'm sure that Mark will provide

NOTE Confidence: 0.904578729

00:33:23.971 --> 00:33:25.722 an update next time you guys

NOTE Confidence: 0.904578729

00:33:25.722 --> 00:33:27.605 have a meeting on some of that.

NOTE Confidence: 0.9354882

00:33:29.930 --> 00:33:30.340 OK.

NOTE Confidence: 0.93354869

00:33:32.430 --> 00:33:33.780 Thank you everyone.