**T4 QUICK TIPS**

**TEXT**

- Use a single space between sentences.
- Align all text and tables to the left.
- Don’t use a serial comma except when necessary for clarification.
- Use hyphens (instead of parentheses or periods) for telephone numbers.
- There’s no need to type the word “telephone” or “email” prior to the actual number or email address: use 843-349-0000 or person@coastal.edu. However, if the word email is necessary within general text, it is one word with no hyphen.
- Avoid using courtesy titles (Dr., Ms., Mr., Mrs.) Instead of a courtesy title, it is OK to add the terminal degree after the name of a person, such as David A. DeCenzo, Ph.D. The sole exception to use of a courtesy title is the use of Dr. when referring to those holding the M.D. degree.

For additional editorial guidelines, be sure to consult the [University Editorial Standards »](#)

**LINKS**

When adding links in text using the Insert/Edit Link option (chain tool on horizontal edit menu top left) please make sure to do the following:

**Adding a section link**

If you want to add a link to another section on CCU’s website, highlight the text where you want the link to be embedded and select the Insert Section icon (fifth from right on bottom row of edit toolbox). Select the section from the site map that appears on the screen. Then select the highlighted chain icon and a window will open.

If the link is to another section on CCU’s website the – **Target** – field on the General Properties dropdown should remain in the default setting – **Open in This Window/Frame**.

**Adding an email link**

If the link is directed to a CCU email, the prefix **mailto:** must precede the email address. When you insert an email address in the **Link URL** field, T4 will automatically ask if you want to add the required mailto: prefix. Select OK.

**Linking to an external website**

If you are linking to an external website, the **Target** field can direct to **Open in New Window**, the second selection in the drop down menu. This way the CCU website will remain visible on the user’s screen.

For **ADA compliance** be sure to fill in the third field in the dropdown – **Title** – with an appropriate directive for the link (an ADA reader will read what in this field verbatim, so avoid the use of ampersands (&) (spell out and) and other punctuation, if possible. Examples of directives to add in the **Title** field are **Link to Student Accounts** or **Email to Anne Monk**. This directive should replace the (often lengthy and including percentages) path that is generated in this field when a link is present.
EXPLORE BLOCKS

When using the content types 2015 Inner page Explore blocks #1 or Inner page Explore blocks #2, the image(s) you select to appear in the boxes may not be visible on tablets or on mobile devices. What will appear is a clickable link showing whatever is typed in the Block Link Text field. It’s important that the text describes the link. If the text only says Click here, the user won’t know where the link will lead without clicking on it.

MEDIA LIBRARY

Images must be specified sizes for use in most of the content types in the redesign. It’s optimal to have the images sized accordingly prior to adding them to the new Media Library rather than using the edit option in t4.

When saving images as .jags, please do not include spaces in the name of the image (example: use ccucampus.jpg or ccu_campus.jpg not ccu campus.jpg). The .jags with spaces in their names are not recognized by t4 in some content types.

The Media Library is accessed from the grey Content tab in the horizontal menu in the red area at the top of the page. There is a unique media library for all pages in the new format. Here’s the path: 2015 CCU Website > Content Assets > Images. A specific folder has been created for each area and includes sub-folders based on image sizes. Because all t4 moderators have access to use images in the Media Library, please make sure that you add images in the correct folder. If you need help with identifying images, contact Judy Johns in campus photography at 843-349-2923 or jjohns@coastal.edu.

About Image Sizes

1400 x 450 Hero Image
1200 x 535 Hero Carousel Slides
938 x 672 General Carousel Slides
470 x 470 (was 760 x 760) General Purpose Images: Profiles, Explore Blocks, Faculty Showcase, News, Events