

Good evening and welcome to the first edition of the bi-weekly Quick Digital Minute.

In order to facilitate better communication around website timelines, enhancements and training we will be sending out a bi-weekly update email. Please feel free to reach out to myself, Scott Cronk or Megan Coffey at any time if there are topics you would like covered or if you are in need of assistance.

Website Enhancements –

- **Deployed:** On Friday, October 5th several enhancements were made to the platform. These fixes included:
 - **Facebook Images** – The ability for the CMS user to upload or select a pre-set image when sharing website content on your Facebook page is now available
 - **Most Recent & Most Viewed** – News articles are now ordered upon entry to the News index based upon the published date. Issues around the view counter for Most Viewed content have been resolved, so if a user selects this drop down content will be sorted accordingly.
 - **Homepage fonts** – A known fonts.com issue resulting in text being cutoff and/or not positioning correctly on homepage modules was resolved.
 - **Multiple Day Events** – The issue of multiple day events disappearing after the first day has been resolved, and multi-day events now remain for the duration of the event.
 - **Right Rail** – Content flows into the right rail as designed once related articles and related athletes are tagged in a story
- **Upcoming:**
 - **Wizard: Related Content & Tagging** – Enhanced wizard functionality is in QA to assist in the auto-population of related content and athletes in the right rail of features.

Help Desk – In order to continue to provide timely and visible issue resolution, we have enhanced our response to help desk tickets by implementing Unfuddle software. Following this email, site users will be getting an email instructing them how to access Unfuddle. When entering a ticket into the Unfuddle system, we ask that you are as detailed as possible in describing the issue. As a backup method of issue notification, users can continue to email HelpTeamUSA@usoc.org for all technical questions or enhancement requests, once the email is received it will be entered into Unfuddle which will permit users to view ticket status and comments. If you have any questions please contact Scott or Megan directly, and as a reminder all requests for assistance should be submitted to Unfuddle so we can ensure the proper staff is resourced to resolve your issue.

Analytics – On July 21st Google Analytics was implemented across the TeamUSA network. Custom reports have been set-up for each NGB so you can view pageviews, uniques, etc. Megan has reached out to everyone for gmail logins, but if you are still in need of access please follow-up with her directly for assistance. If you are unfamiliar with Google Analytics, below are resources to help assist in finding the information you may want.

Root too all things Google Analytics: <http://www.google.com/analytics/learn/index.html>

Short videos introducing you to the concepts of Google

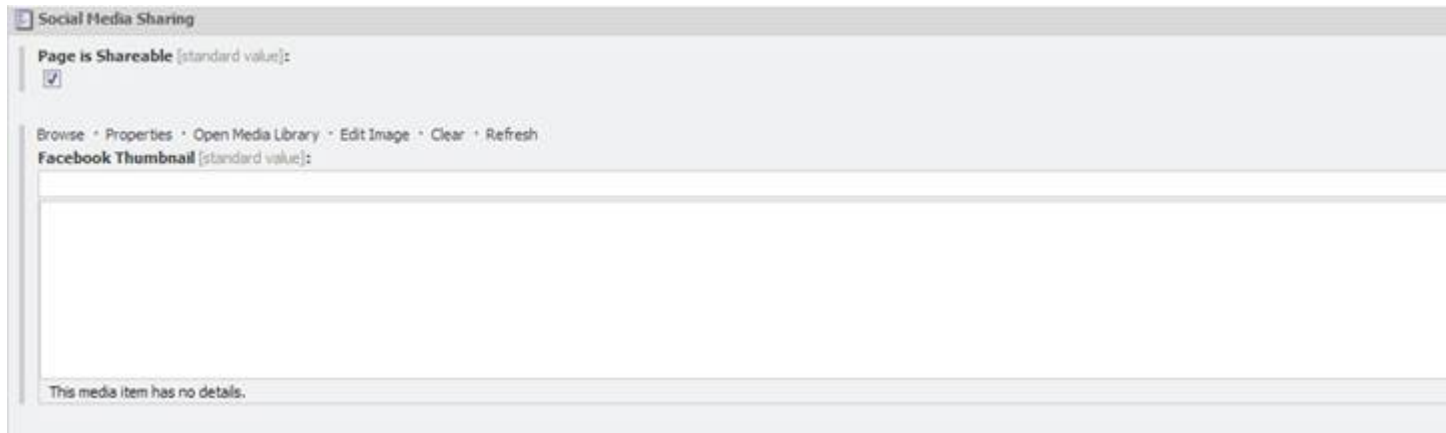
Analytics: <http://www.google.com/analytics/iq.html>

Google Analytics YouTube channel: <http://www.youtube.com/googleanalytics?hl=en>

Tips & Tricks – This week's Tip is "How to load a custom image for Facebook Sharing"

Once an article is created in the CMS you can add the sharing functionality by doing the following;

- Identify an image you would like to have represented on facebook
- Facebook guidelines on the thumbnail image is that it should be at least 50x50 pixels and should not exceed 130 tall x 110 pixels wide
- Upload that image to the Media Library and publish the image
- From within the story you would like to share, in the CMS scroll down the article window to the “Social Media Sharing” section of the editor



- Select “Browse” from within the Facebook Thumbnail section of the editor
- Find your image in the Media Library
- Publish the story

You will now be able to go into facebook and share this story. Your thumbnail image will come up as a graphic option you can use to represent the story.

Migration Timeline – Per the discussion held during the Assembly with Chester & Lisa, below is a schedule outlining the training and migration for new sites joining the platform. Scott is running point with Megan’s assistance on training and migration, so please reach out to him directly to refine your dates. In addition to the schedule, below are observed best practices from earlier migrations.

- Content migration is best done slowly over the course of 2-3 months
- Pre-plan your site layout (i.e. how do you want events, rosters, stories, etc to flow) before laying in content
- Remember the new site does not have to be a replica of your old site
- Use of the wizard can help to expedite feature and gallery uploads
- A library of media assets should be built in folders from the current site so bulk upload can occur (vs one-off image uploads)
- Setting up an organized media library folder structure and naming convention before uploading photos is critical
- Consider Events and Results data that is impactful now and work with Scott where needed to port over

NGB	Planned Training/Migration	Contact
Curling	Oct - Nov	Rick Patzke
Softball	Oct - Dec	Julie Bartel
Waterski	Jan - Mar	Scott Atkinson

Karate	Dec - Mar	Jake Lease
Racquetball	Nov - Dec	Larry Hamerlie
Wrestling	Nov - Feb	Meredith Wilson
Golf	Jan - Mar	Andy Levinson
Synchro	Jan - Mar	Terry Harper

Social Sharing – As we continue to engage the USOC Facebook and Twitter audiences, I encourage you to reach out to Maura Cheeks on my team with cool/viral content. Just recently Maura was sent by US Figure Skating the Figure Skating Basketball Trick Shots Video which she posted to our YT channel, TeamUSA.org and promoted via Twitter. With NBA training camps starting it was a timely video to post allowing us to insert ourselves into a larger social conversation around basketball.

Lastly, I have spoken to a number of you while at the Assembly regarding future enhancements and functionality for the website. As we plan our 2013 roadmap I welcome conversations from those with whom I have not spoken. In future updates we will provide a list of upcoming enhancements and our working timeline for these improvements. Currently our primary objective is to identify before Thanksgiving a nimble and scalable agency to assist with this work, and to gather all roadmap requests. If you have any questions or would like to speak to me about website product needs, please feel free to reach me at the numbers below.

Best.
Sarah