

## Implementation Guidelines

Follow these guidelines, step 1 through 11, as you deploy your NewsCactus site.  
Please contact us at 801.683.9578 or via the support form inside your administrative site with any questions.

Online Newsroom: <http://news.yourURL>  
Administration: <http://news.yourURL/admin>  
Username and password will be provided by NewsCactus.

### 1. Settings

- Provide contact information, a newsroom welcome statement and description of your organization.
- Leave the other settings for later and click on submit.

### 2. Key Contacts

- Add contact information for key media contacts.

### 3. Important Links

- Add links to other sites, such as your main website or other important Web pages.

### 4. Modules

- Add modules, a photo and caption. Photos can be up to 186 pixels wide (height is unrestricted). Use modules to highlight team members, partners, products or services.

### 5. Multimedia

- Upload applicable multimedia files: logos, images, video and audio. Use this for corporate logos and branding elements, employee headshots, podcasts and video for the Web.

### 6. News Releases

- Upload previous announcements including headline, release date and body text (copy and paste from Word) or link to a PDF.
- Identify pertinent key contacts, multimedia, important links and module (photo-with-caption).
- For previous announcements the status is 'Published.' You may also post news releases as drafts or specify a future release day and time.

### 7. News Highlights

- Include a title, date and description.
- Upload a thumbnail image (72 x 72 pixels) to accompany the text.
- Add up to two related links.
- Select whether or not the highlight is active/appears on the site.
- Set the priority for your highlights to determine sort order on the home and highlights pages.

### 8. Settings

- Now return to the Settings section and fill-in the information (key contacts, links and modules) for each newsroom page: Home, Overview, News Release, News Highlights, In the News, Multimedia and Press Kit.

### 9. In the News

- Link to articles about your organization. Enter title, story date and a short description.
- Link to a PDF or other Web page.
- Select whether or not the In the News item is active, then click on Submit.

### 10. Press Kits

- Create PDF press kits for your organization, its products and/or services. Upload them with accompanying title, date and short description. *The list is organized by date with the most recent on top and appears on the Press Kits page.*

### 11. Define Menu

- Should you want to change the name of one of your NewsCactus menu items, this is where you do it.
- You may also turn on/off the individual site menu items here.