

## Implementation Guidelines

Follow these guidelines, step one 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>  
Newsroom 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 Web site 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, awards, events, partners, products or services.

### 5. Multimedia

- Upload applicable multimedia files: logos, images, video, audio and documents. 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.