

SNO ADVISER ACADEMY

What Subjects Will Be Covered?

FLEX Theme NextGen

The main source of your training will give you the most in-depth experience with the next generation version of your website's FLEX theme, including the new Site Designer tool.

The Website Dashboard

We'll review what each of the options are on your website's dashboard and what they're used for, so you can better navigate it.

Mobile Journalism

We'll show you how to take advantage of the Mobile Homepage widget area, talk about what works well and review the Source app.

Web Design Trends

What are the best student news and professional media sites doing well? How can you bring those trends to your own website? We'll take you on a tour.

Advertising and Marketing

How do you get advertisers for your website? What kind of ad spaces can you use? And an overview of the free SNOAds program.

How To Publish

You'll learn everything there is to know about how to publish content, story page settings and alternative templates for presenting articles in a different fashion.

Supercharging FLOW

We'll discuss the all-in-one assignment management tool offered as an add-on and how it can help you in your newsroom.

Using Google Analytics

We'll teach you how to use your Google Analytics to better understand who your readers are, what they're interested in and how to grow that base.

Social Media

Let's talk social media strategies beyond only sharing your stories. How can you better engage with your audience on social media?

Add-Ons and Plugins

An overview of SNO's add-on tools as well as which free WordPress plugins may be useful to you on your website, including social feeds, newsletters and more.

Website Must-Haves

Let's outline the things you need to have for your website to function properly for your staff and for your readers.

... and more!

