SNO ADVISER ACADEMY

What Subjects Will Be Covered?

FLEX Pro Theme
The main source of your training will give you the most in-depth experience with the newest version of your website's FLEX theme, including the 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? Plus an overview of the free SNOAds program.

How To Publish
You'll learn everything there is to know about how to publish content, including 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!