What Subjects Will Be Covered?

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

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.

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?

FLEX Pro Theme
The main source of your training will give you an in-depth experience with the FLEX Pro site design theme, including the Site Designer, Widget Control Panel, and more.

Story Page Customization
Learn how to optimize your story packages for web display. We'll go over the story template customization tools and share all of the options and design potential.

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.

Site Monetization
What kind of ad spaces are available on your site, and how can you place ads in them? We'll explore various options plus provide an overview of our SNO Donate program.

Using SNO & Google Analytics
We'll teach you how to use your site's 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?

SNO FLOW (optional session)
Take a tour of the all-in-one assignment management tool offered as an add-on and learn how it can be customized to help you in your newsroom.

SNO Site Booster (optional session)
We'll discuss all the content creation tools included with the add-on and share examples of how you can use them to increase audience engagement.

… and more!