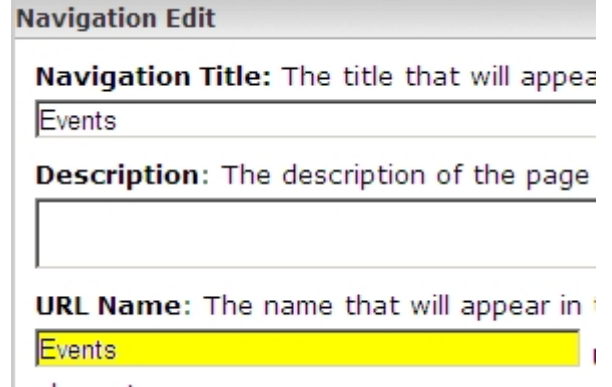


Starting Safely – The “Golden Rules” of Microsite Webmastery

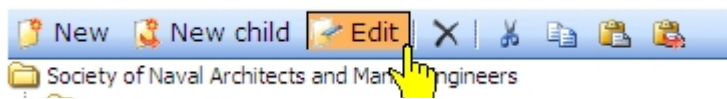
SNAME microsites put unprecedented communications power in your hands. But like any powerful tool, there are important safety precautions you need to follow. It is possible for a well-intended, curious microsite webmaster to do serious unintended damage to a microsite. The most important safety precautions are laid out here.

Tip 1: Don't Touch URL Name

Edit navigation links through the “Dashboard.” Changes to the page title and description are OK. But when doing so **do not touch URL Name** – changes will break links around the site. And when re-naming pages and their navigation folders, use the Edit function. **Do not double-click file names to rename** as this resets the URL name!

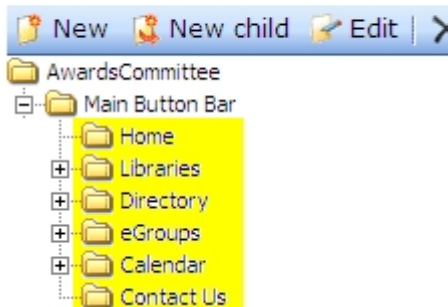


Navigation



Tip 2: Keep Items in the Main Button Bar in the Main Button Bar

Navigation



You may think that some of the professional networking tools would look better somewhere else on your microsite – perhaps you want to nest “Libraries” under “eGroups” for example. Or make “Calendar” appear on the left navigation bar. Sorry: do not move them off the Main Button Bar. You can reposition them there, and add other items to the main bar, but **do not remove Home, Libraries, Directory, eGroups, Calendar, or Contact Us from the Main Button Bar**. Let them flower where they are planted.

Tip 3: Don't Edit the Content of Pages of type “User Control”

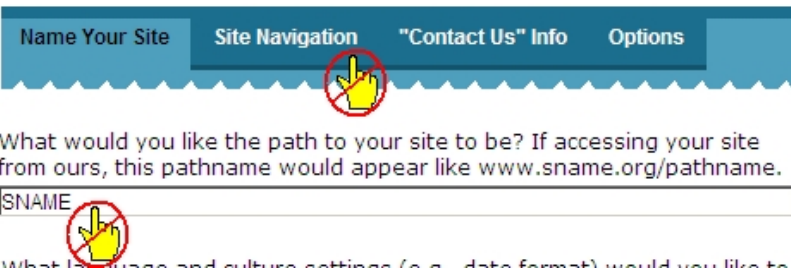
Content



Publish Site

A number of microsite pages are pre-filled with data and links whose content should not be edited. These are signified by a distinct icon – a hyperlink/infinity symbol in front of a globe. **Do not edit the content of these pages – known as “user control” pages**. Doing so will break links and make your site un-navigable.

Tip 4: Don't Change the Path or Site Navigation Fields for your Site



Clicking to the “Dashboard” will bring up four important tabs. All your site’s links are based on the pathways established here. There are two places you should not touch. **Do not change the site’s path** under the “Name Your Site” tab. Also, **do not change anything** under the Site Navigation tab.