

## Overview

It is essential that all Principal Investigators who have an active Icahn School of Medicine at Mount Sinai laboratory create and maintain a web presence that is readily accessible from our [icahn.mssm.edu](http://icahn.mssm.edu) domain. Recognizing the importance of laboratory websites, Mount Sinai's Digital and Social Media Department (DSM) is offering Principal Investigators the tools needed to create their own lab web sites using the WordPress content management system. This will give PIs the ability to quickly and efficiently launch and update their own sites. These website templates will provide greater consistency to both the overall appearance and the information architecture across the School's lab sites. We are no longer offering the option of creating a lab website in Vignette or externally using HTML.

The url for the new lab sites created in WordPress would be: **[labs.icahn.mssm.edu/labname](http://labs.icahn.mssm.edu/labname)**

## Laboratory Site Navigation Structure

To ensure consistency and usability and to enhance search engine optimization, each PI will be required to develop content that meets the following guidelines prior to publishing their site. Each site may contain a maximum of seven top-level navigation items. The main navigation menu will be located at the top of the website. Additional navigation items can be added as sub-pages below these seven main items if needed.

**Main Top-of-Page Navigation Items** (*Highly Recommended*, if there isn't enough content for all individual pages then pages may be consolidated with subheadings)

- Landing Page
- About Us
- Team
- Research
- Publications
- Contact Us (module or page)

### Optional Navigation Items:

- Related Resources
- Meet the Director or Principal Investigator
- News
- Current Openings
- Support Our Research

## Site Content

- All website content must be original.
- Images and Video must be original or the PI must obtain the appropriate license or written approval for use.
- Images should be captioned.
- Names of research faculty and staff should be linked to their profile pages on [icahn.mssm.edu](http://icahn.mssm.edu).

- Publications should contain links to their respective PubMed IDs.
- The landing page should contain a description of the lab's work (at the end of that text, please include a "Read More" link that goes to the "About Us" page).
- All pages such as "About Us" and "Research" should consist of at least 400 words of text (500 words or more are recommended).
- "Contact Us" information should be included in the right-hand column of the landing page and/or on a "Contact Us" page.
- Current Openings: PIs may only include information on current openings (for example, for Postdoctoral Fellows) if they are listed on Mount Sinai's "Careers" site. If you have an opening you'd like to list, please work with your department's administrators to make sure it has gone through the official approval process and is listed on the "Careers" site. Administrators with questions about this process can contact [theresa.scarabino@mssm.edu](mailto:theresa.scarabino@mssm.edu).
- Support Our Research: This page can include information about how to donate funds to individual lab via The Development Office.
- Content Review: PIs are responsible for ensuring that the content on their site is accurate and up-to-date. They must review content every two months

## **Laboratory Links**

The main page (<http://icahn.mssm.edu/research/labs>) for research labs, located on the Icahn School of Medicine site, will link to the new WordPress-based lab sites as well as those located at other mssm.edu URLs. A new page will be created to offer a listing of labs organized by category. All existing labs will need to identify the "Primary" Multidisciplinary Training Area that they want to be associated with. New labs that are created going forward will be asked to provide the category that their lab should be associated with in advance of site launch. The new landing page for the labs site will have the following MTA categories:

- Cancer Biology
- Developmental and Stem Cell Biology
- Design Technology and Entrepreneurship
- Genetics and Genomic Sciences
- Immunology
- Microbiology
- Neuroscience
- Structural/Chemical Biology and Molecular Design
- Systems Biology of Disease and Therapeutics

## **WordPress Templates / Plugins**

To ensure consistency in branding and usability, all laboratory sites will be required to use the same WordPress template offered by Mount Sinai's Digital and Social Media Department. Additionally, each laboratory site will use a standard set of approved plugins that are compatible with Mount Sinai's WordPress installation. Each of the approved plugins has been thoroughly tested to conform to our standards.

## Approved Plugins

- All In One SEO
- All In One Event Calendar
- RSS Feed
- AddThis
- WP Super Cache

## Site Approval Process

PI should request access to templates and url by filling out online form

<http://fusion.mssm.edu/applymssmweb/>

Final approval for site go-live will be granted to lab after the site is reviewed.

## WordPress Resources

Mount Sinai is currently using version 3.4.2 of WordPress. The resources below will help you learn different aspects of the WordPress platform and guide the development of your website.

### Configuring Your Site

- **Navigation Menu:** <http://learn.wordpress.com/get-published/#lecustommenu>
- **Widgets:** <http://learn.wordpress.com/get-configured/#leswidgets>

### Posts and Pages

- **Publishing Content:** <http://learn.wordpress.com/get-published/>  
<http://premium.wpmudev.org/blog/mastering-wordpress-visual-editor/>
- **Posts vs. Pages:** <http://learn.wordpress.com/get-published/#figure>
- **Adding Images**
  - **Pages:** <http://learn.wordpress.com/get-published/#publishpage>
  - **Posts:** <http://learn.wordpress.com/get-published/#publishpost>

### Video Tutorials

- <http://ithemes.com/tutorial/category/wordpress-101/>
- <https://www.youtube.com/playlist?list=PL9478A91370624E9F>

### Embedding Youtube Videos

- Place the following in your post or page.  
[embed]YOUTUBE Video URL Goes Here[/embed]

#### Example w/ YouTube URL

[embed]http://youtu.be/Kl7rVgNnc2w?list=UUYEWp\_vovVxsQTzKbHTu9Og[/embed]