How and When to Use Custom Pages

& when not to!

What are custom pages

Custom pages in uConnect represent traditional, static, web pages. They can be added, edited, and deleted all from within the **Publish** menu of your dashboard.

Unlike the other options within your Publish menu, Custom Pages are **not** a type of content, and function distinctly different from typical content within your virtual career center.

Where to manage these in the dashboard

➢ **Create custom pages**
➢ **Edit custom pages**
➢ **Delete custom pages**

When to use custom pages vs. content

If you have information to share with your students, odds are you're going to want to add it to your platform as a **distinct content type**, e.g. a resource, blog, experience, event, etc. There are a few reasons for this.

Your content types have:

- ➢ Unique fields designed to represent what makes that content type special
- ➢ Ability to be surfaced within widgets
- ➢ Ability to be proactively communicated in automated newsletters and custom emails

When to use custom pages vs. content

On the other hand, there are select situations where adding your information as a custom pages makes the most sense.

For many of these use cases, we have built in **templates** prepared to help you format the information in a way that is easy, and makes sense to your end-users.

Templates

➢ Staff
➢ Social
➢ Contact Information
➢ Specific layouts

What these look like in the dashboard

➤ **Choose a custom page template**

Unique use cases

Outside of these baked in templates, there are a few scenarios where the information you want to share, or experience you want to create doesn't fit directly into an existing content type. When this is the case, custom pages can be a great solution to ensure your virtual career center can truly house any and all information of importance to your students.

We've highlighted some of those scenarios below

➢ Recurring events e.g. annual career fairs
➢ Multi-community pages

Recurring events

Our regular event content type automatically archives events once they've passed, and require a start and end date / time to be assigned to them in order to publish them . If you want to share information around annual events that may not have a set date for the majority of the year, you'll need to use custom pages to showcase these.

A great example of this in action

➢ MIT CAPD **recurring career fairs**

Multi-community pages

Regular communities aggregate content around that one community topic. Custom pages present an opportunity to aggregate content based on more than one community by **tagging the custom page** to the communities you want it to reflect. Tagging a custom page tells the platform to treat the custom page like a community representing all of those topics, and will pull in the relevant content from across your enabled widgets.

A great example of this in action

➢ Duke University's **Career Development Process**

Questions? Ideas?

Send us a note at **support@gouconnect.com**!