

Profile Pages

The screenshot shows a navigation bar with tabs: HOME, Academics, Research, People, Resources, News & Events, and About. Below the navigation bar is a breadcrumb trail: "You are here: Home » People » Sam Smith". The main content area features a profile for John Smith, Professor of Biology. On the left is a placeholder for a photo. To the right of the photo is a short bio. Below the bio is contact information. On the far right is a "People" widget with a list of categories: All, Faculty, Graduate Students, and Staff. Red arrows point from numbered labels on the right to specific elements: 1. Name (points to "John Smith"), 2. Professional Titles/Affiliations (points to "Professor of Biology"), 3. Taxonomy (points to "Staff" in the People widget), 4. Photo (points to the photo placeholder), 5. Short Bio (points to the bio text), 6. Address (points to the contact information), 7. Phone (points to the contact information), 8. Email (points to the contact information), 9. Website (points to "Smith Lab" in the Websites section).

Create profiles for the people in your organization to demonstrate your department's expertise and provide contact information. Below are guidelines and ideas to help create profile pages.

1. Name

There are fields for first, middle, and last name. We do not use titles in this field (Mr., Prof., Dr.).

2. Professional Titles/Affiliations

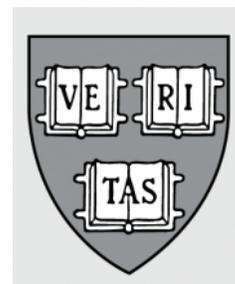
Include up to three job titles and/or affiliations in separate fields.

3. Taxonomy

You can tag profiles with terms such as faculty, staff, lecturer, a research area, or other terms that you create. Each profile is its own discrete unit that can be leveraged across the website, so the profiles are more flexible than a static list of people. You can display relevant people in different parts of your website by pulling content from the original listing into a widget. If you update the profile, all of the widgets will be automatically updated.

4. Image

- The minimum image size is 140 px wide by 180 px high, in JPG format. Images larger than this size are preferable, as they provide more flexibility for cropping in OpenScholar.
- Color photos are preferable.
- Use a headshot with a plain background, or a naturalistic setting, such as an office, lab, or outdoor setting. The background should not be distracting.
- Photos from the mid-torso or shoulders up are best; avoid photos that are tightly cropped on the individual's face. Since images will be cropped for the directory listing, using an image that is already tightly cropped may provide undesirable results.
- If you don't have an image, or don't wish to use one, use the grayscale Harvard shield.



Profile Pages

5. Short bio:

While we realize some bios may not conform exactly to these standards, we recommend the following guidelines to ensure consistency across your site. The suggested lengths complement the design of the profile page, allowing visitors to easily access contact information. The suggested content to include will highlight the strength of Harvard's faculty and staff, thereby demonstrating your department's leadership in its field.

All Profiles

- Bios should be written in the third person.
- Stick to academic and professional achievements, rather than family or hobbies.
- Structure bios consistently. If you include a piece of information for one person in a group, such as research interests for faculty, try to include it for all people in the group.
- Use consistent formatting. For example, do not abbreviate degrees for one person, but spell them out for another.
- Use the last name for subsequent mentions of a person, rather than first names or titles. e.g. "John Smith joined Harvard in 2004. Smith previously worked at MIT" (rather than "John worked at MIT," or "Dr. Smith worked at MIT").

Faculty Bios

Recommended length is two to three paragraphs, with a maximum of 150 words. We suggest including:

- Education
- Research interests
- A sentence or two about the impact of the Faculty member's research
- Career highlights – past prominent positions the faculty member held
- Other significant positions outside of Harvard, such as board membership or advisory roles
- Significant awards or publications can be mentioned, but select only a two-three key highlights, such as books and recent awards, rather than providing a full list; extensive biographical information is best suited for a faculty site.

Staff and Student Bios

Recommended length is one paragraph, with a maximum of 75 words. We suggest including:

- For staff, details about the person's job that would be helpful to a site visitor, such as what their responsibilities are (if not clear from the title), what faculty they work with, and what area they work in (e.g. a specific lab, accounting).
- Education, other career highlights, or awards can be included in staff and student bios, but are not necessary.

6. Address

Include the full address. This field can also be used for extra contact info that does not have a field, such as fax numbers.

7. Phone

Include the full phone number. Throughout the site, choose one format for phone numbers, either using parenthesis for the area code: (555) 555-5555 or not: 555-555-5555. Just be sure to use consistent formatting across the the site.

8. Email

Include the full email address. It will automatically format as a mailto (clickable email address).

9. Website

Two fields are included, one for the website URL and one for the link title (the text that will appear on the webpage). Use the following conventions for naming the links:

- For a personal site, include the name of the person: John Smith's Website
- For a site for an organization, lab, or other group website, use the name of the group: Smith Lab

How Do I Collect Biographical Information and Photos for all of My Faculty and Staff?

Depending on the size of your department and what information is already online, you may have a significant amount of biographical information and images to collect. If you find this to be the case, we suggest setting up a survey in Qualtrics to send to your department to streamline the collection of bios and photos. Please contact nilagia_mccoy@harvard.edu if you need help setting up a survey.