



## HEADER IMAGE & BOILERPLATE PARAGRAPH

Header image: Try to capture the theme of the SMPR in single primary image. May include insets. Link directly to photo sets (Flickr for example)  
Boilerplate Paragraph: Permanent copy describing the topic of the SMPR. Concise, descriptive and loaded with keywords for SEO.



## DIGITAL SNIPPET RSS FEED



## ANCHOR LINK NAVIGATION



## DIGITAL SNIPPETS

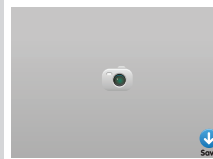
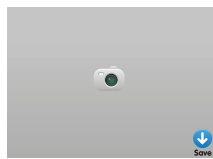
- A Digital Snippet is a update to the topic of the SMPR.
  - Digital Snippets are updated frequently, feed the RSS and can appear on multiple SMPRs.
  - Digital Snippet content should be concise. Avoid editorial, marketing and PR "embellishments."
  - Digital Snippet creators should think of them as "raw materials" for others to embellish.
  - Body content: text, graphs, illustration, photo, audio, video, pdf or combo.
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- Launch with 3-5 Digital Snippets intact and update regularly
  - Each new Digital Snippet will be seen on RSS readers as single update.
  - Multimedia assets can be included in Digital Snippets updates.

## MULTIMEDIA ASSETS



### Photos, Graphs & Illustrations

Thumbnail links to the latest photo sets and collections with alt tag descriptions



#### recent gallery



### videos

Inset video feed  
Video placed on this page with URL and embed links. With thumbnail gallery

media controls

#### Description

URL

Embed

Gallery



### audio

"Album" art  
Audio assets from press conferences & interviews.

media controls

#### Description



Gallery

## CONTACT INFO

1 Contact required  
3 Contacts recommended

### Display info:

Name, Email, Phone

### Optional:

Mobile #, Skype#, IM Info,  
Vcard download, mail address  
social network profile links etc.

## Snippet Widget

RSS



Headlines and links

Snippet Archive

## Photo Widget

RSS



Photo Collection Archive

## Video Widget

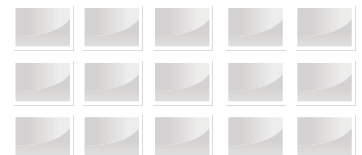
RSS



Video Collection Archive

## Audio Widget

RSS



Audio Collection Archive



## ADDITIONAL RESOURCES

### Quotes

Pre-approved quotes relating to over all subject. Include sources' name, title and date (if relevant.)

### Suggested Tags

Doubled use for Del.icio.us, Flickr, iTunes and other related multimedia files.  
Comma space quote period delinated.

### Share

Single click share icons to Facebook, Technorati, Digg, Del.icio.us etc.

### Links

Link to client and partner websites, SMPRs, blogs etc on related topics.

### Conversation Links

Link to posts using content from SMPR

### Community

Links to 3rd party blogs, forums and other outlets relating to subject matter expertise.

Footer: May include terms and conditions, Creative Commons info, privacy notes etc.