SAP News Center
Regional Publishing Guidelines

THE BEST RUN **SAP**

SAP News Center publishing guidelines

System access

Publishing instructions
- Create draft
- Insert and format text
- Categorize and tag
- Images and video
- Assign author
- Optimize SEO
- Add related items
- Review or schedule

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System access

Regional SAP News Center homepages are https://news.sap.com/country/.

- Log onto the site at https://news.sap.com/country/saplogin/
  - At first log-in (or to reset), click "Lost password" to set up your password.
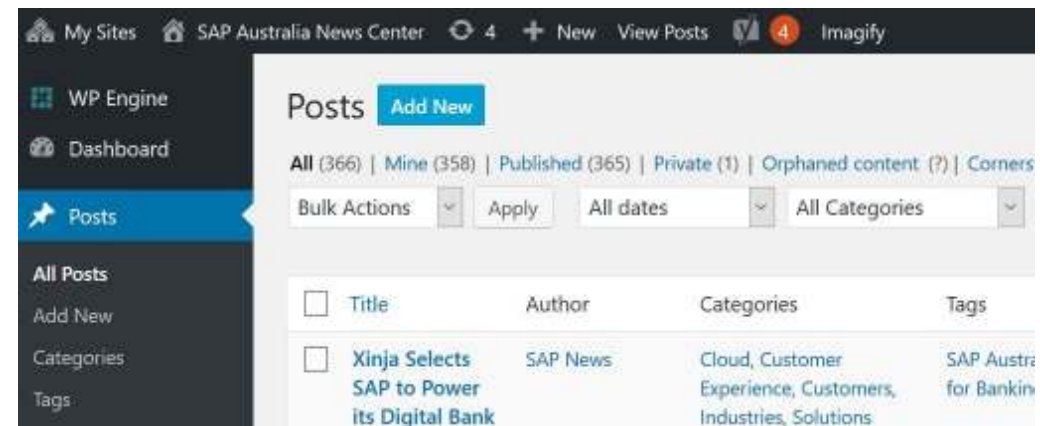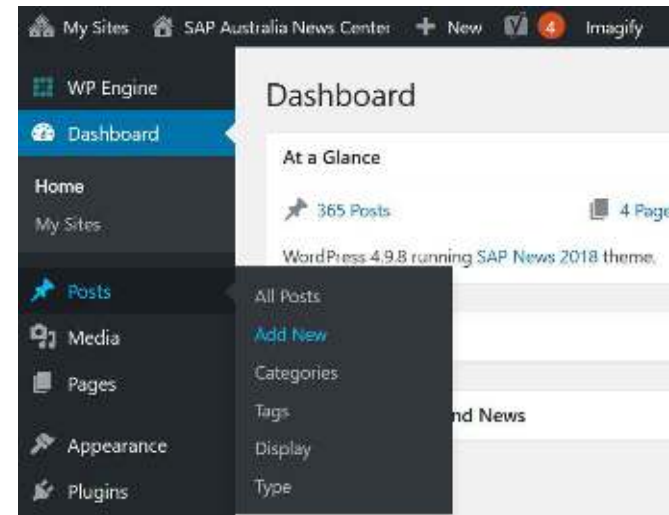
SAP News Center sites are not open publishing platforms; a user account is required for system access and publishing privileges.

- Reach out to the global SAP News Center team for system access and/or account questions.

Publishing instructions: create the post

Select "Posts" and "Add New" from the left column or visit "All Posts" section and select "Add New" button.

Publishing instructions: insert and format the text

Paste headline in the Title field.

Paste text in the body field and format content using the **Paragraph** and **Formats** drop downs.

- First sentence should be "Lead Paragraph" from the Formats drop down.
- Body of the text is in plain Paragraph style.
- Subheads are initial capped, bold, and Headline 2 from the Paragraph drop down.
- Remove extra line breaks/spaces throughout text.

Use other formatting at your visual discretion

- For SEO purposes, do not use H1 headline formatting and use H2 through H6 in descending order; do not use in back-to-back paragraphs.

Publishing instructions: categorize the post

Categories drive the topical organization of the site.

- Select **as many as relevant**
  – When selecting multiple options, identify one as the **Primary** category

Categories

All Categories | Most Used

- ☐ Cloud
- ☑ Corporate   Primary
- ☐ CSR
- ☐ Customer Experience
- ☑ Customers   Make primary
- ☐ Ecosystem
- ☐ Events
- ☐ Industries

+ Add New Category

Types identify the content format.

- Select **ONE** option from the list
  – Use Press Release, Newsbyte, and Statement only for official company announcements from GCA
  – Most stories from individual contributors are Feature Articles. Use Blog if the piece has a subjective or personal angle

Types

All Items | Most Used

- ☐ Blog
- ☐ Feature Article
- ☐ Newsbyte
- ☐ Press Release
- ☐ Statement
- ☐ Video

+ Add New Item

Displays drive where a post appears on the homepage.

- Select up to three:
  – **Homepage Hero** to appear as the featured story at news.sap.com/country
  – **Top Stories** to appear on the homepage below the feature story
  – **Topic Hero** to appear as the featured story on the topical category page

Displays

All Items | Most Used

- ☐ Homepage Hero
- ☐ Top Stories
- ☐ Topic Hero

+ Add New Item

Publishing instructions: tag the post

Tags allow for further organization of site content and related stories, announcements, etc.

- Separate tags with commas, do not use underscores, hashtags, or dashes
- Be careful to spell correctly and avoid duplicating similar tags (i.e., "SAP for Retail" and "SAP Retail")
- Use the correct branding when tagging SAP product names (i.e., "SAP S/4HANA" versus "S/4HANA")
- Once tags begin amassing, click "Choose from the most used tags" to select from existing options
- Do not overload a piece with tags, and be thoughtful in your choices, avoiding anything too general/vague or too specific/obscure

Tags ▲

[   ] Add

Separate tags with commas

❌ AI   ❌ Amazon Web Services

❌ AWS   ❌ blockchain

❌ digital transformation

❌ Innovation   ❌ SAP Cloud Platform

❌ SAP HANA   ❌ SAP Leonardo

Choose from the most used tags

Publishing instructions: add a featured image

After selecting a photo from the SAP Image Library, search the site Media Library to see if it's already available. Click "Set featured image" and search by image ID number.

- **Feature images must be 1920 pixels wide by 600 high**
- Upload new photo or select an option from the library
  - Tip: Search "_F" to filter to the available pre-sized photos

To customize the thumbnail, click "Post Thumbnail Editor"

- The default is a center-cropped portion of the feature image. To update, check "sapn-thumbnail" and crop a new section.
- Click "Crop" button then save icon to update.

Using photos from the SAP Image Library (rather than a third-party source) ensures the site remains on brand visually and avoids copyright infringement issues

When you download an image from the SAP Image Library, preserve the image ID number in the file name when you save it so that others can find it in the site Media Library.

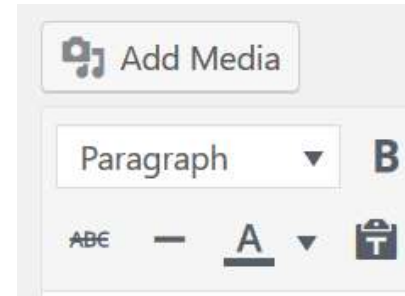# Publishing instructions: add photos, video

Save all images as progressive jpegs before uploading to avoid massive file sizes that negatively impact site performance.

To include additional images into the body of the text, select Add Media button

- Upload progressive jpeg files to the Media Library and embed within the body of the text where needed
- Click pencil icon to update Image Details
  - Include a caption whenever possible
  - Update the Alternative Text field with text that supports your SEO keyword
- Use preview function to review sizing, alignment, etc.

To embed video, paste the link in plain text directly in the body of the post

- Video should automatically load as embed

9
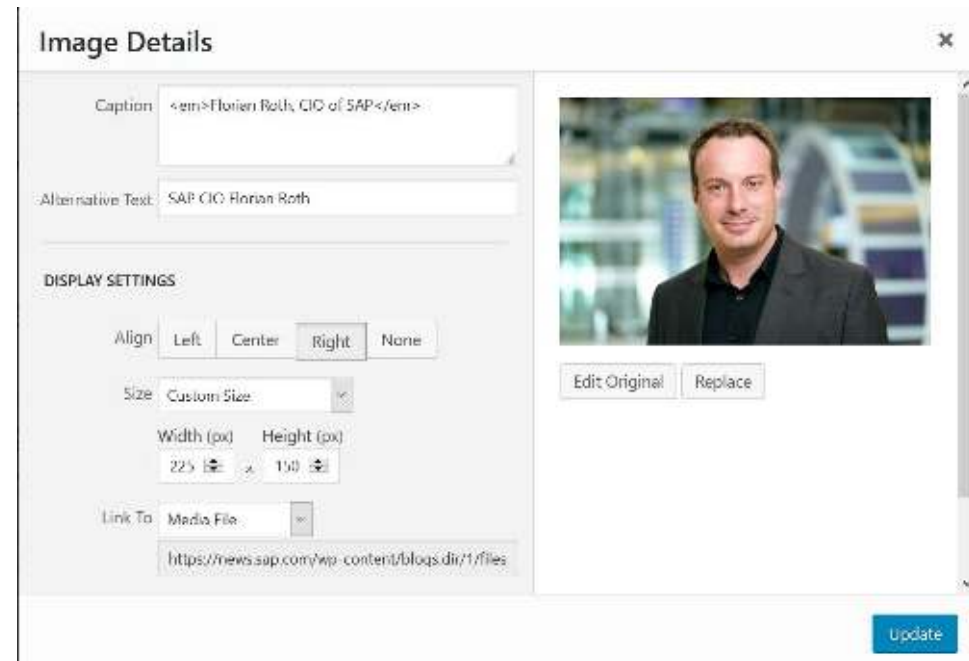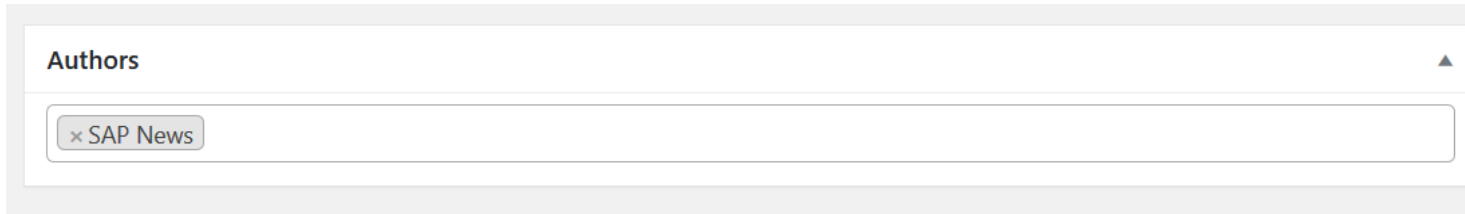
Publishing instructions: assign author

SAP press announcements are published under the "SAP News" byline; **articles and blogs should be published under an individual's byline for authenticity of voice.**

The default author of a piece is the user who created the post. To update the author, input their name in the Authors field

- Multiple authors can be added via this field

Authors

× SAP News

Publishing instructions: add related items

Three promotional spaces are available to link to additional content in the right column

Prioritize sharing registration links, free trial downloads, SAP product pages, etc.

Select the position from the drop down and add brief copy and target URL in the field noted

Use SAP pictograms for associated images:

- Pre-sized and formatted pictograms have been added to the Media Library
- Click "Change Image" and search "Related" in the library to choose

Publishing instructions: optimize SEO

Optimize the SEO of every post to positively impact Google results and site traffic.

- Identify a Focus keyword, SEO title, Slug, and Meta description.
  - Use the analysis section to evaluate and improve your choices.
  - Update the fields or adjust the copy of the article as needed.

Publishing instructions: preview, schedule, set for review

Click "Preview" button and check post in separate window; edit and adjust as necessary to fix any formatting errors.

Click "Edit" next to "Publish Immediately" section and input the target time/date for publication.

Once the post is final, under "Status: Draft" click "Edit" and update status to "Pending Review."

- Post is filtered into Pending folder in the system for editor to do a final check and schedule.

Additional information

Screen options

At first log in, check screen options to ensure all necessary features/functions are available

- Open a new or an existing post
- In upper right corner, under "Howdy, 'username'" (or local language equivalent) click "Screen Options" and select:
  – Yoast SEO Premium
  – Custom Fields
  – Author
  – Categories
  – Tags
  – Displays
  – Types
  – Feature Image
  – Related Content

Within a draft post, check that all formatting options are visible:

- Below the "Enter title here" field, click the Toggle button (first row far right) so the second row of features appears, including the Formats dropdown
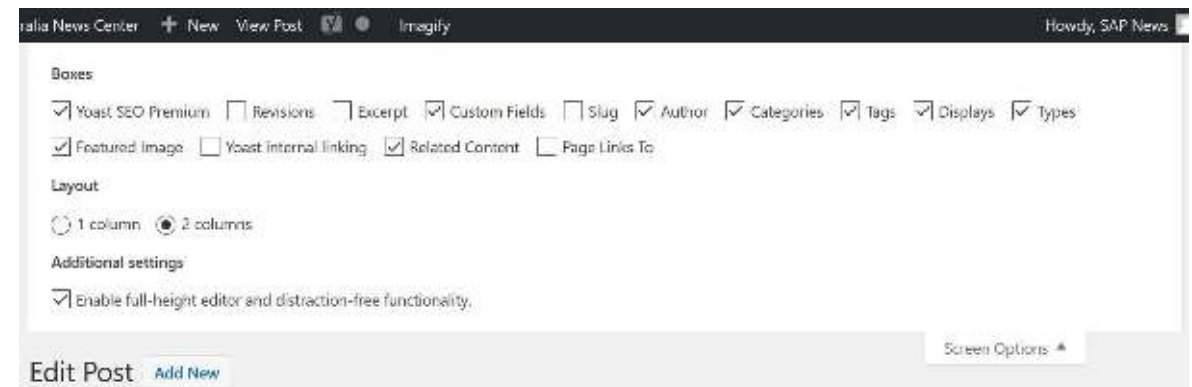
Syndication

We encourage translation and syndication of stories across the country-specific and regional SAP News Center sites in order to increase a story's visibility and reach

Reach out to the global SAP News Center team if you have questions around syndication and translation, or suggestions for sharing stories across sites

When syndicating stories, always include attribution at the end of the text indicating the original source — i.e., "This story originally appeared on the global SAP News Center." or "This story originally appeared on LinkedIn.", etc. — with the link to the original version embedded.

Approvals

Given the variety of content and teams we work with, the SAP News Center does not have a formalized approvals process.

Submission of final content for publication on the SAP News Center (global and regional sites) indicates all content has been vetted and approved by all relevant parties.

Written approval from any customer/partner mentioned and all internal SAP stakeholders is strongly recommended to protect against issues or escalations.

Ultimately, responsibility for approvals sits with the submitter of the content and/or the bylined author of the piece.

Thank you.

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