



ABBOTSFORD
SCHOOL DISTRICT
RESPECT OPPORTUNITY INNOVATION

Web Site Content Management System Training Guide & Formatting Tips

Fall 2012

Introduction

What is a Web Site Content Management System?

It makes web publishing easy for non-technical people.

Simply put, a Content Management System (CMS) allows you to add, edit or delete the content of your web site, including:

- pages and their navigation
- text – body content, headings, lists, events, announcements, news, etc
- images and photographs
- attached documents
- hyperlinks – to other web pages on your site or on other web sites
- e-mail address links

Why is a CMS important?

The Internet has become a primary communication medium for individuals and organizations, including Abbotsford School District. This system has been developed for the district's "public web sites". A CMS allows each school or department to take charge of their own content and to keep it current, relevant and interesting for their most important audiences – including students, parents, employees, and the general public.

Who is the CMS for?

Each school or department will designate authorized content managers for their public web sites. They are accountable to their director or school administrator for the content that gets published on their web site. This isn't accessible to everyone, just to a few.

If you're reading this, then you're probably a designated content manager for your school or department. The following pages outline the basic and essential editing tools you'll need to get comfortable managing your web site's content.

A separate internal web space called AbbyConnect is being developed for employee collaboration as well as for facilitating interaction with students and parents. All staff will have access to that system.

Why are we adopting this particular system?

The district's web sites and content management system are being provided by Sotropa Communications. Their company has extensive experience in helping education organizations. The system the web sites are being built on is called Drupal. It's proven to be easy to use, powerful enough for the district's needs, and well suited to public web sites, including integration of things like social media tools. The district is committed to adopting this system universally so that there is consistency of quality, presentation, tools and training for all schools and departments. This saves everyone time and improves communication across all schools and departments in the district.

Training Guide

Training Topics Covered

This guide will show you how to:

- **Log in** to your web site's CMS
- **Edit text** (add, change or delete) content on any page
- **Add images**
- **Attach files** like PDFs
- **Create hyperlinks** to other pages
- **Create a new web page**

Formatting Tips

Following the guide to editing within the CMS, there are some tips and best practices for:

- general **writing tips** for web content
- general **formatting tips** for web content

Logging In

PLEASE NOTE: Your web site's CMS is password protected. You will be provided with a unique username and password. This is important because your web site is very public and therefore must be very secure. Ensure that your login information is kept secure.

Where to log in:

All your web site editing can be done within any web browser, from any computer.

1. **OPEN** your web browser (Explorer, Firefox, Safari, etc).
2. In your web browser, **NAVIGATE** to your school or department web site. For example:
http://yourschool.sd34.bc.ca



3. In the address field at the top of your browser, **ADD** the following text to the address: **/user**
The address would now be: **http://yourschool.sd34.bc.ca/user**



4. A Log in window will appear. **ENTER** your Username and Password, then click "Log in" button.

User account

Username *

Enter your Godion username.

Password *

Enter the password that accompanies your username.

Choose the Page You Want to Edit

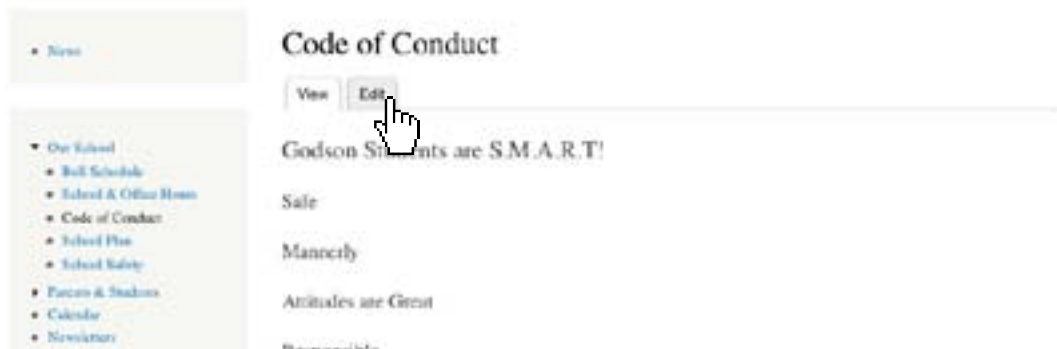
Once you've logged in, you'll see your web site but there's one important difference:
... the "view" and "edit" tabs at the top of each page of content.

Step 1:

Decide which page you want to edit. **NAVIGATE** your way to that page.

Step 2:

Click the "**EDIT**" tab:



Step 3:

This will open up the CMS edit window. You're now ready to start editing:



Note how you can see the same content but it's now in an editable window that looks much like a word processor. In fact, it is a word processor.

Editing Text

We'll do something simple: make the list of Godson Elementary SMART attitudes into a bulleted list (in techie-talk that's called an 'unordered' list as opposed to an 'ordered' list which is numbered).

Highlight the text (or **COMPLETE** any text edits you'd like to do)... and in this case we'll click the Bullets button in the word processor menu to make it a bulleted list...



... Once you're satisfied with your edits to the text, click "**SAVE**" down at the bottom of the window. (You may have to scroll down the page to get to the "Save" button.) The changes are published.



Save!

Always, always remember to click "Save" once you've made your edits to the page. You can also click "Preview" to see what the changes will look like prior to saving the changes. "Delete" will remove the page altogether; typically avoid this!

NOTE: At the end of the Training Guide in the Formatting Tips section, we'll discuss the many ways you can format text and paragraphs, including recommendations for how best to do this.

Adding an Image

Just like with text edits, navigate to the page you wish to edit, click the “Edit” tab, and you’re ready. We’ll add a Primary Image to the header of this page.

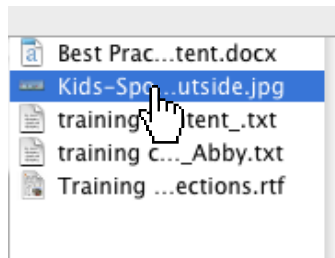
Step 1:

Click the “**BROWSE**” button to find an image on your computer to upload on to this page.



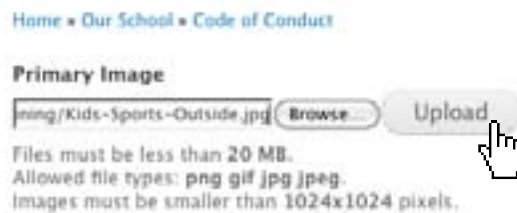
Step 2:

CHOOSE an image from a folder on your computer’s hard drive.



Step 3:

The file name of your chosen image will appear in the Primary Image field. Then click the “**UPLOAD**” button...

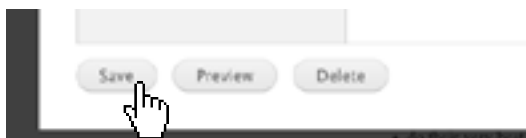


...the image file will upload. If you wish to remove the image and choose another, click “Remove”



Step 4:

Click “**SAVE**” at the bottom of the page when you are done all your edits.



General Guidelines for Images

Primary Images:

Each website page has the option to upload a Primary Image to the center body content section. The homepage allows for a series of rotating images (with 3-4 being ideal and up to a maximum of 6).

- Images should be a minimum of 500 x 240 pixels wide.

What is the Right Image?

Selecting the right image for a web page can capture attention, inform and communicate just as effectively as the body copy, and sometimes more quickly and powerfully than words alone can do. Follow these best practice guidelines to help you learn to evaluate and select just the right images for your site:

1. Choose images that are simple rather than complex. Strong, singular image content is more effective and easier for your audience to relate to than cluttered, complex ones.
2. Choose images that convey a feeling or mood. Consider colour, background, facial expressions and other features that communicate the appropriate feeling for the content.
3. Choose images that contribute information, and not just merely decorate the page.
4. Choose images that portray your uniqueness, particularly on the homepage.
5. Crop images to remove unnecessary details in the larger photos and ensure the emphasis is on the key element. You don't need much resolution (pixels) for on-screen viewing only, so most photos from most digital cameras can be cropped considerably if needed.
6. Be aware of BC FOIPOP (Freedom of Information and Protection of Privacy) regulations and the protection of student privacy. If you have any questions, discuss with your supervisor or administrator regarding District procedures and policies.

Additional Advice for Uploading Images:

Do... be certain the images you are uploading obey BC FOIPOP regulations.

Don't... take copyrighted images from other websites that you have not been granted proper permission to use.

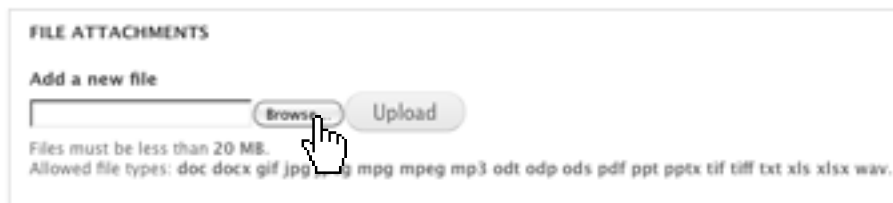
Attaching Files

You can attach a file to a page in general, and it will appear at the bottom of that page in a list format. Or, you can attach a file within your body content, and it will appear within a sentence or paragraph.

Begin by navigating to the page where you'd like to attach a file. Then click the "Edit" tab.

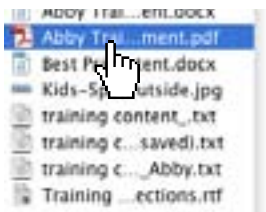
Step 1:

In the File Attachments section of the page, select "**BROWSE**" to choose a file from a folder on your computer:



Step 2:

CHOOSE the desired file from your computer:



Step 3:

The file name will appear in the field. Then click the "**UPLOAD**" button:



Step 4:

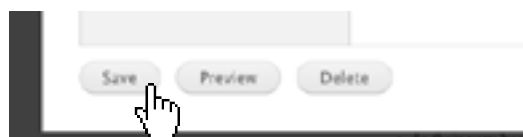
You'll see the attachment listed and the "Display" check box checked. You may choose to display or hide the attachment by checking or un-checking this box. You can also Remove the file.

Optional: you may enter a Description that will be used to describe the attached file.



Step 5:

Click "**SAVE**" at the bottom of the page when you are done all your edits:



General Guidelines for Attachments

Where a web page requires additional or more information, a separate form or perhaps a file that site visitors may want to print out for example, a good idea is to attach a separate file instead of putting the information within the web page body content.

Additional Advice for Attachments:

Do...

- Create PDF files for uploading your attachments. PDF files are the preferred file format for attachments because of size and ease of uploading.
- Where page content is lengthy, it is recommended to make links to file attachments within the body content to simplify and clarify file attachment content.
- Include an indicator in brackets in the body copy to set the expectation to the user that once selected, the link will open Adobe Acrobat Reader and begin downloading the file. For example, include the text: "(PDF file)".
- Use the drag and drop function in the file attachment section by selecting the (+) to organize files in a logical order that will make sense to the user as it appears on the page.

Avoid...

- Do not upload file attachments that have spaces or special characters within their names, instead use underscores or dashes.
- When creating PDF files, do not scan documents that are already in digital format on your computer. Instead, create PDF files directly from source documents. Example: Use the "Save As" or "Print PDF" function in Word. This ensures small file sizes for quicker downloading.
- Do not upload Word DOC files because not everyone will be able to read them. Neither will they look the same on everyone's computer. Use PDF files wherever possible.

Creating Links (aka: Hyperlinks)

A hyperlink can link a word or words from one web page to another, either within your own web site or to an external site anywhere. You simply need the web address (URL) of that page to link to. This is the power of web sites over printed documents; you can create many interlinkages without having to repeat content.

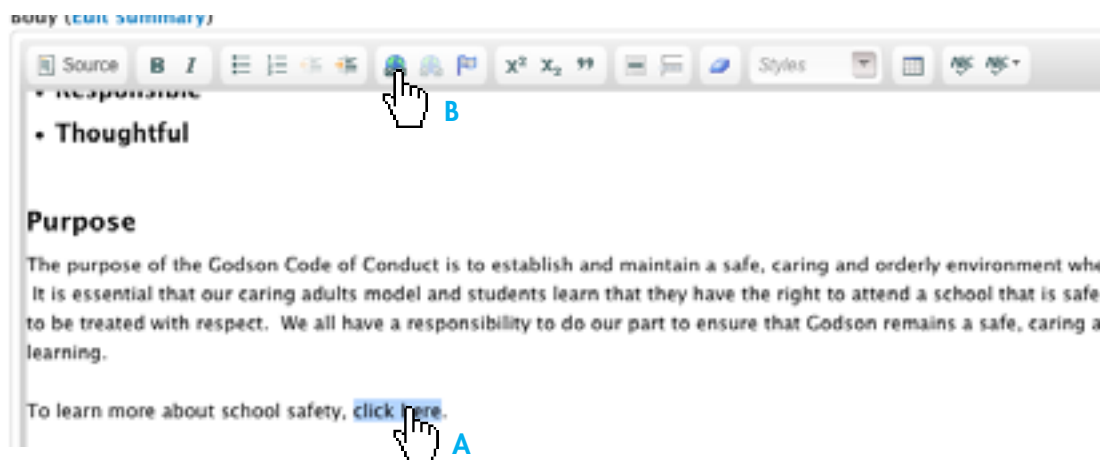
Begin by navigating to the page where you'd like to create a hyperlink. Then click the "Edit" tab.

A – INTERNAL PAGE LINK – to another page inside your school or program web site

Step 1:

A) HIGHLIGHT the text (one word, or a few words) that you want to be hyperlinked.

B) Then CLICK the **Link Button** in the menu at the top of the word processor/text editor window:



This will open up a window in which you'll enter the name of the page you want to link to. The link type will be set to "Internal Path"...



Step 2:

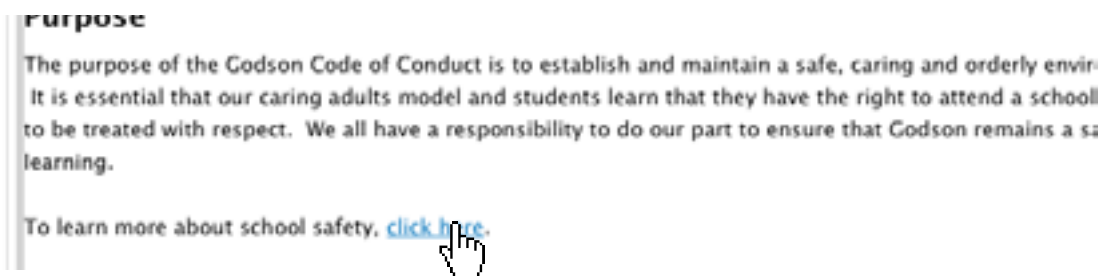
To obtain the address (URL) of the target web page, you *don't* need to enter a web address.

A) Simply **start typing the name of that page** – for example P-R-O- for “Programs” – and the system will automatically fill in the target name of that page...



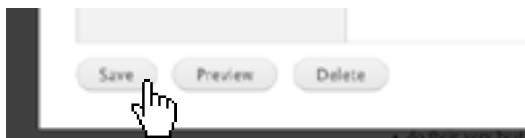
B) Then click “OK”...

You can see that the text is now hyperlinked (blue colour, and it goes underlined when you mouse over it):



Step 4:

Click “**SAVE**” at the bottom of the page when you are done all your edits:



B – EXTERNAL PAGE LINK – to a page on a completely different web site

Step 1:

A) **HIGHLIGHT** the text (one word, or a few words) that you want to be hyperlinked.

B) Then **CLICK** the **Link Button** in the menu at the top of the word processor/text editor window:

This will open up a window in which you'll enter the address of the page you want to link to...

Step 2:

Obtain the address (URL) of the target web page; open up a new window or tab in your web browser, navigate to that page... then **COPY** the address of the target web page.

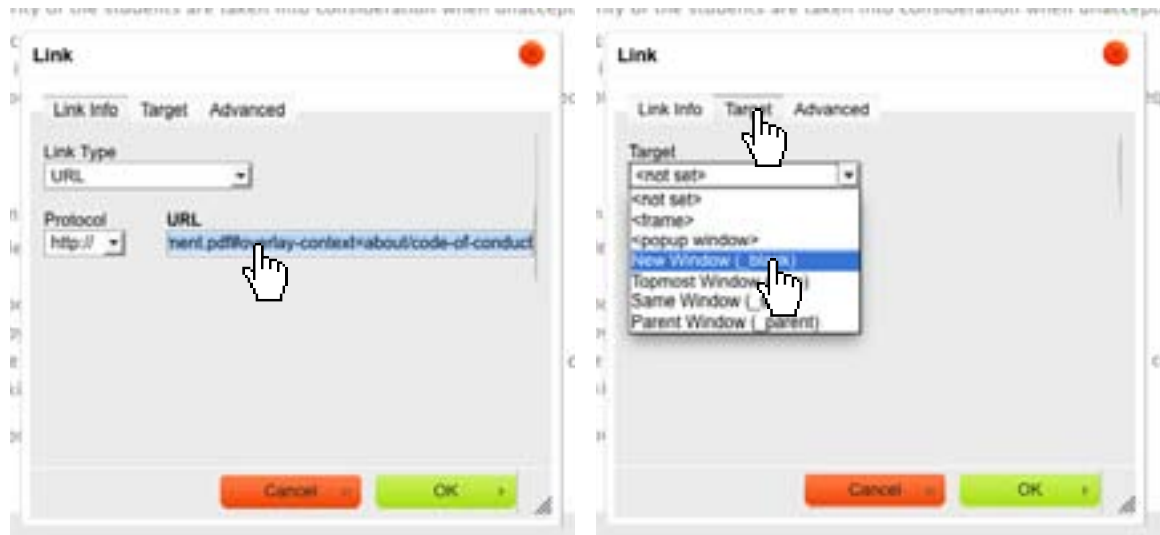
Step 3 (Note: here's where we add one extra step for an External Link):

Go back to the "Link" window in the CMS, and...

A) **PASTE** the target web address into the "URL" field:

B) **CLICK** the "Target" tab, and...

C) **SELECT** "New Window" from drop down:



D) Then click **"OK"**:



You will see that the text is now hyperlinked (blue colour, and it goes underlined when you mouse over it) just like an Internal Link. But what's the difference for an External Link with Target: New Window?

When you open a link that has a "Target: New Window", instead of your browser simply going to that web page, it will OPEN a New Window for the target page and keep your existing program or school page open.

C – LINKING TO A FILE ATTACHMENT from within your body content

Step 1:

A) HIGHLIGHT the text (one word, or a few words) that you want to be hyperlinked to a File. This could be the File's name or some clear and descriptive text:



B) Then CLICK the **Link Button** in the menu at the top of the word processor/text editor window:



This opens up the link window...

Instead of entering a Page Address in the "URL" field, you will next insert a File Location in the "URL" field. Note that the file has to already exist on your web site under "File Attachments".



Step 2:

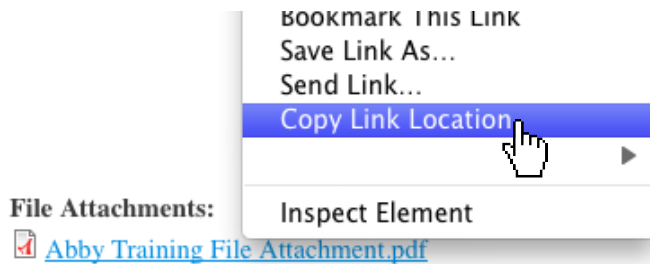
A) **NAVIGATE** to the page and Link Location of the File Attachment that you want to link to.

You may want to do this by opening a New Window or a New Tab.

B) **COPY** the Link Location...

You do this by right-clicking with your mouse, or by holding the "Control" key and clicking with your mouse or trackpad button, on the File Attachment text on the web page.

... then **CHOOSE** "Copy Link Location" in the drop-down menu. This copies the link.



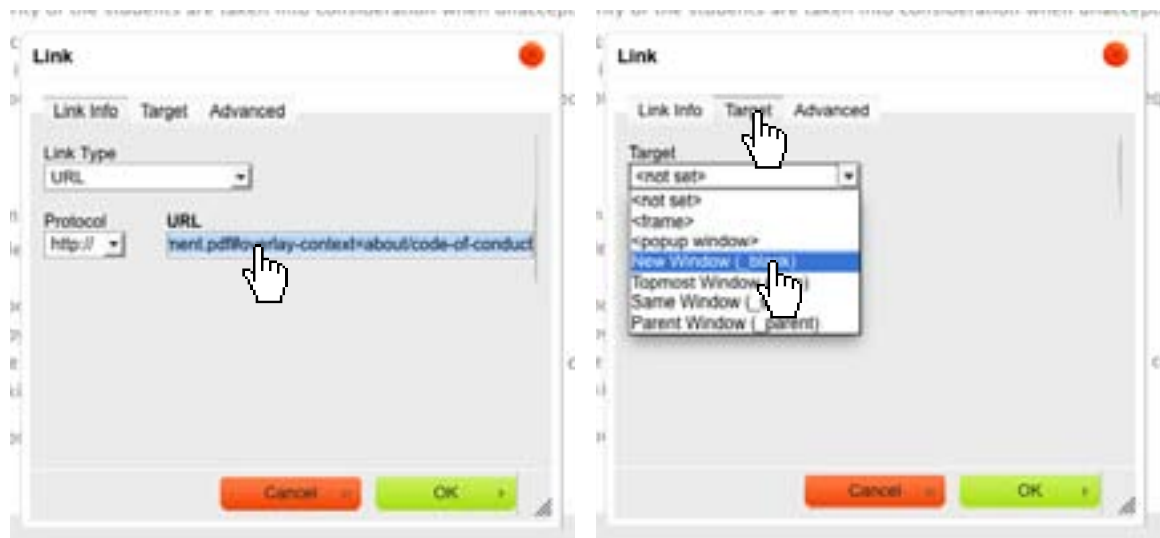
Step 3

Return to the "Link" window in the CMS and...

A) **PASTE** the Link Location into the "URL" field:

B) **CLICK** the "Target" tab, and...

C) **SELECT** "New Window" from drop down:



D) Then click "**OK**":



You will see that the text is now hyperlinked (blue colour, and it goes underlined when you mouse over it) just like an Internal Page Link. However, when you click this link, it will open the File Attachment instead.

General Guidelines for Hyperlinks

Internal Links:

Make internal links a part of your body content to help site visitors find what they are looking for and to connect to other sections of content or other pages within your site.

Do...

- Link to internal secondary and tertiary pages where more information is required.

External Links:

When creating a link to an external website, always set the Target to open a New Window in the process. A web priority should be to keep your audience connected to your site, rather than drive them away, so by opening a new window in the browser, your website remains open.

Do...

- Link text rather than URL addresses.

Example: Visit this website for fun [math games](#).

Avoid...

- The use of URL addresses that are long and unmeaningful to your audience.

Example: Visit this website for fun math games: http://nlvm.usu.edu/ed/nav/frames_asid_194_g_2_t_1.html. (Yuck)

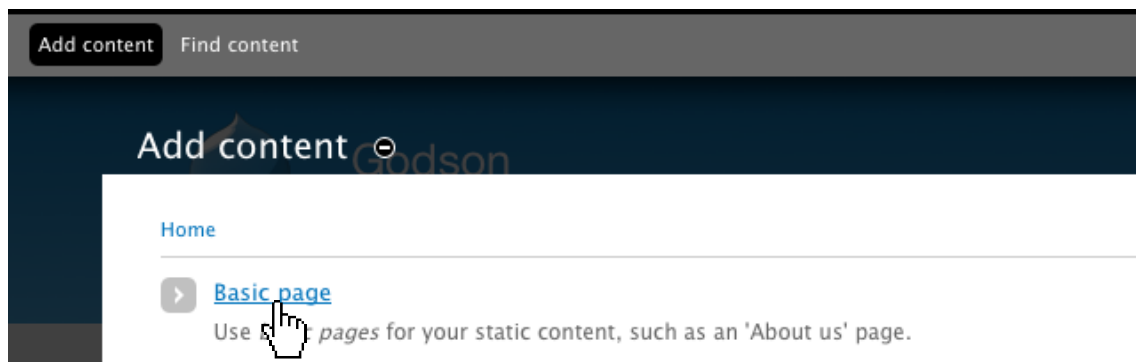
Adding/Creating a New Web Page

Step 1:

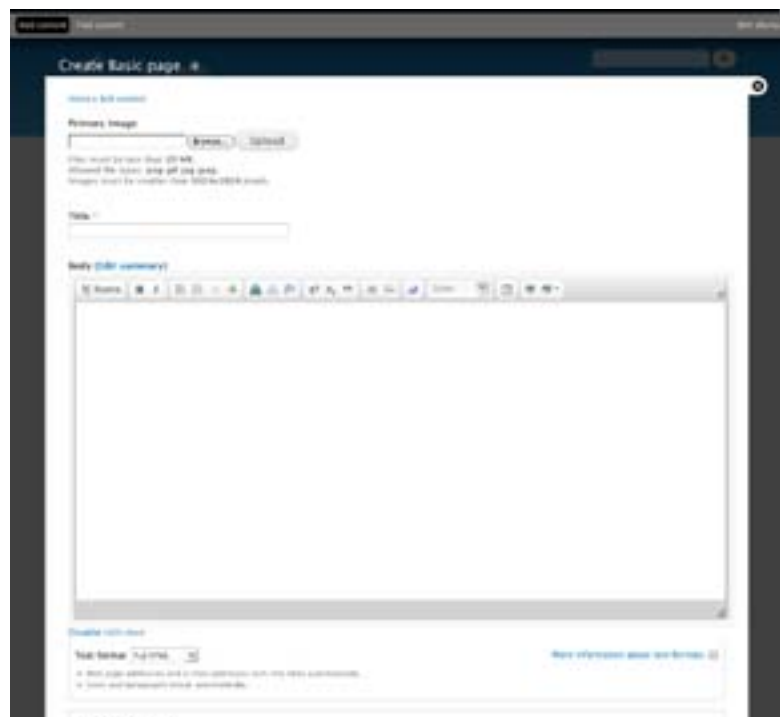
CLICK "Add Content" from the top menu...



CLICK "Basic page" from the options presented...



This opens up a blank page editing window.



Step 2:

Create your page content.

SELECT and **UPLOAD** a Primary Image (See: Adding an Image):

Primary Image

Files must be less than 70 MB

CHOOSE a Page Title. *This will appear as the main header text on the web page.*

Title *

CREATE your Body Content. *You can type it in here, or copy and paste it from other sources.*

Body (Edit summary)

B *I*

This is a new page that we will create and publish to our web site.

ADD File Attachments (Optional).

FILE ATTACHMENTS

Add a new file

Files must be less than 70 MB

Step 3:

Menu Settings... A) **CHECK** "Provide a menu link"... B) **ENTER** a "Menu link title" which is what will appear in the left-hand navigation menu... C) **ENTER** a brief "Description" of the page...

Menu settings
New Page

Domain access options

URL path settings
No alias

Revision information
No revision

Domain-specific paths

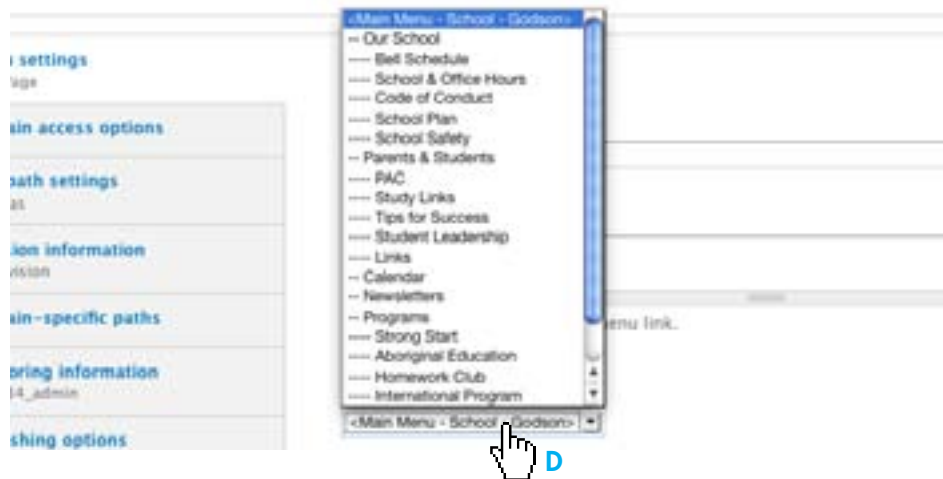
☒ Provide a menu link

Menu link title

Description

Shown when hovering over the menu link.

D) **CHOOSE** a navigation location for the page from the “Parent Item” drop-down menu...

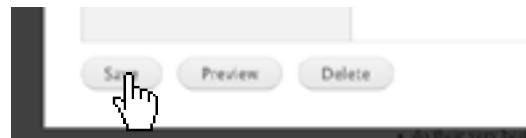


E) **CLICK** “Domain-specific paths” on the left... F) **INSERT** a path name.



Step 4:

Click “**SAVE**” at the bottom of the page when you are done all your edits:



General Writing Tips for Web Content

People read web content differently than print content.

Web readers don't read, they scan. They look at headings and subheadings, scan for hyperlinks, numerals and keywords. They jump around, scroll and click with fingers never far from their browser's "back" button.

By keeping the following general writing tips in mind when creating content for your website, you'll be a champion of best practices in both web writing and design:

1. Be clear and concise

Web content needs to be relevant and to-the-point, keeping with one idea per paragraph. Write short sentences. Use only the words necessary to get the essential information across.

Do:

- Link to secondary and tertiary pages when more detailed information is required:

Example:

This section of our website provides valuable information for students and their families, including details about [Volunteering](#), [Student Services](#) and [Scholarships](#).

Avoid:

- Unnecessary scrolling by keeping in mind the number one Web design principal – simplicity.

2. Consider your audience

Speak "to" your audience. Be conversational and stick to first person narrative to reflect the personality of your site (and the people behind it).

Do:

- Use First person narrative voice:

Example:

Our objective is to anticipate the future needs of you, our community.

- Use Action words to lead your audience towards their desired destination:

Example: *Visit our website... Learn more... Register now... Read more...*

Avoid:

Trying to deliver everything to everyone. Instead, organize your content to reflect user interest by utilizing the navigational structure. If it's easy to find things, they'll find what *they* need.

...

3. Put your conclusions at the beginning

Intro sentences are very important for getting your message across. They are also important for search engines, particularly with key words/descriptors. Use Key Search words in your opening sentences whenever possible. If Google can find you, then your audiences can find you.

Avoid:

- Uploading lengthy and detailed content in the body section where a file attachment would provide a more appropriate format.

Example: Instead of typing PAC minutes into the body content of your school PAC section of your website, attach a PDF file of the minutes for quick reference and easier printing.

4. Proofread

Spelling errors and typos reflect poorly on your organization.

Do:

- Make sure you proofread everything you post to the web, including file attachments.

Avoid:

- Relying solely on Spell Check; instead have someone else, with fresh eyes, proof read your content.

5. Update content regularly

Accurate information and regularly updated content are the key to keeping your website relevant, fresh and valuable to your users. Having regularly updated content on your site gives users a reason to return to your site, and Search Engines a reason to index your content more frequently.

Do:

- Post regular news articles and announcements. Update photos. Remove old, redundant information. Check external links regularly to ensure they are still current.

Avoid:

- Making changes to the structure of your navigation (primary, secondary, tertiary links) as your audience will become frustrated once they have developed return-use habits only to find that information has been moved.

...

Homepage Content

The design and layout of your homepage has been determined by the District to maintain a District-wide common brand identity. Within this framework, each school will maintain its distinctive identity in the use of its school logo, colours and content.

Do:

- Select unique, identifiable and vibrant images and change them often.
- Keep body copy to a minimum (50-150 words) to avoid unnecessary scrolling.
- Use welcoming text that gives your readers a sense of who you are.
- Use links in an intelligent way to expand the impact of the material you do have.

Avoid:

- Do not use the homepage as a place to dump all your important content. Allow the many pages of your site to immerse your audiences in your content through logical navigation.
- Do not put content in the wrong places. For example, using the body content main section for News or Event listings. Rather utilize the website functions created for such universal information pieces so that they remain on every page, not just the homepage.

General Writing Tips for Web Content

Fonts and formatting decisions are very significant to maintaining a clear and consistent identity. The content management system automatically formats font size, font colour and general paragraph styles for you. This is intentional!

Clear the Deck:

It is important to *clear* all previous formatting from copy when uploading or cutting & pasting content into the Drupal site from another website or document. A best practice is to create plain text copy by using applications such as Textedit or Notepad.

Fonts

The district website and all school websites have a clearly designed and consistent style for fonts. **Arial** is the default font, and is clearly visible on screen and easily translates from print to electronic materials.

Do:

- Use italics for emphasis or extended quotations
- Use bold only to call special attention to text in a paragraph within the body copy.

Avoid:

- Do not use ALL CAPS in body copy
- Do not different font colours in the body copy
- Do not underline titles or body copy, reserve underline for visible hyperlinked text only.

Heading Styles & Usage

Use Lists and Subheadings wherever possible to divide chunks of content with greater clarity. Sub-headings make the copy easier to scan, allowing readers to move through section easily to find topical information that is most useful to them.

In the body editor toolbar, select the **Format arrow** to choose from a variety of Heading styles:

Do:

- Reserve Heading Format "H1" for page title only (this affects search engine optimization)
- Use H2 & H3, they are the standard headings to be used when formatting content.

Avoid:


- H4, H5 & H6 are not yet used, and have been left open to future needs.
- Do not bold headings. They are already formatted.

...

Text Alignment

Consistent alignment helps create clear, organized and readable pages of text. Aligned left, ragged right is generally the most readable format.

Do:

- Use Aligned Left for headings, subheadings, body content, bullets and captions. ✓ 

Avoid:

- Avoid Forced Justified alignment 
- Avoid Centered alignment 
- Avoid mixed paragraph styles 

Lists & Bullets

Use lists wherever possible and subheadings to divide chunks of content with greater clarity. Lists and sub-headings make the copy easier to scan, allowing readers to move through topics and sections easily to find the info that is most useful for them.

Do:

- Try to keep lists to a maximum of seven items whenever possible.
- Use numbered when appropriate for sequenced lists.
- Use left alignment for bulleted lists.

Avoid:

- Centre headings or paragraphs preceding lists.
- Don't use centered lists.

Parting Words...

Always remember to SAVE your edits before moving on to another page! You'll be glad you did.

