

Web Site Content Manager Instructions

General Content Maintenance

This document outlines some general concepts that are important for anyone managing content on the Huck Institutes' web site.

TIP: You must be logged into to manage content. Please see the separate instructions entitled "Logging In" for detailed instructions on how to log into the site.

Adding Content:

There are several types of content that can be added to the site depending on where you are in the site and what your permissions are. Some types of content that can be added are:

- **Folders:** these are items that can contain other items, such as pages, files, events...
- **Pages:** these are items that hold the information that is displayed on the site
- **Events:** things such as lectures, talks, seminars...
- **News Items**
- **Images**
- **Files:** similar to e-mail attachments, these can be PDF documents, text files...

When you add content, you will be presented with a form to complete where you specify information about that content in what are called fields. Some examples of common fields are:

- **Title:** The title is the most critical part of any piece of content because it is used in various places all over the web site. It is used to form the URL (web page address) for the content, used by search engines, displayed in the browser's title bar, and typically on the web page itself. [see: What's in a Name?]
- **Description:** The description should typically be a one to two sentence summary of the content. It is typically displayed with the title

TIP: The description should be short, pithy (full sentences optional), and reassure the user that they are where they want to be. It should contain "trigger" words that will help people get to the page when searching.

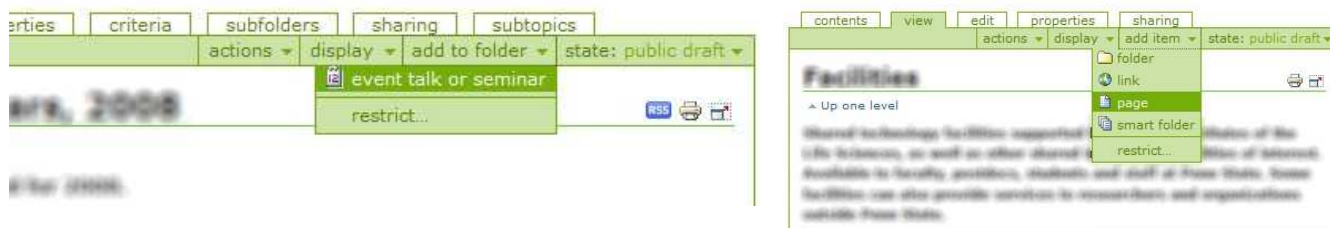
NOTE: What's in a Name?

When you first create a content item the title that you give it defines its **permanent** name. While you can edit the title later, the initial title is used to create the URL or address of the web page and cannot be changed. Because of this, we need to put some care in selecting that initial title.

Example: "How do I book a place on an electron microscopy course?" might make an excellent title for a page, but the resulting url: <http://www.huck.psu.edu/facilities/microscopy/how-do-i-book-a-place-on-an-electron-microscopy-course> is rather long. So perhaps, a better initial title would be "EM course booking" which would create the url: <http://www.huck.psu.edu/facilities/microscopy/em-course-booking>. You can then edit the content and change the title to something more descriptive "How do I book a place on an electron microscopy course?" and the shorter url will be preserved.

Steps to Add Content:

1. Navigate to the area of the site where you are going to add the content.
2. Click the “add item” or “add to folder” drop down item in the content management bar.



3. Click the type of content you want to add.
4. Fill in the fields to describe the content. Items followed by a red square are required.

Edit Event talk or seminar

event talk or seminar

Title ■ Indicates a required field

Enter the name of the speaker here, e.g. Joanna Bloggs

Speaker's institution/affiliation
For example, Penn State or University of Michigan or Cambridge University, UK

Event URL
Web address (url) with more info about the speaker. Use addresses starting http://

Details about what should go in the field

5. Click the “save” button at the bottom of the page.



NOTE: If you are adding content and decide that you don't want it before you have clicked the “save” button, DO NOT just navigate away from the page. Scroll to the bottom of the page and click the “cancel” button.

Showing / Hiding Content from the Public:

When you add a new content item, it is immediately made viewable by the public. On the far right side of the content management bar you will find the status of the current content. It will be either public draft, private, or published. Items that have a public draft status are shown in green, private items in red, and published items in blue. You can see the three status in the content management bars below.

n ▼ state: public draft ▼

ar ▼ state: private ▼

er ▼ state: published ▼

If you want to hide content from the public, you can do so in one of three ways:

- Hide the item from navigation

In this way the item can still be found by searching or through a link from another page, but it will not appear in a navigation menu. To do this, click on the “properties” tab of the item and click the “exclude from navigation” box and then click “save” at the bottom of the page.

- Hide the item from navigation and search

This method will hide the item from search but not from people viewing it if they know the url (address) of the web page or if they follow a link to the page. To do this, click on the “properties” tab of the item and specify an “effective date” in the future and then click “save” at the bottom of the page. If you want the item to disappear from navigation and search after a certain date, you can set an “expiration date”.

TRICK: If you have content that you need someone without log in ability to review before it goes public, use the second method “Hide the item from navigation and search” and set an effective date one to two weeks in the future. Then you can send the person an e-mail with the url of the content and say something like:

“Please review the content on the following page and let me know if there are any changes. If I do not hear from you, the page will go public next Friday.”

- Change the state of the item to “private”

This method will hide the item from everyone except those that also have log in access to the same area of the web site as you. To do this, click the “state” that appears in the content management bar and select “make private” from the list.

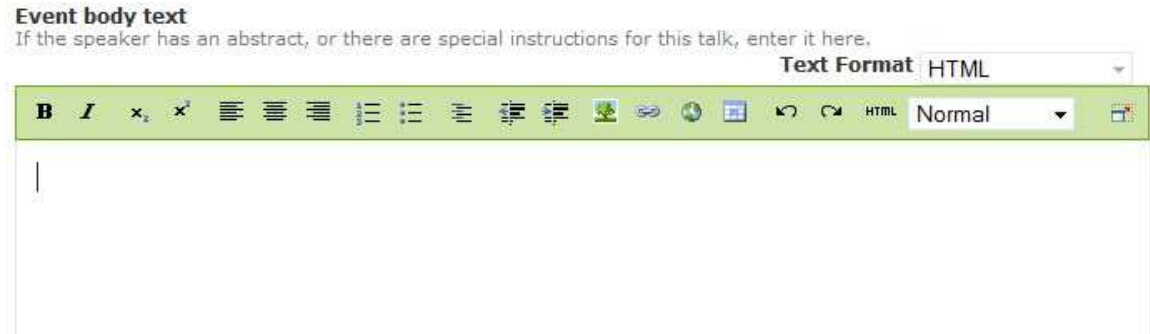
TIP: If you need to make multiple items private or you need to make a folder private, you will want to go to the contents tab of the folder, select the items that you want to make private, and click “change state”. You will then be prompted to select the state you want to change them to and also asked if you want to apply this change to the items it contains (if it's a folder).

NOTE: You should NEVER delete content! If you delete the content, it will be gone forever and is unrecoverable. It also means that someone who follows a link or uses an old bookmark will receive an error page instead of the page they were looking for.

If you have questions about how to properly get rid of old content, please contact the Huck Institutes Web Team (webteam@huck.psu.edu).

Formatting Content:

Certain types of content have fields called “rich text fields” which means they allow you to format the text in them much like you would in Microsoft Word. These fields look like this:



The menu bar across the top has icons that allow you to format the text. You will probably recognize many of these icons from Microsoft Word and their functionality is the same. All the commands from left to right with descriptions for the less common ones are:

- Bold
- Italic
- Subscript
- Superscript
- Left Justify
- Center Justify
- Right Justify
- Create a Numbered List
- Create a Bulleted List
- Create a Definition List: *A definition list is one where you have a term and it's definition. The definition is typically shown on the next line and indented from the term.*
- Decrease the indentation
- Increase the indentation
- Insert a picture
- Insert a link to a page on the Huck Institutes site
- Insert a link to an outside web page
- Insert a table: *Should be used only for displaying tabular data.*
- Undo: *Do Not Use!* Undones the action you just performed. (not reliable)
- Redo: *Do Not Use!* Reverses an Undo. (not reliable)
- View the HTML: *Allows you to view and edit the raw HTML for the text.*
- Apply a Style: *Allows you to define certain text as a heading or subheading.*
- Zoom: *Makes the editing area bigger.*

TRICK: When formatting text, it is easier to add all the text in without concern for the formatting then highlight what you want to change and apply the appropriate formatting to it.

TIP: If you copy and paste text from another source and the formatting looks really bad, select all the text and apply the “Normal” style to it. This will reset all the formatting to plain text. From there you can apply additional formatting.

NOTE: Only edit the raw HTML if you really know what your doing. Editing the HTML can cause more harm than good.


General Guidelines for Formatting Text:



Here are some general guidelines to follow when formatting text in a rich text field. These guidelines are designed to help you format your text for maximum readability on the web.

- For paragraphs of text that are not headings or some type of list (bulleted, numbered), put your cursor somewhere in the paragraph and check that the style drop-down box says “Normal” instead of “no style” or “Heading” or “Subheading”. If it does not say “Normal”, select the paragraph and select the “Normal” style.
- Break up your text with headings and subheadings. Make all headings succinct and descriptive. To create a heading; make sure the text is on a line by itself, select it, and then select either “Heading” or “Subheading” from the style drop down.
- If you find yourself writing lists of things, make them into a bulleted list. Example:

<i>If your doing this:</i> You should get eggs, milk, and bacon.	<i>Reformat it like this:</i> You should get: <ul style="list-style-type: none">• eggs• milk• bacon
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- When inserting images, put the text in first and add the image(s) last.

NOTE: How to add an image: Put your cursor at the START of a paragraph that is formatted with the “Normal” style (NOT a Heading or Subheading). Click on the image icon  on the toolbar and a dialog box will appear. Navigate to where the image is stored (this will usually be the “images” folder under your main section) and select the image. You will then be presented with options to select the image’s size and whether it appears on the left or right side of the page (right is recommended). Once you have made your selections, click Ok.

- To add a link to another page on the Huck Institutes site (referred to as an internal link). Highlight the text that you want to form the text of the link. Click the internal link icon  on the toolbar. This will bring up a dialog box that allows you to navigate to the page, folder or other item you want to link to.
- To add a link to a web site not no the Huck Institutes site (referred to as an external link). Highlight the text that you want to form the text of the link. Click on the external link icon  on the toolbar. This brings up a dialog box where you can enter the URL of the page you want to link to.

TIP: When inserting an image or link, if the dialog box does not go away when you click Ok, click the “Cancel” button. The dialog box will go away and the image or link will still be inserted. This is a known problem.

Steps to Edit Content:

Should you need to edit some existing content, please follow the steps below:

1. Navigate to the content on the site you want to edit.
2. If you have permissions to edit this content, you will have an “edit” tab above the green bar. Click that “edit” tab.



3. Update the fields that describe the content. Items followed by a red square are required.

4. Click the “save” button when you are finished making changes.



NOTE: If you are editing content and decide that you don't want save your changes, DO NOT just navigate away from the page. Scroll to the bottom of the page and click the “cancel” button.

5. Once you have saved your changes, check to make sure the status of the item is either Public Draft or Published so that it is visible to the public. If you want to keep it hidden from the public, please see *Showing / Hiding Content from the Public* above.

Working with Files and Images:

Images and files can be uploaded to the site and made available for viewing and/or downloading by site visitors. The most important step in uploading an image or a file to the site is ensuring that it has a good name. When the image or file is uploaded, the url (or address) that it is assigned is based on **it's original filename as it exists on your computer**. Filenames that you normally use on your own computer might be longer and more descriptive than what is appropriate for the web. Before uploading an image or file, please make a copy of the file and rename it following these guidelines:

TIP: If you have questions about which file format to use, how to name a file or how to convert a document to a PDF document, please contact your systems administrator or the Huck Institutes Web Team (webteam@huck.psu.edu).

- All lower-case letters (no CAPITALS) or numbers (0-9)
- No punctuation marks, ampersands (&), asterisks (*), parentheses, slashes, or other characters.
- No spaces (use a dash "-" instead of a space)
- Try to keep the filename descriptive but succinct (approx 20 characters)
- Add the appropriate three letter extension to the end (even for Mac users)

Allowable image and file types with their three letter extensions

File or Image	Type of File	3 Letter Extension	Notes
Image	JPEG picture	.jpg	Good for pictures
Image	GIF picture	.gif	Good for clipart or line drawings
Image	PNG picture	.png	Not recommended, use JPEG or GIF
File	Text document	.txt	Use only for simple documents with no formatting
File	Adobe PDF document	.pdf	Ideal for most documents
File	Microsoft Word document	.doc	Not recommended, convert to PDF instead
File	Microsoft Excel document	.xls	Not recommended, convert to PDF instead
File	Microsoft Powerpoint	.ppt	Used for making presentation slides available

NOTE: If you do not see your type of file on the list above, please DO NOT upload it. Contact the Huck Institutes Web Team (webteam@huck.psu.edu) so we can discuss and evaluate the best option for putting your document online. For various reasons not all document formats are good to put online, but options typically exist.

Image resolution and size:

Image size has a huge impact on how fast or slow a web page loads. It's important to understand how to resize your image in a way that will speed up web page loading.

Resize before uploading using an appropriate program

- On Windows
 - Photoshop Elements
 - Photoshop
 - Paint.Net (www.paint.net) - Free
- On Mac
 - Photoshop
 - The GIMP (www.gimp.org) - Free

Best practices

- Use a resolution of 72 px / inch (anything greater is not handled by most monitors)
- Resize the image to be fairly small, no more than 320px wide or high
- Determine if you want to fix the width or the height and let the other one adjust accordingly (fixing the width is most common)

NOTE: You will be able to resize the image on the fly if you are inserting it into a rich text field. But you should still use an image program to resize really large images (greater than 600px in either width or height) before uploading them to make working with the images easier.

Examples of common image sizes (photo courtesy of Greg Grieco):



200px x 184px



150px x 138px



100px x 92px



64px x 59px

TIP: Always start with a larger image. Think of resizing an image like cutting it with a scissors. You can always make it smaller, but once it's smaller, you cannot make it larger again.

Image location:

The old real estate phrase “location, location, location” applies to images as well. It’s important that you locate them in the right place so they can be easily found.

Images associated with news items, protocols, research highlights, and people

These images are uploaded when you create the news item, protocol, etc and you do not need to worry about the location of these images. It is handled automatically for you.

TRICK: You can add additional images to news items, protocols, etc if a rich text field is provided as part of the item. In this case, you need to upload and locate these images prior to using them in the news item, protocol, etc. See the next section for details on how to do that.

Images to be used within a rich text field

If you want to place an image on a page, news item, etc you can do so as long as the item provides a rich text field. Before you can place the image, you need to upload it to the site by choosing the “add item”, “image” option. When you choose “add item” you want to make sure you are on the right folder to hold this image.

Most major sections (institutes, graduate programs, facilities, etc) have “images” folders. This is the only place images should be uploaded!

To find the images folder for your section, do one of the following:

- Click the “contents” tab for the folder and look in the folder contents for the folder called “images”.
- Type “/images” at the end of the url of the folder for your relevant section.

The screenshot shows the 'Images' folder in the 'Nucleic Acid Facility' section of The Huck Institutes website. The URL is `https://secure.huck.psu.edu/facilities/nucleic-acid-up/images/folder_contents`. The page displays a list of image files with the following columns: title, size, modified, state, and order. Two files are listed:

title	size	modified	state	order
Ashley Price, Sheila Plock and Deborah Grove	14.2 kB	Thu Sep 06 at 04:55PM	Public Draft	- +
ludub	19.0 kB	Wed Jan 16 at 10:55AM	Private	- +

A yellow box highlights the text 'Existing image files' in the 'ludub' row. The page also shows a 'Contents tab' and an 'Add item, image selection' button.

TIP: Contact the Huck Institutes Web Team (webteam@huck.psu.edu) if you cannot find the images folder you need.