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1 Introduction

This report examines the implementation of a Content Management System for Amnesty International, a global human rights organization. The project involved developing a functional website using Microsoft SharePoint to demonstrate how the organization could enhance its digital presence and user engagement. The website URL is [] and the accompanying presentation video can be accessed at [].

2 A REVIEW OF CONTENT MANAGEMENT SYSTEMS

2.1 Introduction to Content Management Systems

Content Management Systems represent essential digital tools that enable organizations to create, manage, and modify digital content without requiring specialist technical knowledge. (Barker, 2016). For charitable organizations such as Amnesty International, selecting an appropriate CMS is crucial for maintaining an effective online presence, engaging supporters, and facilitating their human rights advocacy work. This section evaluates three potential CMS platforms that could meet Amnesty International's requirements.

2.2 Evaluation Criteria

To make a meaningful comparison, several criteria have been established based on Amnesty International's organizational needs. These include ease of use for non-technical staff, cost-effectiveness suitable for a charitable organization's budget constraints, scalability to accommodate growth, security features to protect sensitive information, customization capabilities to align with brand identity, multilingual support for global operations, and community support for troubleshooting. (Vidgen, Hindle and Randolph, 2020). These criteria reflect the practical requirements identified through examining Amnesty International's current digital operations and its published organizational goals.

2.3 WordPress

WordPress currently powers approximately 43% of all websites globally, making it the most widely adopted CMS platform (W3Techs, 2024). Originally developed as a blogging platform, WordPress has evolved into a comprehensive CMS suitable for a wide range of organizational needs. WordPress offers significant advantages for charitable organizations. The platform provides an intuitive interface that allows content editors to publish and modify material without programming knowledge. (Sabin-Wilson and Mullenweg, 2021). The extensive plugin ecosystem, featuring over 60,000 free plugins, enables organizations to add functionality ranging from donation processing to event management without custom development. (Anon., 2025g). WordPress also excels in search engine optimization, with built-in features and plugins such as Yoast SEO that improve search visibility. (Aull, 2014). The platform's open-source nature eliminates licensing costs, making it particularly attractive for organizations operating with limited budgets.

However, WordPress presents certain limitations. Security vulnerabilities represent a primary concern, as the platform's popularity makes it a frequent target for malicious attacks. (Anon., 2025h). Organizations must maintain vigilant update schedules and implement robust security measures. Additionally, while basic functionality is straightforward, achieving more complex customizations often requires technical expertise or external development support. Plugin-dependent architecture can lead to compatibility issues when plugins are updated inconsistently or abandoned by developers.

2.4 Drupal

Drupal represents a powerful, enterprise-grade CMS utilized by numerous governmental and large-scale organizations worldwide (Sipos, n.d.). The platform is particularly renowned for its flexibility and robust security features. Drupal's architecture provides exceptional flexibility in content organization and presentation. The system allows administrators to create highly customized content types and sophisticated user permission structures, making it ideal for organizations with complex governance requirements (Emmanni, n.d.). Security represents a core strength, with a resolute security team continuously monitoring and addressing vulnerabilities. This makes Drupal particularly suitable for organizations managing sensitive information, such as Amnesty International's documentation of human rights violations. The platform offers excellent multilingual capabilities built into its core functionality, enabling seamless management of content across multiple languages without requiring additional plugins (Sipos, n.d.).

While Drupal offers advantages, it has a steep learning curve for non-technical users, requiring more training for content editors compared to other platforms. The initial setup demands significant technical expertise, often needing developer support. Its module ecosystem is smaller than WordPress's plugin library, which may necessitate custom development. Additionally, Drupal requires more server resources, potentially raising hosting costs (Sipos, n.d.).

2.5 Joomla

Joomla occupies a middle ground between WordPress's user-friendliness and Drupal's technical complexity. The platform serves approximately 2% of all websites globally and maintains a resolute user community (Marzo and Crom, 2023). Joomla provides a balanced approach to content management. The platform offers more sophisticated built-in user management capabilities than WordPress, allowing organizations to create detailed user groups with specific permissions (Marzo and Crom, 2023). This feature would benefit Amnesty International's need to manage multiple user roles across different departments and regions. Joomla supports multilingual sites natively, eliminating the need for additional extensions.

The platform also provides good flexibility for customization while maintaining reasonable usability for content editors. Joomla's extension directory offers thousands of components, modules, and plugins to extend functionality. However, Joomla faces certain challenges. The platform's market share has declined in recent years, leading to concerns about long-term community support and extension development (Marzo and Crom, 2023). Whilst more user-friendly than Drupal, Joomla still presents a more complex interface than WordPress, potentially requiring more substantial staff training. The documentation and learning resources, whilst adequate, are less comprehensive than those available for WordPress. Additionally, finding developers with Joomla expertise can be more challenging and potentially more expensive than WordPress developers.

2.6 Comparative Analysis

When evaluating platforms for Amnesty International, each has distinct advantages. WordPress is user-friendly and cost-effective, suitable for quick deployment. Drupal offers superior security and flexibility for sensitive data and complex structures. Joomla provides a middle ground with enhanced access control and multilingual support while remaining user-friendly. For a human rights organization managing sensitive documentation and global campaigns, security and access control are crucial. These factors must balance with the need for varying technical skills among staff and the financial constraints typical of charitable organizations (Vidgen, Hindle and Randolph, 2020).

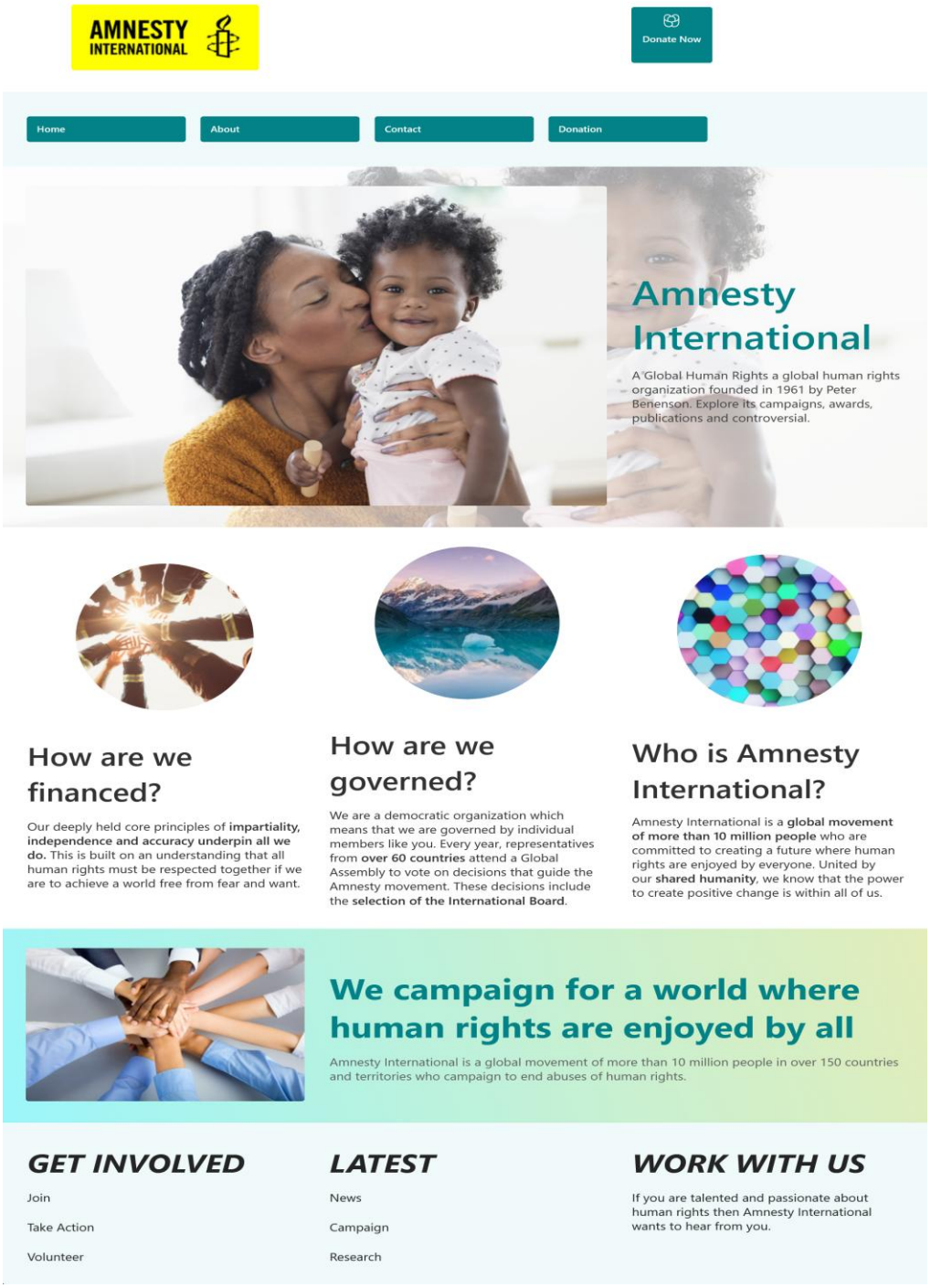
3 "EVALUATION OF PRODUCT AND DESIGN PROCESS OF THE RECENTLY BUILT CMS SITE" (“Evaluation of product and design process of the recently built”)

3.1 Project Scope and User Journeys

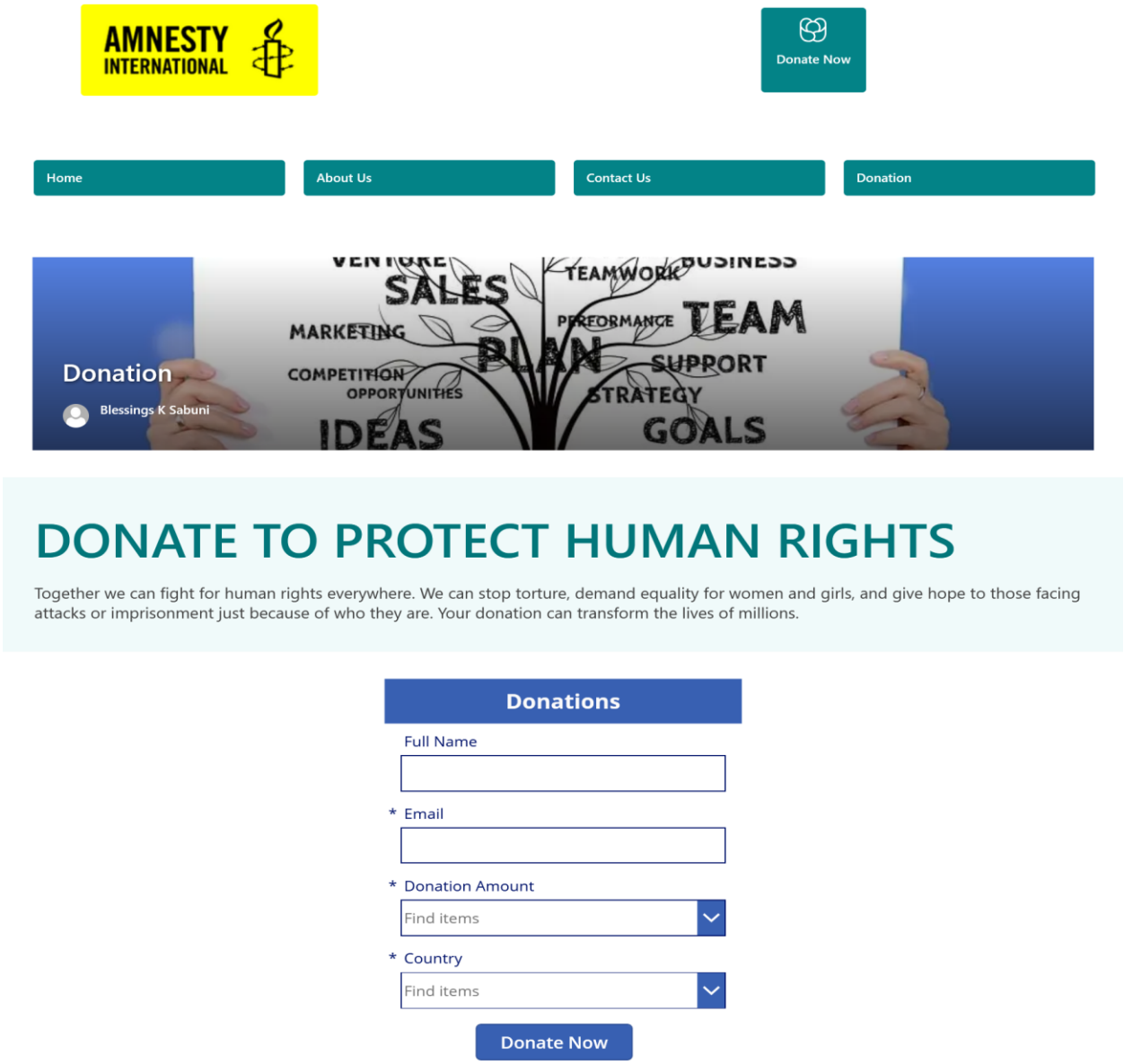
The SharePoint website developed for Amnesty International focuses on two primary user journeys that align with the organization's core functions. The first user journey addresses potential supporters seeking to learn about Amnesty International's work and make donations to support human rights campaigns. The second journey serves educators and students to access human rights educational resources and materials. These specific journeys were selected based on Amnesty International's published strategic priorities, which emphasize both fundraising for campaign work and human rights education as fundamental to their mission (Anon., 2025a).

3.2 Site Structure and Design

The website comprises four main pages: a homepage providing an overview of Amnesty International's current campaigns, a donations page facilitating financial contributions, an education resources page offering teaching materials, and a contact page enabling enquiries and volunteer registration. The design employs Amnesty International's distinctive yellow and black colour scheme to maintain brand consistency. Navigation was structured hierarchically, ensuring users can access any page within three clicks from the homepage, following established web usability principles (Anon., 2025f).



The homepage features a large hero banner for Amnesty International's global campaign against discrimination, including a call-to-action button for donations. Below, three panels highlight recent successes, upcoming events, and educational resources, encouraging immediate engagement and catering to various user interests.



The donations page is essential for the site, featuring a web form that collects donor information such as name, email, donation amount, and payment preferences. It uses SharePoint's validation for data accuracy and triggers automated email confirmations to donors and alerts the fundraising team upon submission, fulfilling the coursework requirement for functional webforms and workflows.

3.3 Implemented Functionalities

SharePoint's list functionality supports various site features. The homepage's campaign updates section is powered by a news announcement list, allowing authorized staff to publish time-sensitive information independently. The education resources page uses a document library with metadata tagging for users to filter content by topic, age group, and resource type. The contact form employs conditional logic, showing different fields based on the enquiry type selected, which streamlines user experience while gathering essential information. User permissions are set to reflect organizational roles: content editors can modify page content without changing site structure, campaign managers can manage announcements and campaigns, and site administrators retain full control over configuration and user management.

3.4 Challenges and Strengths

The development process highlighted SharePoint's strength in rapid prototyping, allowing quick assembly of functional pages using pre-built components and web parts. This was especially beneficial for the educational resources section, where its document management capabilities required minimal configuration. Integration with the Microsoft 365 ecosystem enhances internal workflows, enabling efficient routing of form submissions and collaborative content editing. Additionally, SharePoint's granular permission system enables precise user roles and access levels, essential for organizations managing sensitive information, such as human rights case details.

3.5 Weaknesses and Possible Solutions

SharePoint has a steep learning curve, requiring comprehensive training for staff unfamiliar with the platform. Its complex interface lacks the intuitive simplicity of tools like WordPress, which can hinder content updates, especially with high staff turnover. To mitigate this, developing tailored documentation with step-by-step guides and video tutorials would help ease the learning process. A staging environment could also allow staff to practice safely.

Customization limitations restrict creative flexibility, often necessitating developer intervention for distinctive designs. Organizations wanting unique user experiences may find SharePoint restrictive, although a potential fix involves investing in custom web parts or SPFx for tailored components, albeit at increased costs. Additionally, while SharePoint's form functionality is adequate, it lacks the sophistication of resolute form builders. Integrating third-party solutions like Microsoft Forms or Power Apps could improve the situation by providing more intuitive options while remaining within the SharePoint ecosystem.

4 GOVERNANCE AND SEO RECOMMENDATIONS

4.1 Content Governance

Effective governance of content management systems extends beyond technical administration to encompass policies, procedures, and responsibilities that ensure content quality, security, and organizational compliance (Rockley and Cooper, 2021). For Amnesty International, robust governance is particularly crucial given the sensitive nature of human rights documentation and the organization's global reputation. This section provides specific recommendations for managing and maintaining the SharePoint website.

4.2 SEO STRATEGY

Search Engine Optimization refers to the systematic process of improving a website's visibility in organic search engine results pages (SERPs) through technical enhancements, content optimization, and authority building (Enge et al., 2012). When internet users conduct research related to an organization's work, effective SEO increases the likelihood of the organization's website appearing prominently in results, thereby driving relevant traffic without paid advertising costs.

For charitable organizations like Amnesty International, SEO represents a critical tool for amplifying reach and impact. Research indicates that approximately 93% of online experiences begin with a search engine, and websites appearing on the first page of Google results receive 95% of web traffic (Anon., 2025d). Given Amnesty International's mission to raise awareness about human rights issues and mobilizing support, appearing prominently in searches related to human rights, specific campaigns, or educational resources directly supports organizational objectives whilst remaining cost-effective compared to paid advertising.

5 CONCLUSION AND RECOMMENDATIONS

5.1 Comparative Evaluation

After assessing three content management systems and developing a website with Microsoft SharePoint, insights into their suitability for Amnesty International have been revealed. SharePoint showed significant strengths, particularly in its sophisticated permission management, which is crucial for handling sensitive human rights documentation. Its seamless integration with Microsoft 365 tools like Outlook and Teams could enhance workflows if Amnesty already uses these platforms. However, SharePoint has notable drawbacks, including a steep learning curve requiring extensive staff training and limited visual customization options.

In contrast, WordPress offers an intuitive interface and flexible design, allowing staff to manage content independently with less training. However, its security vulnerabilities pose a risk for organizations in politically sensitive environments, necessitating diligent security management. Drupal stands out with strong security and structured permission management like SharePoint but presents a steeper learning curve and requires specialist developer support, leading to long-term resource investments. Joomla provides better user accessibility and multilingual support than WordPress, but faces sustainability concerns due to its declining market share and potential lack of developer availability.

5.2 Recommended CMS Choice

Given Amnesty International's context, WordPress is the recommended platform for its public-facing website, provided critical security measures are implemented. This choice is based on financial constraints typical of nonprofits, as WordPress's open-source model minimizes administrative costs. The availability of developers and the platform's user-friendliness enable content contributions from staff worldwide without necessitating technical expertise, which is crucial for timely communication on urgent human rights issues. WordPress also offers a robust plugin ecosystem for functionalities like donation processing and multilingual content management, supporting the organization's needs without extensive custom development.

However, key security provisions are essential. Amnesty International should use managed WordPress hosting from security-focused providers like WP Engine or Kinsta, implement security plugins such as Wordfence or Sucuri, maintain strict update protocols, conduct regular security audits, and provide staff training on best security practices, including strong password policies and authentication.

5.3 Future Work

Several areas for future development should be considered. Personalization features that adapt content based on visitor location and interests could improve user experience and conversions. A mobile app would broaden engagement opportunities for supporters. Integrating emerging technologies like AI chatbots could enhance visitor support and reduce staff workload. Regular user testing is essential to adapt to evolving needs. Choosing a content management system (CMS) is crucial for Amnesty International's digital strategy; while WordPress is recommended for public content, a combination of platforms may be necessary. Ongoing reassessment of the CMS will ensure it effectively supports Amnesty's human rights mission.

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