

# **Lowenthal Technical Communications**

## **Arlington Chamber of Commerce Website Manual**

Revision 1.02

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# 2 Introduction

Thank you for contracting with Lowenthal Technical Communications to build your website. This document describes how to perform common tasks and updates to your site.

The website was built in Wordpress using the Atahualpa theme.

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## 3 Logging in to the Admin Dashboard

Log in to your Wordpress administration dashboard at <http://arlcc.org/wp-admin/> using a web browser. The Chamber has two accounts on this site.

The first account, username **arlcoc**, is an *Administrator* role account for performing site maintenance. For security reasons, do not post articles, news, or events using this account.

The second account, username **Arlington Chamber**, is an *Editor* role account used for normal site updates.

It is important that both of these accounts maintain strong passwords using good password practices.

## 4 Updating the Site

### 4.1 Post News

Posts are shown on the front page in the left panel and on the *News* page of the site. To create a new event:

1. From the Dashboard menu, click **Posts / Add New** to open the *Add New Post* screen.
2. Enter the title and text of your post.
3. Select one or more categories from the *Categories* section. You can click the **Add New Category** link to create a new category.
4. You can add a featured image to the post in the *Featured Image* section.
5. In the *Discussion* section, you can set whether the post allows comments.
6. In the *Publish* section, you can set the time when you want the article to go live. The default value is to publish **immediately**. You can set this to a future date if you want to schedule the post for future release.
7. Click the **Publish** button or the **Schedule** button.

If you want to edit an existing post, click **Posts / All Posts** on the Dashboard menu. Then select the post you wish to edit.

### 4.2 Create Event

Event management uses the *All-in-One Event Calendar* plugin. Events are shown in the middle panel on the front page of the site and in the calendar accessible from the *View Calendar* button or on the *Events / Chamber Calendar* page. To create a new event:

- From the Dashboard menu, click **Events / Add New** to open the *Add New Event* screen.
- Enter the title and text of your post.
- Select one or more categories from the *Categories* section. You can click the **Add New Category** link to create a new category.
- You can add a featured image to the event in the *Featured Image* section.
- In the *Event Details* section, set the Date and Time, Location, and other pertinent information about the event.
- In the *Discussion* section, you can set whether the event allows comments.
- Click the **Publish** button or the **Schedule** button.

If you want to edit an existing event, click **Events / All Posts** on the Dashboard menu. Then select the event you wish to edit.

### **4.3 Image Galleries**

The Chamber website uses the NextGEN Gallery plugin to manage and present image and photo galleries. Galleries are folders that contain images.

Galleries can be organized into Albums. Albums are containers of galleries which allow you to create presentations of multiple galleries. Albums can also contain other albums.

You can present galleries and albums on pages or posts as part of the content. Each album or gallery can appear on multiple pages and posts.

Albums and galleries have an ID number which you can view from the lists on the *Manage Galleries* screen and the *Manage Albums* screen. This value is used to add them to posts.

#### **4.3.1 Create a New Gallery**

1. From the dashboard, expand the *Gallery* side menu and click the **Add Gallery / Images** link. This opens the *Upload Images* screen.
2. Click the **Add new gallery** tab.
3. Enter a name for the new gallery in the *New Gallery* field.
4. Click the **Add gallery** button.

#### **4.3.2 Upload Images**

1. From the dashboard, expand the *Gallery* side menu and click the **Add Gallery / Images** link. This opens the *Upload Images* screen.

2. Click the **Select Files** button to open the *File Upload* windows browser.
3. Select the images to upload and click the **Open** button.
4. Select the destination gallery from the *in to* dropdown.
5. Click the **Upload images** button.

### **4.3.3 Managing Galleries**

To configure the details of a gallery or edit its contents:

1. From the dashboard, expand the *Gallery* side menu and click the **Manage Gallery** link. This opens the *Galleries* screen.
2. Select the gallery that you want to edit or configure from the list.

From the edit screen, you can change the gallery's name, description, and preview image.

All images within the gallery are listed. From the list, you can change the details of an image; sort the gallery; delete, copy, and move images; and perform other image edits.

3. Click the **Save Changes** button after making changes to the gallery.

### **4.3.4 Managing Albums**

1. From the dashboard, expand the *Gallery* side menu and click the **Album** link. This opens the *Manage Albums* screen.
2. To create a new album, enter its name in the *Add new album* field and click the **Add** button.
3. Select an album from the *Select album* dropdown. If you created a new album, the new album will be automatically selected.
4. To add galleries to the album, drag a gallery from the *Select gallery* frame to the leftmost frame.
5. To add other albums to the album, drag an album from the *Select album* frame to the leftmost frame.
6. You can remove galleries and albums by dragging them out of the left frame.

### **4.3.5 Add Galleries or Albums to Pages**

To add galleries and albums to pages and posts, enter the shortcode into the edit window. Set the appropriate album or gallery ID in the code.

#### 4.3.5.1 Show Album

This is currently used on the *Photo Album* page.

```
[album id=1 template=compact]
```

#### 4.3.5.2 Show Gallery

This is currently used in posts to show a single gallery.

```
[nggallery id=2]
```

#### 4.3.5.3 Other Shortcodes

- Slideshow: `[slideshow id=x w=width h=height]`
- Album: `[album id=x template=extend]` **or**  
`[album id=x template=compact]`
- Gallery: `[nggallery id=x]`
- Single picture: `[singlepic id=x w=width h=height mode=web20|watermark float=left|right]`
- Image browser: `[imagebrowse r id=x]`
- Images sorted by tags: `[nggtags gallery=mytag,wordpress,... ]`
- Tag albums: `[nggtags album=mytag,wordpress,... ]`

## 5 Managing Members

Chamber members are organized on the website using the *Links* feature. Each company is entered as a link with all of the necessary details. Links are used in every site list that displays sites, including the Business Directory, the Member-to-Member Discount list, and the Shop Arlington First participation list. Settings within the links tell the site which links appear in each of these lists.

### 5.1 Add New Member

From the Dashboard menu, click **Links / Add New** to open the *Add New Link* screen. The site does not use all of the fields on the link screen in its presentation of links. Set these parameters:

- **Name** – The company's name.
- **Web Address** – The company's website address. If the company does not have a website, enter `http://#`

- **Description** – The site uses the Description field as the company’s address. This field requires special formatting to display the address properly. Enter the full address as one line. Put the tag `[br]` at the beginning of the string and between each place where a line break should occur.

e.g.: `[br]611 Massachusetts Ave. [br]Arlington MA 02474`

If you do not want to list the company’s address, leave this field blank.

- **Telephone** – The company’s telephone number.
- **Categories** – Check all categories that you want the company to appear under.

If the company offers a Member-to-Member discount, check the **Member-to-Member Discount** category.

If the company is in the Shop Arlington First program, check the **Shop Arlington First** category.

- **Image Address** – If the company is in the Shop Arlington First program, enter the URL <http://arlcc.org/wp-content/uploads/2012/08/sa1-small.png> into the field. Otherwise, leave the field blank.
- **Notes** – If the company offers a Member-to-Member discount, enter the terms of the discount in *Notes*. Otherwise, leave the field blank.

## 5.2 Remove Member

You can remove a member from the system in one of two ways.

1. To permanently delete a member from the system click **Links / All Links** on the Dashboard menu. When you pass your mouse over the member in the list, links appear under the name. Click the **Delete** link and confirm the deletion.
2. If you want to remove the member from appearing on the site, but not remove their listing from the database, click the **Edit** link instead. In the *Save* section on the *Edit Link* screen, check the *Keep this link private* checkbox and **Update Link**. This will hide the listing from users of the site.

## 5.3 Change Member’s SA1 Status

### 5.3.1 Add Member to SA1 Status

1. From the Dashboard menu, click **Links / All Links**.
2. When you pass your mouse over the member in the list, links appear under the name. Click the **Edit** link.

3. On the *Edit Link* screen, check the **Shop Arlington First** category in the *Categories* section.
4. In the *Image Address* field enter the URL  
<http://arlcc.org/wp-content/uploads/2012/08/sa1-small.png>.
5. Click the **Update Link** button in the *Save* section.

### **5.3.2 Remove Member from SA1 Status**

1. From the Dashboard menu, click **Links / All Links**.
2. When you pass your mouse over the member in the list, links appear under the name. Click the **Edit** link.
3. On the *Edit Link* screen, uncheck the **Shop Arlington First** category in the *Categories* section.
4. Clear the *Image Address* field.
5. Click the **Update Link** button in the *Save* section.

## **5.4 Change Member's Member-to-Member Discount**

### **5.4.1 Add Member-to-Member Discount**

1. From the Dashboard menu, click **Links / All Links**.
2. When you pass your mouse over the member in the list, links appear under the name. Click the **Edit** link.
3. On the *Edit Link* screen, check the **Member-to-Member Discount** category in the *Categories* section.
4. Enter the terms of the discount in the *Notes* field.
5. Click the **Update Link** button in the *Save* section.

### **5.4.2 Remove Member-to-Member Discount**

1. From the Dashboard menu, click **Links / All Links**.
2. When you pass your mouse over the member in the list, links appear under the name. Click the **Edit** link.
3. On the *Edit Link* screen, uncheck the **Member-to-Member Discount** category in the *Categories* section.
4. Clear the contents of the *Notes* field.
5. Click the **Update Link** button in the *Save* section.



## 5.5 Add New Business Category

To add a new Category for business, the Dashboard menu, click **Links / Link Categories** to open the *Link Categories* screen. Use the *Add New Link Category* panel to create a new link.

## 6 Newsletters

Newsletters are not maintained or directly accessed through the website. Newsletters are handled by Constant Contact. The links to the newsletters take the user offsite to the Constant Contact website.

To change the menu item to link to the most recent newsletter, go to the dashboard item *Pages*. Edit the page *Current Newsletter*. Change the value of the *Destination URL* field in the *Page Redirect* section to the newsletter's URL.

## 7 Backups

The website is backed up weekly to two locations:

- The website is backed up locally on the server to the directory `.\BU\`
- The website is backed up offsite to the *Dropbox* cloud service. The service is at <https://www.dropbox.com>.

The account is *Arlington Chamber* using the email address [info@arlcc.org](mailto:info@arlcc.org)

The initial account password is **[redacted]**