

Content Management Server (CMS) Training Agenda

Overview

Who to contact if you have questions?

Laura Rossi

(603) 656-6174
lrossi@anselm.edu

What will be covered during this training?

1. Overview on how the college's content management system (CMS) works
2. Basic process for creating and editing CMS pages, creating links, and adding images and attachments.

The *CMS Quick Start Guide*, *CMS User Guide*, *Web Style Guide*, and *Web Publishing Policies* are posted on the Saint Anselm Web site at www.anselm.edu/training.

What is Microsoft CMS?

- Tool to manage the content of pages including text and images
- Simplifies the process of creating new Web pages.
- Helps to maintain a consistent look and feel
- Ensures that all necessary people are involved in review process

CMS/Web Concepts

Browser—program used to view Web sites, e.g., Internet Explorer, FireFox, Safari

Drop down menu—a menu that expands to show more options when you click on the box's arrow

URL or Domain Name—a Web address, e.g., www.anselm.edu

Site—all the Web pages for a particular domain name, www.anselm.edu. Can also refer to a section within a larger Web site, e.g., www.anselm.edu/admission is the Admission site.

Content—Text, images, PDFs, Word documents, or Excel files

Pixel—measurement used for the Web, refers to tiny squares of color that make up images

Post, posted, posting—put new or updated info/pages on the Web, this info can be seen by other users

Live—has been posted and can be viewed on the Web

Templates—Predesigned Web pages designed for you and containing placeholders for entering information.

Placeholders—areas where user can enter content on a page

Channels—organizes Web pages into categories, similar to the folder structure on your computer

CMS Administration Console—located on the left under the logo, contains options for editing Web pages

Navigation Bar—located beneath the control console, allows users to move throughout the site easily

Tip – Online Dictionaries for Web Terms

Want to find the meaning of other Web terms? Visit www.webopedia.com or www.netlingo.com. The latter offers a dictionary of Web terms and chat room acronyms.

Tool Overview

- Text styles
- Cutting and pasting
- Spell check
- Internal and external links
- Bold and italic
- Adding images

Logging In

1. Open Internet Explorer (the CMS software only works with Internet Explorer)
2. Type in the following address:
http://www.anselm.edu/login
3. The log in screen appears. Enter your username and password. Verify the following information is set to:

Domain: WinNT://ANSELM and "ANSELM"

Tip – Downloading the CMS eWebEditPro Editor

The first time you edit in the CMS you will be asked to install the Web editor client. Scroll down to the bottom of the page and click on install now. While downloading if a light yellow bar appears across the bottom of the tool bar, click on the yellow bar and choose install Active X. During the install process three windows will appear. Click OK on each window.

Creating a New Page

1. Click on **Switch to Edit Site**—located at top right of your screen
2. Navigate to your area of the Web
3. Click **Create New Page**
4. The template gallery window opens
5. Click **General Use Templates**
6. Click the **hand icon** for Lower Level Template
7. The template gallery window closes
8. A new page appears in your Internet Explorer window

Tip – Turn Off Your Browser's Pop-Up Blocker

If nothing happens when you click on a link or make sure you turn off your pop-up blocker. In Internet Explorer, click on *Tools > Pop-Up Blocker > Turn Off Pop-Up Blocker*. To temporarily override the pop-up blocker, press and hold the CTRL button when you click on a link.

Saving a New Page

1. Click **Save a new page** in the control console
2. Save a new page window pops up
3. Enter a Name—this is a short name and becomes part of the Web address. Cannot contain #, &, %, +, /, ', or | characters.
4. Display Name—the name of the page as it should appear to users, can be the same as Name.
5. Click **OK**
6. The page refreshes; the page's status changes to saved. The page is stored on the server, but not live on the site.

Tip – Save Your Work Often

Save your work often while working in the edit mode. If the server believes you to be idle, it will cut your connection and you will have to log back in. If this happens while you are working in the edit mode, you will lose any unsaved updates or new pages.

Adding Text

1. Click on **Edit** in the control console
2. Click on the **Pen and Paper Icon** of the first box—located in the upper left corner of each box
3. The editing window opens
4. Type in your text
5. Click **Save** at the bottom of the screen
6. Click **Save** on the control console
7. Your information is now saved

Tip – Hard and Soft Returns

When creating paragraphs

- The *Enter button* creates spaces between paragraphs
- *Holding down shift and pressing enter* at the same time moves your cursor to the next line (i.e., between a subheading and the first sentence of a paragraph)

To paste text from another document

1. Copy the text from the document
2. Click in the edit window
3. Right click on the mouse and choose **Paste Text**—the CMS automatically formats text in the correct font, size, and color. Paste (rather than paste text) overwrites the CMS formatting. NOTE: you will need to add bold and italics to the pasted text.
4. Click **Save** at the bottom of the screen
5. Click **Save** on the control console
6. Your information is now saved

Tip – Creating Web Content in Word

When creating text in a Word document to paste in the CMS editor

- Do not indent the first word of a paragraph
- Double space between paragraphs
- Single space where you want your text to move to the next line (e.g., subheadings)

Creating Links

Link Icons



Anchor/Bookmark



Internal Link



External Link



Remove Link

Adding an Internal Link—*use this when linking to other pages in www.anselm.edu*

1. Click on **Edit** in the CMS admin console
2. Click on the **Pen and Paper Icon** of the first box—located in the upper left corner of each box
3. The editing window opens
4. Highlight the text you want to make a link
5. Click on the **internal link icon**
6. The internal links window opens
7. Click on the **plus sign** next to saint anselm
8. Click on the **plus sign** next to the name of the area where the link is located
9. Click on the **name** of the page you want to link to
10. Click **OK**
11. In the edit window, your highlighted text is now a link and changes to red.
12. Click **Save** at the bottom of the screen
13. Click **Save and Exit** on the control console
14. Your information is now saved and the editing features close
15. Click on the link you made
16. The new link appears in the window
17. Click on the back button to return you to the page you are working on

Tip – Don't Use “Click Here”

Choose a word in the sentence that will be your link. Do not type, “click here.”

Do:

You can find it in the [Student Handbook](#). (Student Handbook is the link.)

Don't:

You can find it in the Student Handbook. [Click here](#) for the Student Handbook. (Click here is the link in this case.)

Adding an External Link—*use this when linking to pages outside www.anselm.edu*

1. Click on **Edit** in the control console
2. Click on the **Pen and Paper Icon** of the first box—located in the upper left corner of each box
3. The editing window opens
4. Highlight the text you want to make a link
5. Click on the **External Link Icon**
6. In the **link box** enter the Web address you are linking to
7. In the **Target Frame** box, leave blank or chose Same Window.
8. Click **OK**
9. In the edit window, your highlighted text is now a link and changes to red.
10. Click **Save** at the bottom of the screen
11. Click **Save and Exit** on the CMS admin console
12. Your information is now saved and the editing features close
13. Click on the link you made to test that it works.
14. A new window opens and the Web site you linked to appears
15. Close the new window

Adding an e-mail link

1. Click on **Edit** in the CMS admin console
2. Click on the **Pen and Paper Icon** of the first box—located in the upper left corner of each box
3. The editing window opens
4. Highlight the text you want to make a link
5. Click on the **External Link Icon**
6. In the **Type box** click on the **Down Arrow** and choose **mailto:**
7. In the link box type in the e-mail address after the mailto, e.g., mailto:dminor@anselm.edu
8. Click **OK**
9. In the edit window, your highlighted text is now an e-mail link and changes to red.
10. Click **Save** at the bottom of the screen
11. Click **Save and Exit** on the CMS admin console
12. Your information is now saved and the editing features close
13. Click on the e-mail link you made to test that it works correctly
14. Your e-mail software opens
15. Double check the sender box has the correct e-mail address
16. Close the e-mail program

Tip – Verify That All Your Links Work

Always verify that the links you make go to the correct page, Web site, or e-mail account before posting.

Adding a Bookmark/Anchor



A bookmark/anchor leaves a mark in a specific area of text that you can link to from other pages or within the same page. This is a two-step process; first you need to create the anchor, then you need to link to that anchor. Two good examples for using anchors are for frequently asked questions or a page listing jobs.

1. Click on **Edit** in the CMS admin console
2. Click on the **Pen and Paper Icon** of the first box—located in the upper left corner of each box
3. The editing window opens
4. Move the cursor to where you want the anchor to be.
5. Click on the **flag icon**
6. In the bookmark name **type in a name**—this should be short, but identifiable
7. Click **add**
8. You now have an anchor that you can link to
9. Go to the top of the page and hit enter move the cursor back to the top of the page
10. Type in the link name
11. Highlight the text you just typed
12. Click on the **External Link Icon**
13. Click on the **down arrow** for the **Quick links menu** (bottom)
14. Select the name of your bookmark from the list
15. Click **OK**
16. In the edit window, your highlighted text is now an e-mail link and changes to red.
17. Click **Save** at the bottom of the screen
18. Click **Save and Exit** on the CMS admin console
19. Your information is now saved and the editing features close
20. Click on the link at the top of the page
21. Your screen moves to the section where you created the anchor

Tip – Linking Images

An image can also be a link. Highlight the image and follow one of the adding a link steps. If you have a border on an image it will turn blue when you make the image a link. Simply remove your border to get rid of the blue.

To link to your anchor from another page

You need two pages to do this. You must first add a bookmark/anchor on the page with the information you want to link to. Once you have done that, follow the steps below.

1. Navigate to the page where the actual link will be
2. Click on **Edit** in the CMS admin console
3. Click on the **Pen and Paper Icon** of the first box—located in the upper left corner of each box
4. The editing window opens
5. Highlight the text you want to make a link
6. Click on the **internal link icon**
7. The internal links window opens
8. Click on the **plus sign** next to saint anselm
9. Click on the **plus sign** next to the name of the area where the link is located
10. Click on the **name** of the page you want to link to
11. Click **OK**
12. In the edit window, your highlighted text is now a link and changes to red.
13. Highlight the link
14. Click on the **external link icon**
15. In the link box move the cursor to the very end of the link
16. Type the # sign and the anchor name (e.g., in this case the anchor name is #questionone)
17. Click **OK**
18. Click **Save** at the bottom of the screen
19. Click **Save and Exit** on the control console
20. Your information is now saved and the editing features close
21. Click on the link
22. The other page opens and moves to the section where you created the anchor

Changing Link properties


1. Click on **Edit** in the CMS admin console
2. Click on the **Pen and Paper Icon** of the first box—located in the upper left corner of each box
3. The editing window opens
4. Highlight the text you want to make a link
5. Click on the **External Link Icon**
6. You can now change the type of the link, the Web address, the bookmark name, the name of the link text (e.g., from student handbook to faculty handbook), and the target window.

Removing Links

1. Click on **Edit** in the control console
2. Click on the **Pen and Paper Icon** of the first box—located in the upper left corner of each box
3. The editing window opens
4. Highlight the link
5. Click on the **Remove Link Icon**—globe with an X
6. The text remains, but the link is deleted
7. Click **Save** at the bottom of the screen
8. Click **Save** on the control console
9. Your information is now saved and the editing features close

Images

Adding Images

1. Click on **Edit** in the control console
2. Click on the **Pen and Paper Icon** of the first box—located in the upper left corner of each box
3. The editing window opens
4. Position the cursor where you want the image to be
5. Click on the **picture icon** 
6. The media file selection window pops up
7. Click on **Select a new file**
8. The insert image window pops up
9. Click on **Insert local image**—local images are on your hard drive, network drive, CD, etc.
10. A new insert window opens
11. Click on the **browse** button for local images
12. The choose file window opens
13. Navigate to where your image is located and click on it
14. Click on **open**
15. Under file type, click on the **arrow** and select the file type
16. Click **Insert**
17. Your image will be inserted and will appear in the edit window
18. Click **Save** at the bottom of the screen
19. Click **Save** on the control console
20. Your information is now save

Tip – More About Images

Requirement for images

- Optimized to 72 dpi
- Gif or jpeg (jpg) only
- Resized to actual sized used on the Web

Gif stands for Graphics Interchange Format

Jpeg stands for Joint Photographic Experts Group

Tip – Need Help Optimizing Your Photos?

Doug can optimize and resize images for you. If you have many images or would like to do this yourself, Doug can show you how to optimize and resize images using Photoshop Elements, which can be purchased through IT for less than \$50.

Wrapping Text Around Images

1. Select a photo
2. **Right click** on the mouse
3. Select **picture** at the bottom of the list.
4. Set the Alignment—left or right
5. Set the amount of spacing—we use 8 for both horizontal and vertical—horizontal puts white space around the left and right; vertical puts white space around the top and bottom
6. Click **OK**
7. The text wraps around the image

Adding a Border

1. Select the image
2. **Right click** on the mouse
3. Select **picture** at the bottom of the list
4. Enter the number 1 in the border box
5. Click **OK**
6. A black border is added around the photo

Tip – What are Pixels?

Images are made up of tiny squares of color known as pixels.

Attaching a File

An attachment can be a PDF, Word document or Excel file.

1. Click on **Edit** in the CMS admin console
2. Click on the **Pen and Paper Icon** of the first box—located in the upper left corner of each box
3. The editing window opens
4. Highlight the text you want to be the link
5. **Copy** the text
6. If you need to highlight the text again
7. Click on the **paperclip icon** in the editor toolbar
8. The insert attachment window opens
9. Click on **Insert Local Attachments**
10. Click the **Browse button** for local attachment
11. Locate your file and select it
12. In the display text paste the text you copied
13. Click **Insert**
14. The insert attachment window closes
15. In the edit window, your highlighted text now links to an attachment and changes to red.
16. Click **Save** at the bottom of the screen
17. Click **Save and Exit** on the control console
18. Your information is now saved and the editing features close
19. Click on the attachment link
20. The attachment opens in the window
21. Click the **Back Button**

Posting to the Web

Depending on the area of the site, there may be one or more people involved in publishing content on the site. Some of the possible roles include: Editor and Author. For training purposes, you are both an author and an editor.

Author

Creates new pages and updates old pages then submits the page(s) for review to the editor.

1. Click **Submit** on the CMS admin console (once you have completed your changes)
2. The page refreshes and the status is now Waiting for Editor Approval

Tip – Make New or Updated Pages “Live”

In order to see changes or new pages on the Web you must click on *Approve* in the CMS admin console.

Editor

Creates new pages, updates old pages, reviews submitted pages, and posts to the Web.

New pages or updating

1. Click **Approve** in the CMS admin console (once you have completed your changes)
2. The page refreshes and the status is now Published

Tip – Using the Workflow Approval Tools

The editor can also decline pages. If a page is declined, it is *not* posted to the Web

When a page is declined, it shows up as editor declined in the production manager of the person who made the changes.

Reviewing submitted pages

1. Click on **Approval Assistant**
2. The approval assistant window opens listing all the pages you need to approve
3. Click on the **Hand Icon** under Go To for the page you want to review
4. Check the page and click on either **Approve**
5. The page refreshes and the status is now Published

When you decline a page you will be asked to explain the reason you are declining the page. The author of the page will in turn receive an e-mail with the reason for the decline.