

# CONTENT MANAGEMENT SYSTEM



## LOGGING IN

1. Open Internet Explorer (IBM PCs only.)
2. Go to [www.anselm.edu/login](http://www.anselm.edu/login).
3. Enter assigned CMS user name and password.
4. Navigate to your section of the site.
5. Click on "Switch to Edit Site."
6. Select from various editing options listed in white administrative console.

You will be asked to download eWebEditPro software the first time you attempt to create or edit a page. Choose yes to download this software.

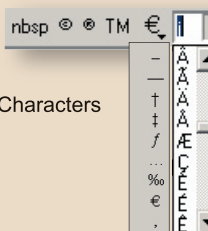
## INSERTING IMAGES

To insert a Local Image (a photo you have saved on your computer or disk):

1. Place your cursor at the spot where you would like to insert a photo and click the photo icon.
2. Choose, "Select New File."
3. In the Select Source box, select "Insert Local Image."
4. Next to the Local Image field, select "Browse."
5. Locate the file on your drive or disk and select "Open."
6. The file name now appears in the Local Image field.
7. Under Select File Type, choose the type of image. We recommend always using "jpg" for images. Gif is normally only used for images with transparent backgrounds, or with images that have one or two colors (e.g., line art.)
8. Select "Insert" (Leave the "hyperlink" field blank.)
9. The file name now appears in the Media Selection box next in the File Selection field.
10. Next to the Alignment tab, select "left." This will allow text to wrap around the photo.
11. In the Spacing fields, add "8" next to horizontal and vertical. This provides a margin between the image and text wrapped around it.
12. In the "alternate text" field, add a brief description of the photo or image; e.g. "Students Talking Outdoors" or "John Smith '04." This describes the subject of the photo for visually impaired visitors using screen readers.
13. Leave all other fields blank, and select "OK."

## SPECIAL CHARACTERS

Use the special characters menu for inserting en dashes, em dashes, copyright, accent marks, etc. The WYSIWYG editor automatically inserts the correct HTML code for the special character.



Special Characters

Accent Marks

## CREATING/EDITING PAGES

The most frequently used options for CMS editors/authors are **Create New Page** and **Edit**.

1. Select **Create New Page**.
2. Select the appropriate template from the options available to you. Most pages on the Saint Anselm Web site use the "Lower Level" template contained in the "General Use Templates" folder.
3. Enter content; you can enter content directly or cut and paste content from documents, other Web pages, etc. Please note: When copying and pasting text from Microsoft Word, use the "Paste Text" option by right clicking in the CMS window where you want to paste the text. The Paste Text option strips out all Word formatting.

4. Photos/images. If desired insert photos from local sources (i.e., from a local or network drive).
5. Select 'Save' to save the new page.
6. Naming your new page. Enter a short name in the "Name" field without any spaces. This will appear as part of the Web address. Enter a 'Display Name,' this will become the name of the page that users see. Click 'OK' after entering this info.
7. Save & Exit – You must click 'Save & Exit' to save all of your work.
8. Select Submit – if you are a CMS author and want your editor to review and publish your work.
9. Select Approve if you are a CMS editor and want to make the page "live" on the Web.

## CMS ADMIN CONSOLE

### Production Manager

– Shows what pages the CMS editor/author have saved (in production.)

### Approval Assistant

– available to editors only. Shows what pages have been submitted to a CMS editor by an author requiring approval for posting live to the Web.

### Create Connected Page

– this option, which allows different sections of the Web site to share a page with common information, is not frequently used.

*Please consult with the Web Publishing Staff if considering this option.*

**Delete** – permanently removes the page from publication. If you accidentally delete a page, please contact the Web Publishing Staff.

**Copy** – make a copy of your page and adds it to a different area of the Saint Anselm Web site.

**Move** – move your page to a different area of the Saint Anselm Web site.

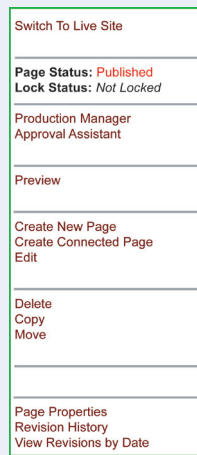
**Submit** – available to authors only. CMS authors submit pages to CMS editors for approval and publishing.

**Page Properties** – used to change the Name or Display Name of a page. Note: changing the name will alter the URL and may break other links to it (those linking using the redirect template.)

- **Hidden Pages** - CMS editors/authors can also hide pages from appearing in a site's navigation by checking "Hide When Published."
- **Stop Publishing** – Set your CMS page to automatically stop publishing (expire) at a future date and time.
- **Start Publishing** – Set your CMS page to publish automatically at a future date and time.

**Revision History** – this option shows every date on which a page has been approved and which editor approved it.

**View Revisions by Date** – this option allows editors/authors to see what a page looked like on a specific date in the past.



## GENERAL STYLE RULES

### Text

1. **The CMS will format the style of your text content automatically.** You do not need to try to format your text.
2. Copy styles to be used include: Bodycopy, Bodycopy Bold, Heading 1, Heading 2, and Heading 3, which are listed in the dropdown menu.
3. Bodycopy style should be used for all large blocks of content.
4. All headlines, sub-heads, and body copy should always be left justified, never centered.
5. Web content should be succinct and easy to scan by Web visitors.
6. Use subheaders, bulleted and numbered lists, and break up large blocks of text to make scanning content easier for Web visitors.
7. Do not use all caps as subheads.

### Images

1. Only post 'gifs' or 'jpegs' at 72 dpi (the resolution of the Web.)
2. Resize images before inserting in the CMS. Never try to resize a photo in the CMS.
3. Generally all photos should be less than 20 KB in size.
4. Optimize your photos before posting in programs like Photoshop, Photoshop Elements, or Fireworks.
5. Always include alternate or "alt" tag with each images.
6. Use images to support and enhance page content.
7. Do not use animated or still clip art images.
8. Do not post poor photos or photos with "red-eye."

### Use of Color

1. **Fonts:** The CMS automatically formats text.
2. **Tables:** Using color sparingly within table cells is recommended.
3. **Web Palette:** If you must use color, choose a color from the Web site's Web palette.

Web Color	HEX	RGB
	#CC9966	204,153,102
	#660000	102, 0, 0
	#000066	0, 0, 102
	#333399	51, 51, 153
	#7575BA	117, 117, 186
	#B3B3D9	179, 179, 217

## BULLETED/NUMBERED LISTS

The bulleted and numbered list work similarly to Microsoft Word. Type your lists and choose the appropriate formatting method.

## HYPERLINKS

Hyperlinks are links on a Web page that cause another document or Web page to be loaded when a visitor clicks on them.



### Hyperlink to an Internal (CMS) Site

When this button is selected, a pop-up window with an expandable tree will appear. Select the '+' signs to expand the tree and find your destination page. When your page appears, select its name, and it will appear in the "selected link" box. Avoid using directions such as "click here" when inserting hyperlinks. Hyperlinks should be inserted as part of the page copy, i.e. "for more information, visit our departmental Web pages" with the last three words serving as the hyperlink.



### Hyperlink to an External Site

When this button is selected, a pop-up box will appear. Enter/select the following information:

- type: (select http: for a Web site, mailto for an e-mail address)

- link: enter the Web address here (example: <http://www.google.com>)
- bookmark: leave blank
- text: enter the text you wish to be displayed as your hyperlink (example: Search Google)
- target frame: This should read **same window** when linking to either internal or external sites.
- quick link: Use this tab to select bookmarked anchor links (see anchor links.) Leave blank if you are not creating anchor links.



### Remove a Hyperlink

Highlight text associated with hyperlink, Select this icon, and the hyperlink will be removed.



### Anchor Links

Recommended when there is a large volume of text on a single page (e.g., a frequently asked questions page). By clicking on section names (anchor links) at the top of the Web page, a visitor can "jump" to a specific section within the

Web page. You should generally avoid posting long pages and instead post text over multiple pages or edit text so it is optimized for viewing online.

1. At the top of the page, type in the word(s) that will link users to the appropriate section(s) in the text.
2. Highlight the specific word(s) within the body of text to which you want to jump.
3. Click on the blue flag "bookmark" icon and type the specific word(s) you want to use to direct a link to that section, then click "Add."
4. Close the box.
5. At the top of your page, highlight the word(s) which will become your anchor link. This should be the same word(s) to which you are jumping.
6. Click on the "Hyperlink to an External Site" icon (middle of the three globe icons) and in the pop-up box, look for "quick links" at the bottom.
7. From the pull-down menu, select your link and click "OK."

## SELECTING A TEMPLATE

Most CMS pages use the lower level template located in the "General Use Templates" folder. The redirect template is rarely used. Separate instructions are provided to departments that use additional templates.

### Lower Level Template

1. Select Create New Page.
2. Select the Lower Level template

from the General Use Templates folder.

3. Save the page, following the instructions on the screen.
4. Your new page will be added to the left navigation bar. To save the page within a particular channel, you need to click on the channel first, then create the new page.

### Redirect Template

This template creates a heading

that appears in the left navigation bar, and is used to direct users to a different Web page (it works similar to a hyperlink.)

1. Select Create New Page.
2. Select the redirect template under the General Use Templates folder.
3. Enter your destination URL
4. Choose "Same Window" from the drop-down menu.
5. Save the new page.

### Editing a Redirect

Go to Edit mode, then click on EDIT on the redirect page and change the Web address where the page is directed.

As with all Web links that you create, you should always test the links in another browser to make sure they go to their intended target.

## INSERTING TABLES

The use of tables is only recommended when the information being presented is best communicated in that way (i.e. schedules, etc.) Do not use tables simply to format information that can be presented in a text/paragraph format.

To insert a table:

1. Create the table in Microsoft Word or Excel, then copy it onto your Web page. **Note:** To accommodate screen readers used by visually impaired individuals, please use column headings and do not use abbreviations in the tables you create.
2. Place the cursor where you want the table to appear on your page and paste it in.

3. Select the table by clicking its corner.
4. With the table selected, choose the Apply Style drop-down button on the Format Toolbar.
5. Select "bodycopy" to format the text contained in the table.
6. To make further adjustments, select the Table icon on the Edit Toolbar.

### Important Notes about Tables:

The CMS will not format text contained within a table. You must select the table and select "bodycopy" from the Apply Style toolbar. If a table is too wide, it may push out the boundaries of the Web page template. If this happens, resize the table in the original program (Word or Excel) and re-insert the modified table.

7. Deposit Form.)
8. Select "Insert."
9. The display text will appear with the attachment.

### Important

Note on your page(s) that the visitor is about to download a file attachment, and identify the type of file (i.e. PDF, Microsoft Word, Microsoft Excel, JPEG, etc.). It is also recommended that you include the size of the file next to the attachment link (e.g., College Catalog (PDF / 350KB)). It is poor practice to simply include a link to an attachment on a page and not notify a user they are about to download a document.

## INSERTING ATTACHMENTS

To insert a **Local Attachment:**

1. Insert your cursor where you want the attachment to be located.
2. Select the "paper-clip" icon, then choose "Insert Local Attachment."
3. Next to the Local Attachment field, select "Browse."
4. Locate the file on your drive or disk and select "Open."
5. The file name now appears in the Local Attachment field.
6. Under **Select File Type**, choose the type of file.
7. In the Display Text field, type the text you wish to be displayed as the attachment link (e.g., Direct

## EDITING TOOLBAR BUTTONS

	<b>Cut</b> (delete) highlighted text		<b>Hyperlink</b> to an external site
	<b>Copy</b> highlighted text		<b>Remove Hyperlink</b>
	<b>Paste</b> text that you have copied		<b>Insert Horizontal Line</b>
	<b>Find and Replace</b> specific word		<b>Insert Photo</b>
	<b>Print</b>		<b>Insert File Attachment:</b> (PDF, Word, Excel, or Powerpoint)
	<b>Undo</b> your last action		<b>Insert a Table</b>
	<b>Redo</b> your last action		<b>Numbered List</b>
	<b>Spell Check</b>		<b>Bulleted List</b>
	<b>Spell Check</b> as you type		<b>Decrease Indent / Increase Indent</b>
	<b>Bookmark / Anchor Links</b> - Use this icon to create links within a Web page		<b>View as WYSIWYG:</b> Short for what you see is what you get.
	<b>Hyperlink</b> to another page on the Saint Anselm site		<b>View HTML:</b> View the HTML code behind the text.

## FORMAT TOOLBAR BUTTONS

	<b>Apply Style:</b> The CMS automatically styles text as 'body copy.' You only need to apply styles to text contained within tables. Please refrain from using other styles not meant for your area of the Web site.		<b>Remove Style:</b> Highlight text and click button to remove a style applied to text.
	<b>B I A Bold, Italics, Normal:</b> Use these functions to highlight key words within text.		<b>Headings:</b> Use this to apply headings and subheadings.