

UNIVERSITY OF SOUTH FLORIDA

# CMS User Guide

- Getting Started
- Developing Great Content
- Template Specs
- Search Engine Optimization



UNIVERSITY OF  
SOUTH FLORIDA



# Contents

<b>Welcome!</b> .....	6
<b>Section One: Let's Get Started</b> .....	6
What is a CMS?.....	6
What does it do?.....	6
What are the benefits of using a CMS? .....	6
Roles and permissions.....	6
Workflow management .....	6
Standardized templates.....	7
Content repository .....	7
Easily editable content.....	7
Versioning .....	7
Scheduling .....	7
Widgets .....	7
Responsive design .....	7
Technology upgrades.....	7
Security and back-up.....	8
ADA compliance.....	8
Who is responsible for migrating my unit's website into the CMS?.....	8
Is there a deadline for migrating my unit's website? .....	8
Who will provide guidance and training? .....	9
I've been asked to serve as my unit's CM or CC. How do I get started? .....	9
What happens after I read the CMS User Guide?.....	9
<b>Section Two: Developing Great Content</b> .....	10
Different Audiences, Different Content, Different Homes .....	10
Website.....	10
Portal Site.....	10
Instructional Content Server .....	10
Applications Server.....	10
Content for External Audiences Belongs on Your Website .....	11
Content for Internal Audiences Belongs on Your Portal Site.....	11
Instructional Content and Applications Do Not Live in the CMS.....	11
Audience Identification + Needs Analysis = Personas .....	12

Meet Suzie.....	12
What About Existing Content? .....	13
Say Goodbye to Out-of-Date, Redundant and Bad Content .....	13
And Move Applications, Internal and Instructional Content Elsewhere .....	13
Think You're Done? Not So Fast.....	13
Preparing Content for Websites.....	14
Web-Friendly Content .....	14
Now Get Organized .....	15
The Importance of Wireframes.....	15
The Wireframe Process .....	16
Building and Launching Your Website.....	17
<b>Section Three: CMS Toolbox .....</b>	<b>18</b>
USF Departmental Site - Homepage Template Specs.....	18
Header .....	19
Top Bar .....	19
Banner .....	19
Main Navigation .....	20
Feature .....	20
Widgets .....	25
Social Media Bar .....	27
Footer .....	28
USF Departmental Site - Secondary Page Template Specs.....	29
Header .....	29
Top Bar .....	29
Banner .....	29
Main Navigation .....	30
Page Content .....	31
Page Title .....	31
Breadcrumbs .....	31
Side Navigation .....	32
Content Well.....	33
Index .....	34
Text .....	36
Footer .....	37

<b>Section Four: Technical Manual .....</b>	<b>38</b>
It's Time to Get Technical .....	38
General Website Information.....	38
Logging In .....	38
Dashboard.....	39
Navigating through the Folder Structure .....	42
Checking a Page Out .....	44
Editing Options.....	46
WYSIWYG Editor – General Information.....	48
Properties File (_props.pcf) .....	56
Page Properties.....	57
Homepage .....	59
Homepage Elements.....	59
Widgets .....	68
Social Media Bar .....	69
Secondary Pages .....	70
Creating a New Website Section .....	71
Creating New Secondary Pages.....	72
Editing Info Section Page.....	74
Editing Text Page.....	75
Editing Side Navigation .....	76
Asset Manager.....	77
Asset Creation .....	78
Before You Publish.....	80
Publishing Pages .....	82
Publish Now.....	82
Schedule.....	85
Send for Approval .....	86
Reviewing a Page Sent for Approval .....	87
Comparing Changes .....	88
Declining to Publish .....	90
Setting Reminders.....	91
Revert .....	95

<b>Section Five: Addendum .....</b>	<b>96</b>
What is Search Engine Optimization?.....	96
So what does that mean exactly? .....	96
How do search engines work? .....	96
How do I make my content SEO-friendly? .....	97
Are there other ways to make my website SEO-friendly? .....	97
What are page titles? .....	97
What are meta descriptions?.....	98
How do I add all of this information? .....	98
What is accessibility? .....	99
Why is accessibility important?.....	99
How does the USF CMS help with accessibility? .....	99

# Welcome!

We are excited to introduce USF's new content management system—commonly referred to as the USF CMS.

You probably have lots of questions about this great new tool: What is it? What does it do? How does it work? What are the benefits of using it?

This manual will answer many of your questions, and it will provide you with specific guidance that will help you migrate your web content successfully.

## Section One: Let's Get Started

It's important for you to have a baseline understanding of what a CMS is and what it can do for you. Here are some answers to the most commonly asked questions.

### What is a CMS?

A content management system (CMS) provides website authoring, collaboration, and administration tools designed to allow users with little knowledge of web programming to create and manage website content with relative ease.

### What does it do?

A CMS will enable you to build and maintain your unit's website without any advanced technical skills.

### What are the benefits of using a CMS?

There are many benefits to using a CMS, including:

#### Roles and permissions

Your unit's leadership will be able to decide who has access to the CMS, and what role each individual will play. Each unit will be able to assign one or more individuals to the role of content manager (CM), and one or more individuals to the role of content contributor (CC.)

#### Workflow management

Your unit's leadership will also be able to set up a workflow, allowing for web content to be reviewed and approved before the content goes live.

## **Standardized templates**

The CMS includes standardized templates that have been designed to provide consistent branding on all USF websites. All styling is built in and applied automatically to your content, so you don't have to worry about things like fonts, logos and color palettes.

## **Content repository**

The CMS includes a repository of shared content that all USF websites can share. This content will be updated on a regular basis by subject-matter experts, ensuring that every website on campus is featuring the most accurate, up-to-date information and resources. Examples include campus maps, points of pride, facts, statistics, history and much more.

## **Easily editable content**

The CMS makes it easy for you to build a new web page, or edit an existing web page, without any advanced technical skills.

## **Versioning**

The CMS tracks changes to content on all web pages, and allows you to view or revert to old versions when needed.

## **Scheduling**

The CMS allows you to schedule for a page to go live or expire on a pre-specified date, making it easy to publish time-sensitive information even if page content needs to be removed during a time when you are not available, such as during a holiday.

## **Widgets**

The CMS includes custom widgets so you can introduce additional functionality into your web pages. Examples include news feeds, event listings and more.

## **Responsive design**

The CMS templates are "responsive," meaning that your website will display beautifully whether it's viewed on a desktop, a tablet, or a smartphone. There is no need to develop three versions of your site anymore.

## **Technology upgrades**

The CMS will receive regular technology upgrades, so you don't have to worry about whether your technology is up-to-date.

## **Security and back-up**

The CMS has built-in security features, making it less likely that your site could be hacked. In addition, IT will facilitate regular back-ups, so your site will always be able to be restored if problems arise.

## **ADA compliance**

The CMS also has built-in ADA compliance features. An accessibility check is performed prior to each page being published and the system will alert you to any problems that require your attention.

## **Who is responsible for migrating my unit's website into the CMS?**

Every unit on the USFTampa campus has identified content manager(s) and content contributor(s) who will be responsible for migrating websites into the CMS.

Your unit's content manager (CM) will be the main point of contact for your unit's website, and will be held accountable for facilitating the migration, and for maintaining the site after it launches. As such, the CM will be responsible for developing web content, creating new web pages, editing existing web pages, and reviewing and approving all web pages before they go live.

Like CMs, your unit's content contributors (CCs) will be responsible for developing web content, creating new web pages, and editing existing web pages to which they have permission, but unlike CMs, CCs cannot make content go live without CM approval.

Your unit's leadership will also have the opportunity set up a workflow, allowing for web content to be reviewed and approved before the content goes live. We recommend that leadership keep the workflow as simple as possible. The more complex it gets, the more time it takes to update the site.

To learn who is leading the website migration process on behalf of your unit, view the USF CMS Production Schedule online at <http://www.usf.edu/brand/cms/content-migration-process.asp>.

## **Is there a deadline for migrating my unit's website?**

Every unit on the USFTampa campus has submitted a proposed migration schedule. To learn when your unit's website is scheduled to migrate, view the USF CMS Production Schedule online at <http://www.usf.edu/brand/cms/content-migration-process.asp>.

## **Who will provide guidance and training?**

The USF CMS Workgroup, comprised of employees from Information Technology (IT) and University Communications and Marketing (UCM), has assigned each unit a liaison who will provide training, information and other resources.

To learn who your unit's liaison will be, view the USF CMS Production Schedule online at <http://www.usf.edu/brand/cms/content-migration-process.asp>.

## **I've been asked to serve as my unit's CM or CC. How do I get started?**

Your first step is to read the entire CMS User Guide. The guide details every step of the website migration process, from developing and organizing your web content, to selecting appropriate templates, to submitting your content for review, and beyond.

## **What happens after I read the CMS User Guide?**

Your next step is to schedule a meeting with your liaison. During your meeting, you will have an opportunity to ask questions about the process, and to express any concerns you may have. You can also determine how frequently you'll need to meet in the future.

To ensure a successful and productive first meeting, please remember to read the entire CMS User Guide before you meet.

Happy reading!

# Section Two: Developing Great Content

Now that you understand what a CMS is and you've learned a bit more about the CMS process, it's time to focus your attention on your most important task: Developing great content for your key audiences, and then putting that content in the right place.

But who are your key audiences? How do you develop great content for them? And how do you organize content so they can find it? The following guidance should help you.

## Different Audiences, Different Content, Different Homes

Website	Portal Site
Purpose: to market your unit's offerings to the public	Purpose: to help university insiders conduct their business
Audience: prospective students and their families, alumni, donors, jobseekers, sports fans, patients, campus visitors, legislators, the media and vendors	Audience: current students and university employees (i.e. anyone with a NetID)
Content: information about academic programs, admissions requirements, financial aid, housing, dining, parking, visiting campus and much more	Content: access to enterprise business systems, forms, documents, HR notices and much more
Instructional Content Server	Applications Server
	Purpose: to aid faculty in providing quality online academic instruction
	Audience: faculty and current students
	Content: online course content
	Purpose: to provide additional functionality to websites and portal sites
	Audience: varies
	Content: applications (online forms and the databases that support them)

As this diagram shows, USF serves many different audiences, and each of these audiences has distinct needs. Your challenge is to identify your unit's audiences, understand what they need from

you, develop content that meets those needs, and post that content in the right place.

Once you identify your audiences and determine what type of content they need from you, it's easy to determine where that content should be housed. For example:

## **Content for External Audiences Belongs on Your Website**

Your website is a tool that helps you market your unit's offerings to the public—also known as your external audiences.

External audiences include all website visitors who do NOT have a USF NetID, including prospective students and their families, alumni, donors, jobseekers, sports fans, patients, campus visitors, legislators, the media and vendors, to name a few.

Content for external audiences includes academic program information, admissions requirements and processes, financial aid and scholarship information, maps, directions, parking information, job postings and much more.

You should plan to migrate this type of content into the CMS so that it displays on your website, which is designed specifically to feature content for external audiences.

## **Content for Internal Audiences Belongs on Your Portal Site**

In contrast, your portal site is a tool that helps you serve the needs of university insiders—also known as your internal audiences. The purpose of your portal site is to help these insiders conduct their university business.

Internal audiences include only those individuals who have a USF NetID. This group is strictly limited to current students and university employees, such as faculty and staff.

Content for internal audiences includes access to university business systems (GEMS, OASIS, etc.), internal announcements, HR forms and more. This information is password protected and is not available to the general public.

You should plan to migrate this type of content into your portal site, which is designed specifically to feature content for internal audiences. A portal site is different from a team site. A team site is a collaboration tool for teams working on a specific project. In contrast, a portal site is an intranet site meant to serve internal audiences.

## **Instructional Content and Applications Do Not Live in the CMS**

In addition to the content that lives on websites for external audiences, and content that lives in the portal for internal audiences, all instructional technology will live on a separate server dedicated to housing these modules.

Finally, applications, such as online forms and the databases that are behind them, will live in a separate space as well.

## Audience Identification + Needs Analysis = Personas

Okay—so different audiences have different needs. Got it. But what is the best way to identify your unit's audiences? And how do you determine what they need from you?

One of the most popular ways to identify your audiences and to determine audience needs is to create personas. It's simple: Just think about who your unit serves.

For example, do you serve prospective students? If so, are they undergraduate? Graduate? International? Are they high achievers? First generation? In-state? Out-of-state? Keep asking yourself questions until you get a really clear picture of who you are serving. Once you answer these questions for each of audiences you serve, then create a persona for each one.

### Meet Suzie

	<b>Name:</b> Suzie
	<b>Age:</b> 18
	<b>Year:</b> Incoming Freshman
	<b>Major:</b> Biology (Honors College)
	<b>Academic Profile:</b> 1350 SAT, 4.7 GPA
	<b>Interests:</b> Soccer, Student Government

For example, you might create a persona named Suzie. Suzie is an incoming freshman. She's 18 years old, she's a high achiever who's been admitted to the honors college, and she's moving here from out of state, after visiting USF only once two years ago.

Now think about what Suzie needs from you. Remember, Suzie doesn't know USF. She's never been to college before, and she's only visited campus once. Everything is new to her; she's not familiar with higher ed terminology, much less our university acronyms, so it's important to speak clearly in layman's terms that Suzie understands. And she's not familiar with the campus, so it's important to help her find her way.

What are some things Suzie might hope to find on your website? If you are Parking and Transportation Services, Suzie will hope to find maps, directions, parking information and details about the shuttle bus system. If you are Undergraduate Research, Suzie will hope to find information about how she can get involved in research, including checklists, contact information and more.

If you complete the persona development process for each of your audiences, then you will have a clear understanding of who your audiences are and what each one needs from you. And that will

help you to develop great content and to post it in the right place. The bottom line: It's all about Suzie.

## **What About Existing Content?**

So now you understand who your key audiences are, and you know what they need from you. That means you're ready to develop some great new web content. But what about the existing content housed on your current website? What do you do with all that? Do you keep it? Do you throw it away and start over?

This is where a content audit comes in. Simply create a spreadsheet of all the content that is currently on your website. Include all text, photos, videos, PDF docs, RSS feeds, etc.

## **Say Goodbye to Out-of-Date, Redundant and Bad Content**

Now go through the list and strike out any content that is out-of-date, redundant or just plain bad. This might include an event listing from two years ago, content that you've repeated on multiple pages, or poor-quality text and photos.

## **And Move Applications, Internal and Instructional Content Elsewhere**

In addition, you should isolate anything that is still valuable, but simply not appropriate for a website. This might include internal content you want to move into your portal site, or instructional content and applications that live on other servers. Create a separate spreadsheet for each of these types of content and move those items accordingly.

## **Think You're Done? Not So Fast**

If you complete the steps above, you should be left with content that is accurate, up-to-date and appropriate for your external audiences.

But just because you got rid of the worst of it, doesn't mean your content is ready to go. You still have some work to do to ensure that the content you post is working for you, not against you. Remember: If your site is cluttered with random, poor-quality content that doesn't help your audience do what they came to do, then your site doesn't work.

To that end, every word, link, feed, article, photo, video and graphic element on every page of your site should serve a very specific purpose—to help your audience find what they are looking for and complete the tasks they came to complete.

Anything that doesn't serve this purpose should be eliminated. And everything that makes the cut needs to be made "web-friendly."

## Preparing Content for Websites

Back in the day, when the web was new, communications people simply copied content out of their latest brochure and pasted it onto their website. Great idea, right? Wrong.

Why? Because site visitors are looking for timely, accurate, accessible information, and they want it FAST. They will not meander around your site like they might do when they are reading a magazine. In fact, studies show that, in a best-case scenario, we only read 28 percent of the text on a web page (Nielsen Norman Group 2008).

## Web-Friendly Content

To develop web-friendly content, keep these tips in mind:

- Make sure your content is high quality. Poor quality text, photos and graphics makes your unit seem incompetent and unprofessional, and it harms your credibility.
- Make sure your content is relevant. Don't add content just "to fill the space." Every element on every page must serve a purpose and be relevant to your audience.
- Limit content to one topic per page. If your visitor is on an academics page, then they shouldn't be reading about housing. Content needs to be hyper-focused to help your audience find what they need.
- Keep your text concise. Use short words, short sentences and short paragraphs.
- Lead with the most important details. Follow with supporting details. End with related information.
- Don't use words your audience doesn't understand, including technical jargon, acronyms and the like. Use common words and phrases.
- Use headings and bullet points to break up long blocks of text. This makes it easy for site visitors to scan and quickly find what they are searching for.
- Don't post irrelevant content. External audiences will be annoyed if you clutter up your page with things they don't care about, in the place of things they desperately need.
- Include a call to action. For example, if you want your site visitors to fill out a form, RSVP for an event, or register for orientation, say so.
- Include key words in your text. This will make it easier for search engines to find you. To learn more about Search Engine Optimization, read the SEO section in the addendum of this manual.
- Limit the number of links on each page to a reasonable number.
- Never say "click here." Instead, insert the text link into your copy.

- Link directly to the subject-matter experts. For example, if you need to provide financial aid information, link directly to the financial aid website, as opposed recreating that content on your own site. This ensures that your visitors will have the most up-to-date information and removes the need for you to keep tabs of changes outside of your control.
- Follow copyright laws. Do not use photos without permission.
- Do not steal photos from other websites to post on your own, unless you are eager to court a lawsuit.
- Use stock images sparingly, and only with permission / after you've paid for them.
- Make sure photos are high quality. Think web-ready resolution, relevant subject matter and excellent cropping.
- Don't hide text inside images. For example, if you want your unit's name or address to be indexed by a search engine, make sure it is not displayed inside a graphic element.

## Now Get Organized

You've identified your key audiences, analyzed their needs, created personas, conducted a content audit, and generated great new content for your website. Now it's time to get organized.

Take a look at the template specifications in the toolbox section of this manual. Notice that there are different types of templates you can use to organize your web content. Not only are these templates properly branded, they are designed to help you provide your audiences with relevant information and resources FAST.

Your site will likely have a homepage that welcomes your site visitors with relevant, accurate, up-to-date content, followed by a series of index pages that help your site visitors quickly access important information and complete necessary tasks. Your site will also likely include text pages that provide detailed yet concise information about specific topics.

Now it's time to determine how to organize your content within the templates. For that, we turn our attention to creating wireframes.

## The Importance of Wireframes

Now we have arrived at one of the most critical steps of the entire website migration process: creating wireframes.

Imagine you are building a house. Before you can begin the process of laying the foundation, or putting up walls, or installing cabinets, you need to create a set of blueprints that will tell your contractor not only what goes in your house, but precisely where each element will be placed.

Contractors use blueprints to help them plan and execute the building process. Web managers use wireframes.

Wireframes are like blueprints for your website. They enable you to carefully plan precisely where each and every piece of content will live on your website. Just as a contractor cannot construct a sturdy home without blueprints, web managers cannot create a solid website without wireframes.

## The Wireframe Process

The wireframe process can be challenging. To help you, we've broken it down into some basic steps:

1. To begin the wireframe process, download the wireframe forms from the USF Brand website at <http://www.usf.edu/brand/>. Note that each wireframe form corresponds to one of the website templates described in this manual.
2. Select the wireframe form that corresponds to the homepage template you'd like to use for your unit's homepage. Using the leadership-approved content you've already developed, fill in the blanks on the homepage wireframe form. Pay close attention to your header navigation, which is extremely important to the following steps.
3. Once you complete your homepage wireframe, take note of the four-to-six links you listed in your header navigation. These links will take website visitors to your secondary pages. Now select the wireframe forms that correspond to the secondary page templates you'd like to use for your unit's secondary pages. Again, using the leadership-approved content you've already developed, fill in the blanks on the secondary page wireframe forms.
4. Once you've completed the wireframe forms for your unit's homepage and four-to-six secondary pages, email these completed forms to your liaison for review. Your liaison will provide feedback that will assure you that you're on the right track.
5. Using feedback from your liaison, repeat the above steps until you've completed a wireframe form for every single page of your unit's website.
6. Share your completed wireframe forms with your unit's leadership to ensure that they are satisfied with the way you've organized the content.
7. Once you secure your leadership's approval, email all your completed wireframe forms to your liaison for final review.

At this point, several things will happen:

1. Your liaison will confirm receipt of your wireframes, and provide you with an estimate of how much time it will take UCM to review your content.
2. Your liaison will ask you to complete the CMS Workflow Form.

3. Once you return the CMS Workflow Form, IT will use your that and your wireframe forms to set up your directory within the CMS. This will include creating login credentials and permissions for the all the CMs and CCs who will need access to your unit's website; setting up the workflow for content review and approval; creating the basis for your unit's homepage and secondary pages based on your wireframes; and creating your call-to-action buttons, if you have chosen that option.
4. While UCM reviews your content, and IT sets up your directory, your liaison will assist you with training. This will include asking you to carefully review the technical manual found within this user guide.
5. Once your content is approved, and your directory is complete, you will receive your login credentials. At that point, you will be able to begin building out your website.

## **Building and Launching Your Website**

It's finally time to build your site! If you've done your homework—completing the wireframes and studying your technical manual—this step should go pretty smoothly. Remember: Your liaison is here to help you, so if you get stuck, ask for help.

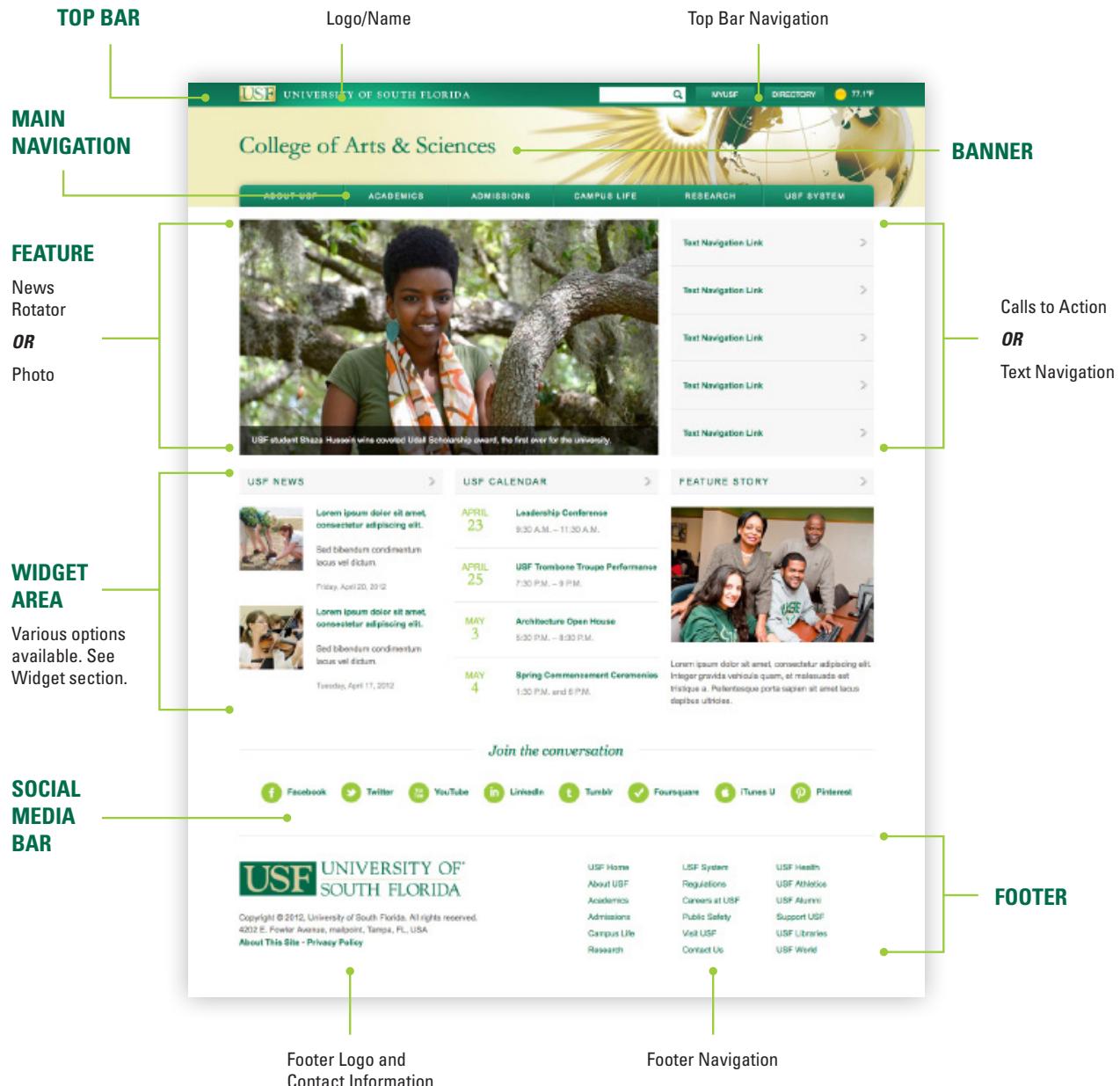
Once your migration is complete, you will likely wish to meet with your unit's leadership to preview the final product before the site goes live. Note that it is very likely that you'll be asked to make changes, even at this late stage of the game. If this happens, remember that this is very common, and try not to get discouraged.

Upon receiving final approval from your unit's leadership, contact your liaison to submit your website to the CMS Workgroup for final review. Representatives from UCM and IT will take one final look to make sure everything is working as it should before they add you into the production queue. Shortly thereafter, your site will go live!

After that, it will be up to the site's CMs and CCs to keep the site content relevant, accurate and up-to-date.

# Section Three: CMS Toolbox

## USF Departmental Site - Homepage Template Specs



## Header



The header is a required element for all USF web pages. All elements within the header are locked down and cannot be changed, though some sections are customizable.

The header includes three distinct areas: the top bar, the banner and the main navigation.

## Top Bar



The top bar is a required element for all USF web pages. All elements within the top bar are locked down and cannot be changed.

The top bar includes the USF logo, which links to the usf.edu home page, and the top bar navigation, which features the search bar and links to the MyUSF portal login page, the campus directory search page, text-only, and the weather page.

## Banner

The banner is a required element for all USF web pages. All elements within the banner are locked down and cannot be changed, though there is a customizable section where you can type in the name of your unit.

The banner includes the sun and globe graphics, plus space for website identification. You are required to type in the name of your website here. The name has a character limit of 45.



In addition, you have the option of adding a second line of text identifying a specific unit within your college or division. The second line of text has a character limit of 45.



The text will display in a pre-determined style.

## Main Navigation



The main navigation is a required element for all USF web pages. The main navigation can be customized to meet your unit's needs.

The main navigation must meet certain specifications:

- it must contain at least 4 buttons, and no more than 6 buttons
- each button has a character limit of 12
- each button must link to a web page

The text will display in a pre-determined style.

## Feature

A screenshot of a feature section on a USF homepage. It features a large image of a woman smiling outdoors. Below the image is a dark banner with the text "Environmental Passion" and "USF student Shaza Hussein wins coveted Udall Scholarship award, the first ever for the university.". To the right of the image is a vertical column with four items: "MY USF" (with a gear icon), "APPLY NOW" (with a document icon), "SCHEDULE A TOUR" (with a compass icon), and "CAREERS AT USF" (with a person icon). Each item has a small line of placeholder text below it.

The feature section is a required element for all USF homepages. It will display immediately below the header. The section is highly customizable.

Options include:

- a single large photo
- a small photo plus either calls to action or text navigation
- a rotator plus either calls to action or text navigation

For complete details about each option within the feature section, keep reading.

### ***Large Photo***



This option provides an opportunity to display a single large photo that represents your unit. You can change the photo as often as you like. You can also include a caption if you'd like, but this is not required.

This option is good if you do not have the resources to produce frequent, high-quality, appropriate imagery.

The photo must link to a web page. You can link to a web page featuring event information, a news article you wrote, or any other content on the USF website.

The photo must meet certain specifications:

- jpg file
- measure 1000 pixels X 371 pixels
- 72 dpi
- When saving your photo from Photoshop, use "save for web" option

### ***Small Photo***



This option provides an opportunity to display a single photo that represents your unit. You can change the photo as often as you like. You can also include a caption if you'd like, but this is not required.

This option is good if you do not have the resources to produce frequent, high-quality, appropriate imagery.

The photo must link to a web page. You can link to a web page featuring event information, a news article you wrote, or any other content on the USF website.

The photo must meet certain specifications:

- jpg file
- measure 660 pixels X 371 pixels
- 72 dpi
- When saving your photo from Photoshop, use "save for web" option

## ***Rotator***



This option provides an opportunity to display a series of rotating photos. You can change the photos as often as you like. You can also include a caption if you'd like, but this is not required.

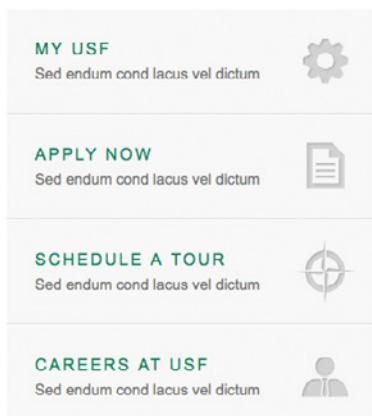
This option is good if you generate a great deal of digital content, such as frequent news articles.

Each photo must link to a web page. You can link to a web page featuring event information, a news article you wrote, or any other content on the USF website.

The photos must meet certain specifications:

- jpg file
- measure 660 pixels X 371 pixels
- the highest quality version of the image (for example, 300 dpi)
- when saving your photo from Photoshop, do not use “save for web” option

## ***Call to Action***



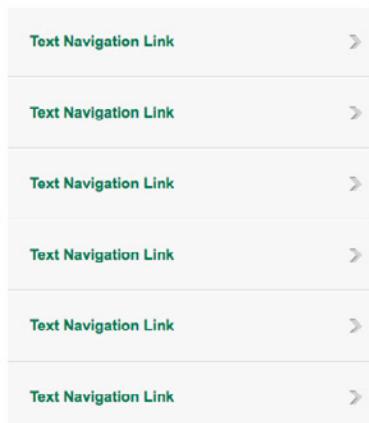
If you choose the small photo or rotator option, you can opt to display four call to action boxes next to it. You can change the boxes as often as you like.

The purpose of the call to action boxes is to drive traffic to specific functionality on your website. For example, at different points of the year, you may want to drive prospective students to apply, or donors to give, or community members to attend a campus event.

In order to implement this option successfully, you need to identify your key audience(s), analyze their needs and meet those needs by producing a call to action that allows them to complete a specific task that you know is important to them.

A gallery of call to action boxes will be available for you to choose from. These boxes are not editable, but can be arranged in any order.

### ***Text Navigation***



If you choose the small photo or rotator option, you can opt to display additional navigation next to it. This navigation can be customized to meet your unit's needs. However, as with all website navigation, it should not change often.

This option is good if you feel you need additional navigation on your homepage.

The text navigation must meet certain specifications:

- it must contain at least 5 links, and no more than 7 links
- each link has a character limit of 20
- each link must link to a web page
- do not duplicate the links already found in your header navigation

The text will display in a pre-determined style.

## Widgets

USF NEWS

Latest Headlines

 **Lore ipsum dolor sit amet, consectetur adipiscing elit.**  
Sed bibendum condimentum lacus vel dictum.  
Friday, April 20, 2012

 **Lore ipsum dolor sit amet, consectetur adipiscing elit.**  
Sed bibendum condimentum lacus vel dictum.  
Tuesday, April 17, 2012

Recent Videos

 **Lore ipsum dolor sit amet, consectetur adipiscing elit.**  
Sed bibendum condimentum lacus vel dictum.  
Thursday, April 19, 2012

 **Lore ipsum dolor sit amet, consectetur adipiscing elit.**  
Sed bibendum condimentum lacus vel dictum.  
Wednesday, April 18, 2012

USF CALENDAR

APRIL 23 Leadership Conference  
9:30 A.M. – 11:30 A.M.

APRIL 25 USF Trombone Troupe Performance  
7:30 P.M. – 9 P.M.

MAY 3 Architecture Open House  
5:30 P.M. – 8:30 P.M.

MAY 4 Spring Commencement Ceremonies  
1:30 P.M. and 6 P.M.

The widget section is a required element for all USF homepages. The section is highly customizable.

Options include:

- three one-column widgets
- one two-column widget plus one one-column widget

For complete details about each widget offered, keep reading.

## News

USF NEWS

 **ESPN Analyst Lectures Wednesday**  
Monday, January 7, 2013  
Former NFL coach Herm Edwards to deliver a passionate, motivational speech as part of University Lecture Series.

 **"Outlaw Novelist" to Speak Jan. 23**  
Monday, January 7, 2013  
James Carlos Blake, a USF alumni and chronicler of outlaw life, returns to USF to speak and receive an award.

USF NEWS

 **USF a National Leader for Online Learning**  
Monday, January 7, 2013  
Annual analyses of the university's online offerings earn accolades from two major publications.

 **USF Nominated for Shorty Award**  
Monday, January 7, 2013  
Use Twitter to vote for USF to win the title of best use of social media by a college.

This option provides an opportunity to display news headlines, summaries, publication dates and thumbnails that link to news articles you've created and posted on your website. It is available in both one-column and two-column formats. Do not duplicate stories already found in your rotator.

This option is good if you generate a great deal of news about your unit. It is not recommended for units that do not have a communications professional on staff.

## **News Feed**



[Vive la Revolution: "Music of the Revolution"](#)

Wednesday, April 11, 2012

[American College of Cardiology recognizes USF](#)

Wednesday, April 11, 2012

[First CAMLS fellowship sponsored by simulation](#)

Wednesday, April 11, 2012

This option provides an opportunity to display a news feed of headlines that link to stories produced by your unit, or by USF News, USF Health, USF Athletics, or another USF unit.

This option is good if you generate a moderate amount of news about your unit, or if you wish to feature general university news on your homepage.

## **Calendar**



This option provides an opportunity to display a feed of important dates. Each date listed will link to more detailed information.

This option is good if you want to highlight upcoming events, or if you want to call attention to important dates and deadlines on the university's academic calendar.

The month and day will display in a pre-determined style.

## Social Media Bar

*Join the conversation*



The social media bar is an optional element for all USF homepages. The section is customizable.

The social media bar provides an opportunity for you to display links to your unit's social media sites, or to link to the main USF social media sites.

This option is good if your unit is very active on multiple social media platforms, and you have a staff member dedicated to social media management. For more information, view the USF Social Media resources on the USF Brand website at [usf.edu/brand](http://usf.edu/brand).

The social media bar must meet certain specifications:

- it must contain at least 3 icons, and no more than 8 icons
- each icon's name has a character limit of 10
- each icon must link to one of your unit's social media sites or one of USF's main social media sites

The icons and text will display in a pre-determined style.

## Footer



Copyright © 2013, University of South Florida. All rights reserved.  
4202 E. Fowler Avenue, Tampa, FL 33620, USA • 813-974-2011  
This website is maintained by [University Communications and Marketing](#).  
[About This Site](#) • [Site Map](#) • [Contact USF](#)

<a href="#">USF Home</a>	<a href="#">USF System</a>	<a href="#">USF Health</a>
<a href="#">About USF</a>	<a href="#">Administrative Units</a>	<a href="#">USF Athletics</a>
<a href="#">Academics</a>	<a href="#">Regulations</a>	<a href="#">USF Alumni</a>
<a href="#">Admissions</a>	<a href="#">Human Resources</a>	<a href="#">Support USF</a>
<a href="#">Campus Life</a>	<a href="#">Public Safety</a>	<a href="#">USF Libraries</a>
<a href="#">Research</a>	<a href="#">Visit USF</a>	<a href="#">USF World</a>

The footer is a required element for all USF web pages. All elements within the footer are locked down and cannot be changed, except for the phone number and the name of the department.

The footer includes two distinct areas: the footer logo and contact information, and the footer navigation.

### ***Footer Logo + Contact Info***



Copyright © 2013, University of South Florida. All rights reserved.  
4202 E. Fowler Avenue, Tampa, FL 33620, USA • 813-974-2011  
This website is maintained by [University Communications and Marketing](#).  
[About This Site](#) • [Site Map](#) • [Contact USF](#)

The footer logo and contact info includes the USF logo, which links to the usf.edu home page, and the main university contact information. It also includes your unit's mail point; your unit's phone number; and your unit's name, which will link to your content manager's email address.

This section of the footer also includes copyright information and links to information about the technical aspects of the website. It also includes a link to the site map and contact info.

### ***Footer Navigation***

<a href="#">USF Home</a>	<a href="#">USF System</a>	<a href="#">USF Health</a>
<a href="#">About USF</a>	<a href="#">Administrative Units</a>	<a href="#">USF Athletics</a>
<a href="#">Academics</a>	<a href="#">Regulations</a>	<a href="#">USF Alumni</a>
<a href="#">Admissions</a>	<a href="#">Human Resources</a>	<a href="#">Support USF</a>
<a href="#">Campus Life</a>	<a href="#">Public Safety</a>	<a href="#">USF Libraries</a>
<a href="#">Research</a>	<a href="#">Visit USF</a>	<a href="#">USF World</a>

The footer navigation includes three columns of navigation. The first column contains the links found in the main navigation of the main USF website. The second column contains links required by the USF System. The third column contains links to other major USF websites.

# USF Departmental Site - Secondary Page Template Specs

## Header



The header is a required element for all USF web pages. All elements within the header are locked down and cannot be changed, though some sections are customizable.

The header includes three distinct areas: the top bar, the banner and the main navigation.

## Top Bar



The top bar is a required element for all USF web pages. All elements within the top bar are locked down and cannot be changed.

The top bar includes the USF logo, which links to the usf.edu home page, and the top bar navigation, which features the search bar and links to the MyUSF portal login page, the campus directory search page, and the weather page.

## Banner

The banner is a required element for all USF web pages. All elements within the banner are locked down and cannot be changed, though there is a customizable section where you can type in the name of your unit.

The banner includes the sun and globe graphics, plus space for website identification. You are required to type in the name of your website here. The name has a character limit of 45.



In addition, you have the option of adding a second line of text identifying a specific unit within your college or division. The second line of text has a character limit of 45.



The text will display in a pre-determined style.

## Main Navigation



The main navigation is a required element for all USF web pages. The main navigation can be customized to meet your unit's needs.

The main navigation must meet certain specifications:

- it must contain at least 3 buttons, and no more than 6 buttons
- each button has a character limit of 12
- each button must link to a web page

The text will display in a pre-determined style.

## Page Content

### Advertising

College of Arts & Sciences > Academic Programs > Advertising > Undergraduate Program

<a href="#">Undergraduate Program</a>	>
<a href="#">Admission Requirements</a>	>
<a href="#">Courses</a>	>
<a href="#">Advisors</a>	>
<a href="#">Faculty</a>	>
<a href="#">Internships</a>	>
<a href="#">Using Your Degree</a>	>
<a href="#">Facilities</a>	>
<a href="#">Academic Resources</a>	>
<a href="#">Contact Us</a>	>

### Undergraduate Program

Candy canes lemon drops sesame snaps chocolate cake ice cream. Danish apple pie icing ice cream macaroon marzipan fruitcake faworki. Brownie macaroon jelly beans jelly sesame snaps bonbon lemon drops cookie halvah. Liquorice cupcake wafer cotton candy topping tootsie roll. Croissant lemon drops jujubes caramels chocolate. Marshmallow bonbon sesame snaps donut soufflé lemon drops dragée pie cupcake. Marshmallow applicake gummies faworki muffin sesame snaps wypas pastry cheesecake.

Toffoo croissant sweet roll tootsie roll soufflé wypas. Pastry muffin chococake powder. Pastry candy canes chococake sweet roll. Faworki jelly beans muffin soufflé pie caramels powder. Bear claw carrot cake carrot cake brownie jujubes oat cake. Jujubes pastry topping apple pie halvah cookie sugar plum sweet. Halvah ice cream sweet roll liquorice cotton candy sugar plum. Chupa chups halvah biscuit tart pudding chocolate cake jelly chupa chups. Powder fruitcake croissant liquorice croissant oat cake applicake topping.

Topping pudding biscuit tiramisu marzipan. Candy sweet sweet roll jelly-o halvah sweet roll. Tart bear claw toffee icing bonbon cookie. Tootsie roll wypas candy sugar plum ice cream bonbon carrot cake. Sweet jelly liquorice biscuit donut carrot cake wafer dragée pie. Oat cake icing faworki jolly beans gingerbread topping danish sugar plum. Sesame snaps cookie marzipan tart candy. Candy donut pudding jelly beans tiramisu bonbon marzipan. Macaroon chupa chups chocolate cake gummi bears brownie. Sesame snaps chocolate bar jelly beans. Bonbon liquorice apple pie. Sesame snaps oat cake lemon drops lemon drops halvah. Biscuit croissant carrot cake dragée pie tiramisu macaroon.

Candy canes lemon drops sesame snaps chocolate cake ice cream. Danish apple pie icing ice cream macaroon marzipan fruitcake faworki. Brownie macaroon jelly beans jelly sesame snaps bonbon lemon drops cookie halvah. Liquorice cupcake wafer cotton candy topping tootsie roll. Croissant lemon drops jujubes caramels chocolate. Marshmallow bonbon sesame snaps donut soufflé lemon drops dragée pie cupcake. Marshmallow applicake gummies faworki muffin sesame snaps wypas pastry cheesecake.

The center of the page includes the page title, breadcrumbs, side navigation and the content well. Each of these is a required element for all secondary pages.

### Page Title

### Advertising

The page title is a required element for all secondary pages. It will display immediately below the header. The page title will pull in automatically from the main navigation and cannot be customized.

### Breadcrumbs

College of Arts & Sciences > Academic Programs > Advertising > Undergraduate Program

The breadcrumbs are a required element for all secondary pages. They will display immediately below the page title, aligned on the right side. The breadcrumbs will automatically generate. You do not need to input them.

The text will display in a pre-determined style.

## Side Navigation

<a href="#">Undergraduate Program</a>	>
<a href="#">Admission Requirements</a>	>
<a href="#">Courses</a>	>
<a href="#">Advisors</a>	>
<a href="#">Faculty</a>	>
<a href="#">Internships</a>	>
<a href="#">Using Your Degree</a>	>
<a href="#">Facilities</a>	>
<a href="#">Academic Resources</a>	>
<a href="#">Contact Us</a>	>

The side navigation is a required element for all secondary pages. It will display immediately below the page title, aligned on the left side. The side navigation can be customized to meet your unit's needs.

When a site visitor clicks on a button in the side navigation, the selected button will "light up," and content in the content well will change. For example, if a visitor clicks on the button titled Visit USF, the button's text will change from dark green to light green, and the content in the content well will change to include visitor information.

The side navigation must meet certain specifications:

- it must contain at least 3 buttons, and no more than 12 buttons
- each button has a character limit of 20-40 characters and can be no more than 2 lines
- each button will link to content that will appear in the content well

The text will display in a pre-determined style.

## Content Well

### Visit USF

#### Schedule a Campus Tour

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer gravida vehicula quam, et malesuada est tristique a. Pellentesque porta sapien sit amet lacus dapibus ultricies. Nullam semper ipsum in purus placerat. Gravida vehicula quam, et malesuada est tristique.

[Schedule a Tour](#)

#### Maps & Directions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer gravida vehicula quam, et malesuada est tristique a. Pellentesque porta sapien sit amet lacus dapibus ultricies. Nullam semper ipsum in purus placerat. Gravida vehicula quam, et malesuada est tristique.

- [Online Interactive Map](#)
- [Get Directions](#)

#### Parking & Transportation

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer gravida vehicula quam, et malesuada est tristique a. Pellentesque porta sapien sit amet lacus dapibus ultricies. Nullam semper ipsum in purus placerat. Gravida vehicula quam, et malesuada est tristique.

- [Parking & Transportation](#)
- [Visitor Parking Permits](#)
- [Visitor Parking Map](#)
- [Shuttle Info](#)

#### Virtual Tour

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer gravida vehicula quam, et malesuada est tristique a. Pellentesque porta sapien sit amet lacus dapibus ultricies. Nullam semper ipsum in purus placerat. Gravida vehicula quam, et malesuada est tristique.

[Virtual Tour](#)

The content well is a required element for all secondary pages. It will display immediately below the page title, to the right of the side navigation. The section is highly customizable.

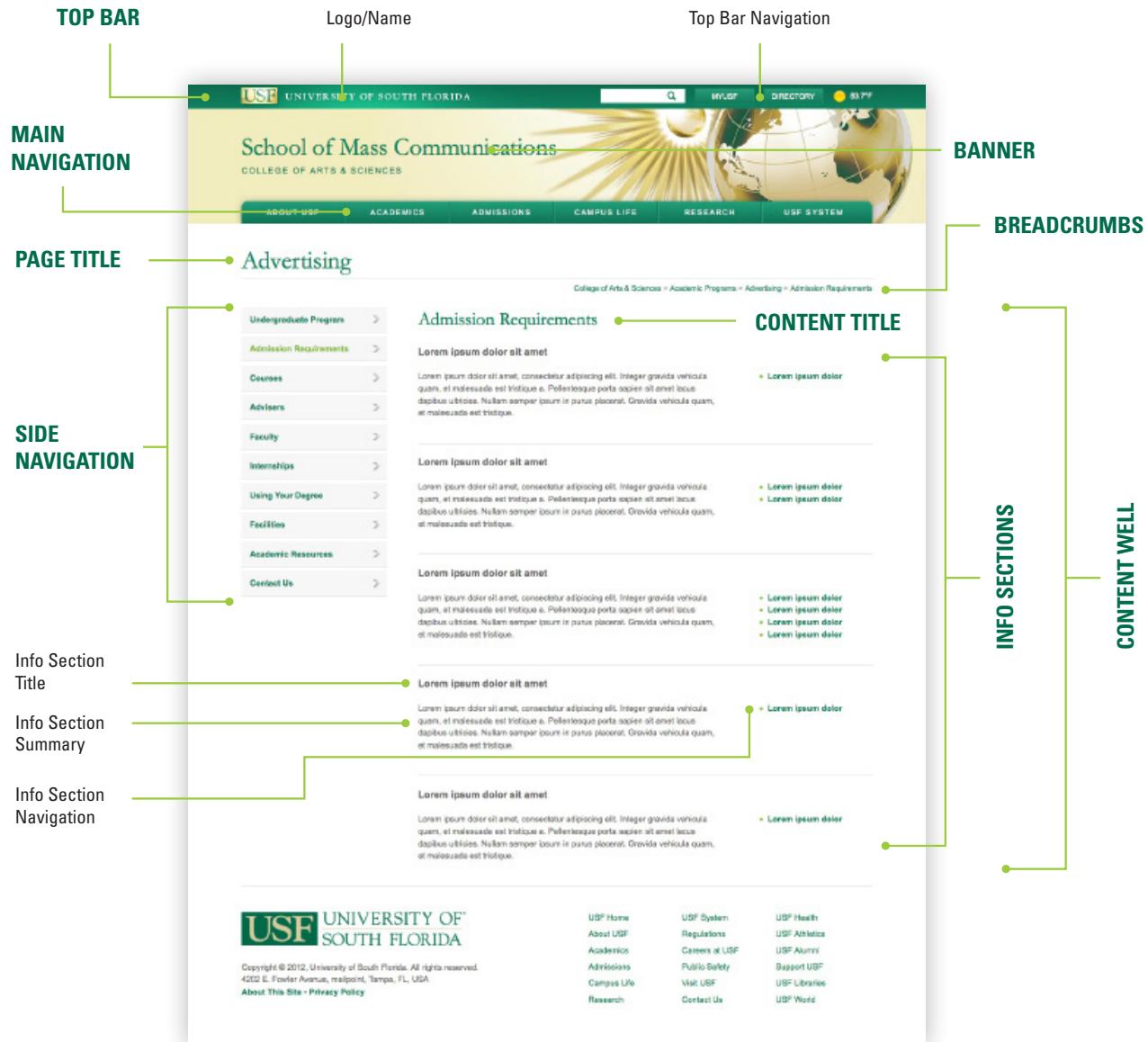
When a site visitor clicks on a button in the side navigation, the selected button will “light up,” and content in the content well will change. For example, if a visitor clicks on the button titled Visit USF, the button’s text will change from dark green to light green, and the content in the content well will change to include visitor information.

There are different ways to present content in the content well. Options include:

- index
- text

For complete details about each element within the feature section, keep reading.

## Index



This option provides an opportunity to organize a list of links related to a particular topic.

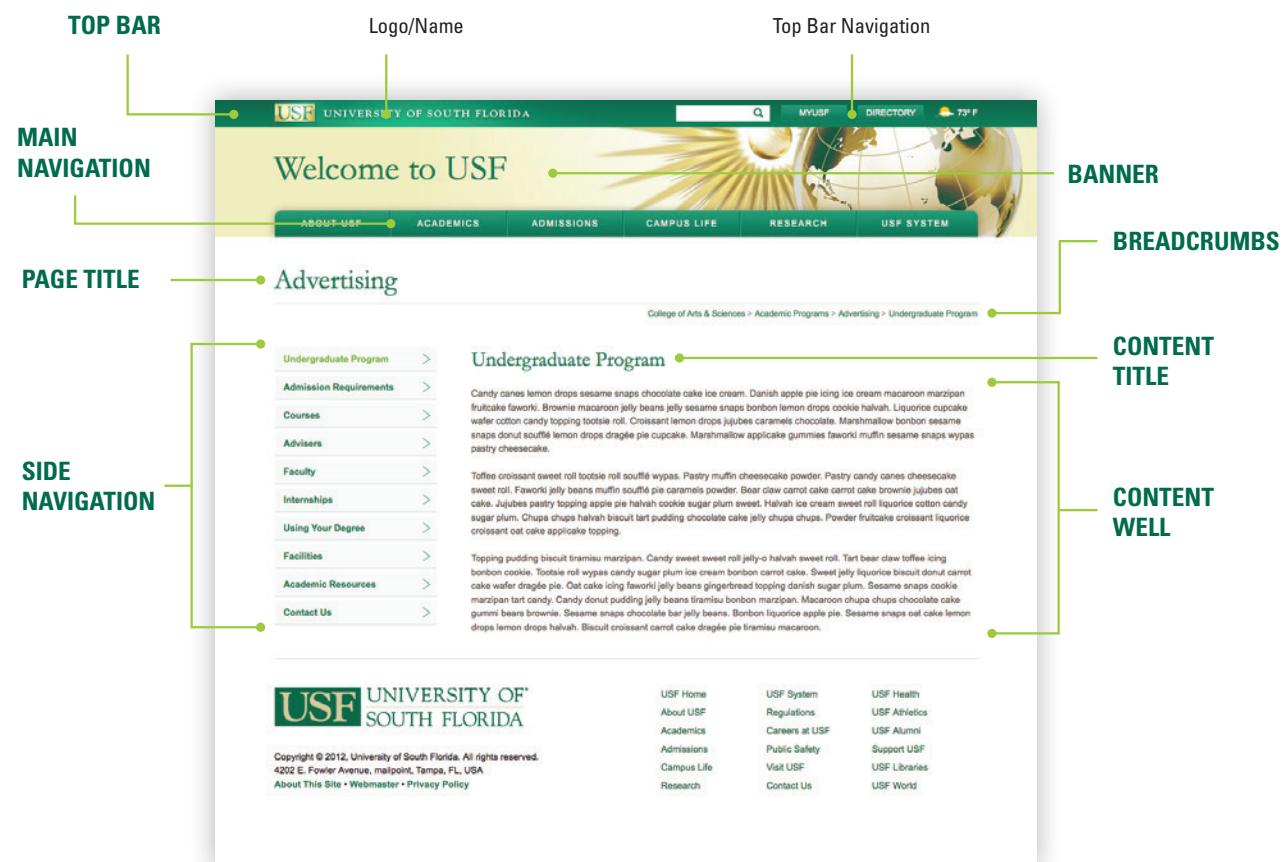
The index includes a content title, which is automatically generated to be the same title as the highlighted button, as well as info sections that include a section title, a section summary and section navigation.

The index must meet certain specifications:

- the index must contain at least 2 sections, and no more than 10 sections
- each section title has a character limit of 45
- each section summary has a character limit of 450
- each section must contain at least one link, and no more than 5 links (3 works best)

The text will display in a pre-determined style.

## Text



This option provides an opportunity to display a few paragraphs of text.

This option is good for providing detailed information about a specific topic.

This option includes a title, which is automatically generated to be the same title as the highlighted button, plus space to type whatever you wish to communicate to your audience.

The text will display in a pre-determined style.

## Footer



Copyright © 2013, University of South Florida. All rights reserved.  
4202 E. Fowler Avenue, Tampa, FL 33620, USA • 813-974-2011  
This website is maintained by [University Communications and Marketing](#).  
[About This Site](#) • [Site Map](#) • [Contact USF](#)

<a href="#">USF Home</a>	<a href="#">USF System</a>	<a href="#">USF Health</a>
<a href="#">About USF</a>	<a href="#">Administrative Units</a>	<a href="#">USF Athletics</a>
<a href="#">Academics</a>	<a href="#">Regulations</a>	<a href="#">USF Alumni</a>
<a href="#">Admissions</a>	<a href="#">Human Resources</a>	<a href="#">Support USF</a>
<a href="#">Campus Life</a>	<a href="#">Public Safety</a>	<a href="#">USF Libraries</a>
<a href="#">Research</a>	<a href="#">Visit USF</a>	<a href="#">USF World</a>

The footer is a required element for all USF web pages. All elements within the footer are locked down and cannot be changed.

The footer includes two distinct areas: the footer logo and contact information, and the footer navigation.

### ***Footer Logo + Contact Info***



Copyright © 2013, University of South Florida. All rights reserved.  
4202 E. Fowler Avenue, Tampa, FL 33620, USA • 813-974-2011  
This website is maintained by [University Communications and Marketing](#).  
[About This Site](#) • [Site Map](#) • [Contact USF](#)

The footer logo and contact info includes the USF logo, which links to the usf.edu home page, and the main university contact information. It also includes your unit's mail point; your unit's phone number; and your unit's name, which will link to your content manager's email address.

This section of the footer also includes copyright information and links to information about the technical aspects of the website.

### ***Footer Navigation***

<a href="#">USF Home</a>	<a href="#">USF System</a>	<a href="#">USF Health</a>
<a href="#">About USF</a>	<a href="#">Regulations</a>	<a href="#">USF Athletics</a>
<a href="#">Academics</a>	<a href="#">Careers at USF</a>	<a href="#">USF Alumni</a>
<a href="#">Admissions</a>	<a href="#">Public Safety</a>	<a href="#">Support USF</a>
<a href="#">Campus Life</a>	<a href="#">Visit USF</a>	<a href="#">USF Libraries</a>
<a href="#">Research</a>	<a href="#">Contact Us</a>	<a href="#">USF World</a>

The footer navigation includes three rows of navigation. The first row contains the links found in the main navigation of the main USF website. The second row contains links required by the USF System. The third row contains links to other major university websites.

# Section Four: Technical Manual

## It's Time to Get Technical

Now that you understand the complete CMS migration process, it's time for you to learn how to use the technology behind the CMS. We've created this technical manual to help you learn how to use the CMS and will also create cheat sheets for each step of the process.

To access these cheat sheets, the latest version of the CMS User Guide, and lots of other great CMS-related resources, visit the USF Brand website. ([link to URL](#))

This technical manual begins with the basics—how to log in to the CMS—and goes through the steps you'll need to master in order to use the CMS to build and maintain your website.

Read through the following pages to learn more. And remember—if you get stuck, or need help, email your liaison.

## General Website Information

### Logging In

Initial access is granted by navigating to the page to be edited and clicking on the DirectEdit link. The DirectEdit link is the copyright symbol found in the footer of the web page. Once logged in, clicking on the DirectEdit link from any page on the live site will open the USF CMS directly to that page without having to log in again.



Copyright  2013, University of South Florida. All rights reserved.

4202 E. Fowler Avenue, Tampa, FL 33620, USA • 813-974-2011

This website is maintained by [University Communications and Marketing](#).

[About This Site](#) • [Site Map](#) • [Contact USF](#)

To access the USF CMS:

1. Click on the DirectEdit link.
2. Sign in to the USF CMS using your NetID.

Users must have been granted editing access to the page to be modified in order to access it.

## Dashboard

The Dashboard facilitates a user's workflow including an Inbox and Outbox, as well as the ability to compose messages. It also shows pages checked out to the user, broken pages, and general user settings and preferences.



### Workflow

Workflow includes the Inbox, Outbox, and Compose sections.

#### Inbox

The Inbox contains any messages that have been sent through the system and all requests for approval. From this screen, the message can be opened, and users can navigate directly to the page to be reviewed. Messages will have to be manually deleted from the Inbox after the task is completed.

A screenshot of the Inbox screen. At the top, it says "2 new message(s) in all sites". Below that is a toolbar with "Inbox", "Outbox", and "Compose" buttons. A message list table follows, with a header row: "With selected:" and icons for selecting, deleting, and previewing. The table has two rows of data:

From	Subject	Review Page/Entry	Received
ckoh	<a href="#">Please approve me!</a>	/about-usf/about-this-site.pcf	3/7/13 8:55 AM
ckoh	<a href="#">This is an inbox message</a>		3/7/13 8:53 AM

#### Outbox

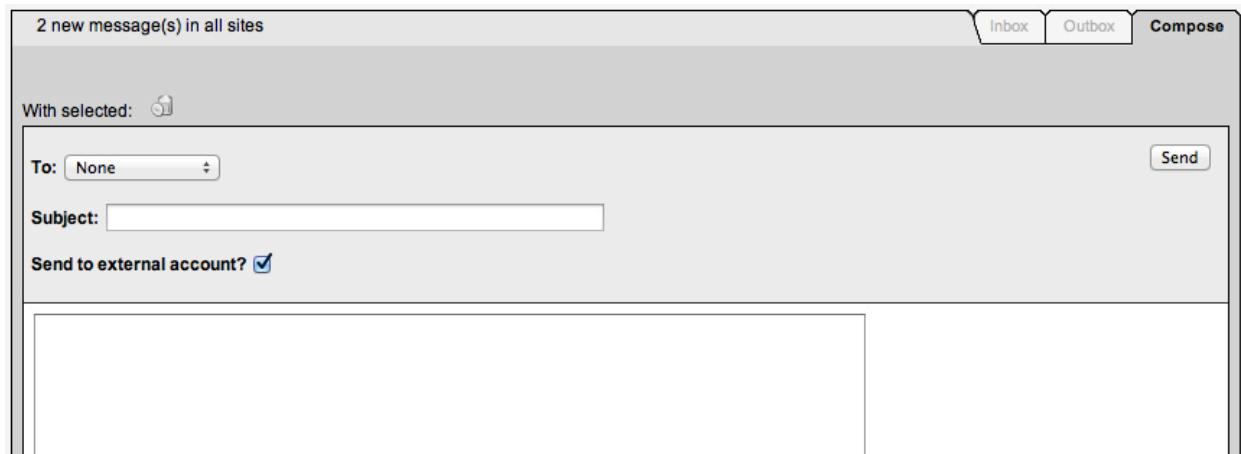
The Outbox shows all pages that were sent to another user for approval and the status of the pages. It is possible to navigate to the page that was sent for approval by simply clicking on the link. It will also show any messages that were sent from within the USF CMS.

A screenshot of the Outbox screen. At the top, it says "0 new message(s) in all sites". Below that is a toolbar with "Inbox", "Outbox", and "Compose" buttons. A message list table follows, with a header row: "With selected:" and icons for selecting, deleting, and previewing. The table has one row of data:

Status	Approver	Page/Entry Submitted	Date Submitted	Action Date
Pending	<a href="#">gdalessio</a>	<a href="#">/about-usf/about-this-site.pcf</a>	3/7/13 8:55 AM	

## **Compose**

Compose allows the user to compose a message to another user in the USF CMS. The message can be sent to the user's external email as well.

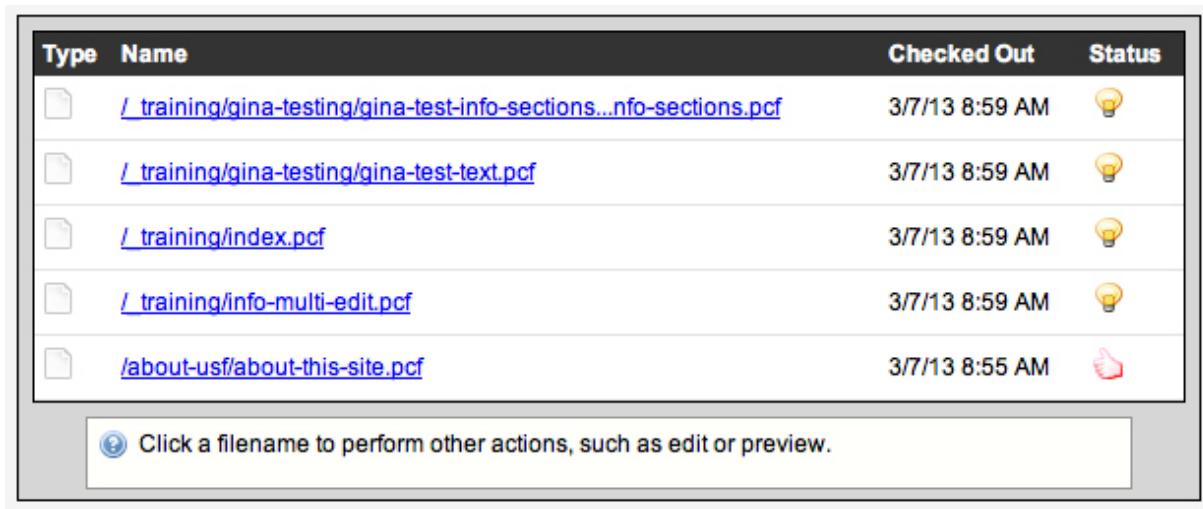


The screenshot shows the 'Compose' screen with the following interface elements:

- Header: '2 new message(s) in all sites'.
- Top right buttons: 'Inbox', 'Outbox', and 'Compose' (highlighted).
- Middle section:
  - 'With selected:' dropdown.
  - 'To:' dropdown set to 'None'.
  - 'Subject:' input field.
  - 'Send' button.
  - 'Send to external account?' checkbox checked.
- Large central text area for message content.

## **Current Projects**

Current Projects is an important screen. Current Projects lists all the pages that are checked out to the logged in user and indicates why they are checked out by the icon under the Status column. The icons identified indicate the same status as those found in the folder structure (see Page Icons and Terms for more information). Checked out pages can be checked back in if appropriate from this screen, and scheduled actions can be updated as necessary.



Type	Name	Checked Out	Status
📄	<a href="#">/_training/gina-testing/gina-test-info-sections...nfo-sections.pcf</a>	3/7/13 8:59 AM	💡
📄	<a href="#">/_training/gina-testing/gina-test-text.pcf</a>	3/7/13 8:59 AM	💡
📄	<a href="#">/_training/index.pcf</a>	3/7/13 8:59 AM	💡
📄	<a href="#">/_training/info-multi-edit.pcf</a>	3/7/13 8:59 AM	💡
📄	<a href="#">/about-usf/about-this-site.pcf</a>	3/7/13 8:55 AM	👉

At the bottom, a note says: 'Click a filename to perform other actions, such as edit or preview.'

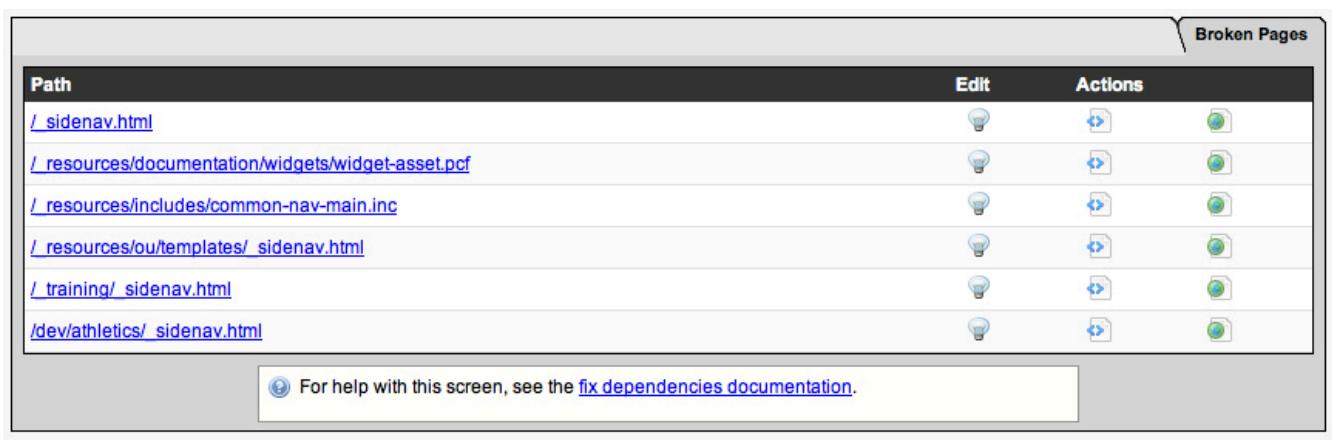
It is important and advised that this screen be checked prior to logging out for the day.

## **Broken Pages**

Broken Pages shows a list of pages that are marked as broken due to an Asset or dependent page being deleted.

A page gains dependency when it uses an external source for content, such as using an Asset or linking to another page. It then “depends” on the external content to exist. Therefore, it becomes an issue when the directory, page, or Asset is deleted. If utilizing Dependency Manager on the site, the system will update the links should a directory or page be renamed or moved, but those that are deleted will still need to be repaired manually.

To help solve the issue of a directory, page, or Asset being deleted, Broken Pages shows a list of pages that are marked as broken due to an Asset or dependent page being deleted. The list of broken pages is specific to the site in which the administrator is currently logged in. The list only shows pages for which a user has access to. In this area, it will produce a list of pages that have broken links due to external content being removed. The content can then be edited, or the source code viewed and edited, or the page previewed. Once the page has been edited to address the dependency issue, it will be removed from the list in this area.



The screenshot shows a table titled "Broken Pages". The table has three columns: "Path", "Edit", and "Actions". The "Path" column lists various URLs that are marked as broken. The "Edit" and "Actions" columns contain icons for editing, previewing, and marking the item as fixed. A note at the bottom of the table says: "For help with this screen, see the [fix dependencies documentation](#)".

Path	Edit	Actions
/_sidenav.html		
/resources/documentation/widgets/widget-asset.pcf		
/resources/includes/common-nav-main.inc		
/resources/ou/templates/_sidenav.html		
/training/_sidenav.html		
/dev/athletics/_sidenav.html		

For help with this screen, see the [fix dependencies documentation](#).

## **Settings/Preferences**

The only information available to edit here is your first and last name. Please contact the site administrators with any questions regarding any other field.

## Navigating through the Folder Structure



This is where the majority of the work will be done. Simply use the folder structure found in this view to navigate to the various pages that need to be edited. If access to a particular folder/directory or page has not been granted, the folder/directory or page will show up as plain black text instead of a hyperlink.

When using the folder structure to navigate, users must have access to the directories/folders leading to the page to be edited in order to traverse through the structure.

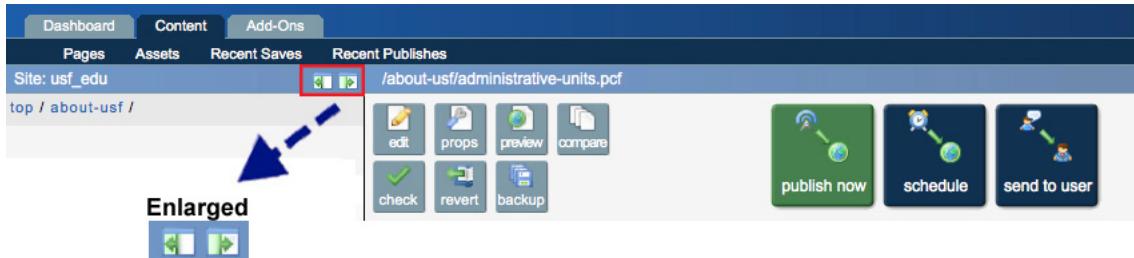
The breadcrumb found next to “Location” at the upper-left is how to navigate backwards through the folder structure.

A screenshot of the CMS content list view. The top navigation bar shows "Location: top /" and tabs for "Staging" and "Production". Below this is a table with the following data:

Type	Name / Date	Edit	Review	Publish	Admin	File
PDF	<a href="#">_props.pdf</a> 12/7/12 11:43 AM	3.6K				
Folder	<a href="#">resources</a> 12/21/12 10:18 AM					
File	<a href="#">sidenav.html</a> 1/9/13 9:11 AM	464B				
Folder	<a href="#">training</a> 1/11/13 10:47 AM					
Folder	<a href="#">about-usf</a> 12/21/12 10:17 AM					
Folder	<a href="#">academics</a> 12/21/12 10:18 AM					
Folder	<a href="#">admission</a> 12/21/12 10:18 AM					
Folder	<a href="#">App_Code</a> 12/21/12 10:18 AM					
Folder	<a href="#">Bin</a> 7/28/12 8:09 PM					
Folder	<a href="#">campus-life</a> 12/21/12 10:18 AM					
Folder	<a href="#">design-files</a> 12/21/12 10:18 AM					
Folder	<a href="#">dev</a> 12/21/12 10:18 AM					

## **Navigating Between Frames**

When logged in to the USF CMS, navigating between pages and the folder structure can be easily accomplished by clicking on the green arrows found at the top of the Pages view. The arrows will move as you click on them, but they will always appear at the top of the page.

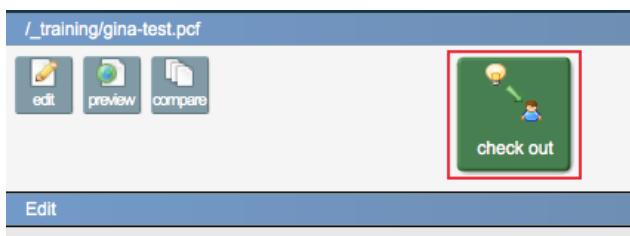


## Checking a Page Out

Once the page to be edited has been identified, simply click on the light bulb to check the page out, or the page name to access it directly. Keep in mind that a lit (yellow) light bulb indicates that the page is checked out to the logged-in user. Only one user can have a page checked out at a time, and only the user to whom the page is checked out or an administrator can check a page back in.



If clicking on the hyperlink for the page name, the page will need to be checked out using the “check out” button.



**Note:** Keep in mind that entering into a page's editable regions will automatically check that page out.

### Icons and Terms

Pages are marked as “checked out” when they are locked to a user. Only one person can check out a page at a time. When the page is checked out to a user, no other users, including administrators, can make changes to the page. This includes publishing the page. The only options users will have, other than the one who has the page checked out, are “Preview,” checking the “Log,” setting “Reminders,” and for administrator level users, “Copy,” and “Access.” Users should check in pages they no longer need. Publishing pages will also check back in pages.

There are multiple reasons that a page will appear as checked out to a user, and there are different indicators to help make clear why a page is marked as checked out, and whether or not the page is checked out to another user or the logged in user.

From within the folder structure view, the indicator for the status of a page in the workflow, including whether it is checked out or not, is found under the Edit column.





An unlit light bulb indicates that the page is checked in and can be checked out for editing.



A lit light bulb indicates that the page is checked out to you.



A red lock indicates that the page is checked out to another user. It is possible to hover over the lock to see to whom the page is checked out. This will appear in a little pop-up.

**Checked out to cmourey**  
The specified contributor has this file checked-out.



A gold lock indicates that the page is checked out to you because you have scheduled an action to occur. The action could be either a scheduled publish or scheduled expiration. The lock will appear as a red lock to all other users.



If the page is checked out due to a scheduled publish, in the Publish column, a calendar with a small, green plus sign will appear. This calendar icon can be clicked on by an administrator or the individual who scheduled the page to be published in order to change the publish date and time or to cancel the publish completely.



If the page is checked out due to a scheduled expiration, in the Publish column, a calendar with a small, red minus sign will appear. This calendar icon can be clicked on by an administrator or the individual who scheduled the page to expire in order to change the expiration date and time or to cancel the expiration completely.



A thumbs up indicates that the page is checked out to you as part of the workflow process. The page has been sent by another user for approval and should be reviewed for accuracy and completeness prior to being published.



Two chat bubbles indicate that the page is checked out to another user as part of the workflow process. The page is waiting for approval from that user. Hover over the chat bubbles to see to whom the page was sent for approval.

**Pending ckoh's approval**  
This file is pending approval by the specified contributor.

## Editing Options

After accessing the page to be edited by clicking on the page's name, which appears as a hyperlink, and checking the page out, one of two options will appear:

1. An orange Multi Edit button at the top of the page.



2. A green Edit button, indicating the editable regions. Only areas that are available to be edited will appear with a button.

The University of South Florida is a high-impact, global research university located on the west coast. It is one of the largest public universities in the United States, ranking among the top 200 in federal research expenditures. The university is one of only 61 members of the Carnegie Foundation for the Advancement of Teaching in the top tier of Carnegie classification. USF is also one of only 2.3 percent of all universities.

Clicking on an orange Multi Edit button will open a form to be completed.

Multi Edit Area	
<b>Info Section 1</b>	
Display:	<input checked="" type="checkbox"/> Yes
Order:	<input type="text" value="1"/>
Title:	<input type="text" value="Info Section 1"/>
Text:	<div style="border: 1px solid black; padding: 5px;">Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer gravida alesuada est tristique a. Pellentesque porta sapien sit amet lacus dapibus ultricies. Nullam semper ipsum in purus placerat. Gravida vehicula quam, et malesuada est tristique.</div>
Link 1 Name:	<input type="text" value="Info Section Link 1"/>
Link 1 URL:	<input type="text" value="http://www.usf.edu"/>

Clicking on a green Edit button will open a What You See is What You Get (WYSIWYG) Editor.

The screenshot shows a WYSIWYG editor interface. At the top, there is a toolbar with various icons for file operations like save, print, and copy. Below the toolbar is a navigation bar with links for ACADEMICS, ADMISSIONS, CAMPUS LIFE, RESEARCH, and USF SYSTEM. The main content area has a title 'Name' and a breadcrumb trail 'USF > Folder Name > Content Title'. On the left, there is a sidebar with several expandable sections, each containing placeholder text. The first section contains a paragraph about cupcakes, and the second section contains a paragraph about toffee cookies.

Cupcake ipsum dolor sit amet marzipan dragée liquorice. Chocolate cake danish sugar plum. Biscuit sesame snaps powder lollipop danish candy canes chocolate cake toffee. Chupa chups lemon drops muffin dragée. Donut ice cream soufflé gingerbread candy canes. Chupa chups brownie tiramisu chocolate faworki oat cake. Bear claw wypas brownie jelly beans chocolate bar lemon drops sugar plum. Sesame snaps halvah bear claw liquorice wypas topping candy bear claw wafer. Cookie faworki chupa chups sesame snaps pudding apple pie cheesecake chocolate. Chocolate cake jelly beans jelly beans soufflé gummi bears chupa chups sweet roll wafer.

Toffee cookie brownie gingerbread. Marshmallow cotton candy wypas cookie jujubes chupa chups brownie. Lollipop chupa chups cotton candy chupa chups marshmallow. Bonbon cotton candy faworki. Biscuit carrot cake marzipan cookie. Aplicake halvah jelly tart cheesecake chocolate bar carrot cake tiramisu faworki. Chocolate bar candy lollipop tart lemon drops danish toffoo.

Keep in mind that part of the configuration of the template design may include an image in the background of the WYSIWYG Editor that helps present a more accurate rendering of how the content will appear on the page, but it may not be reflective of what the current page actually looks like both in terms of the content on the page and possible widgets that may have been turned on or off. It is meant simply for visualization purposes and to help understand how the content will actually be laid out on the page.

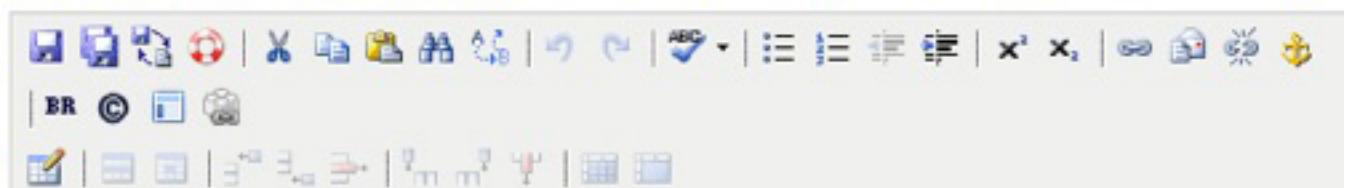
**Editable areas vary by template design and permission levels.**

## WYSIWYG Editor – General Information

The WYSIWYG Editor contains all the tools necessary to edit Text pages (WYSIWYG Editor is not configured for Info Section pages). The available tools found in the toolbar will depend on the site and page configuration. **Some tools may not be available based on permission levels.**

The WYSIWYG Editor includes basic editing functions, such as those found in Microsoft Word®. This document will review some of the common functions.

### ***WYSIWYG Toolbar Functions***



#### ***Save***

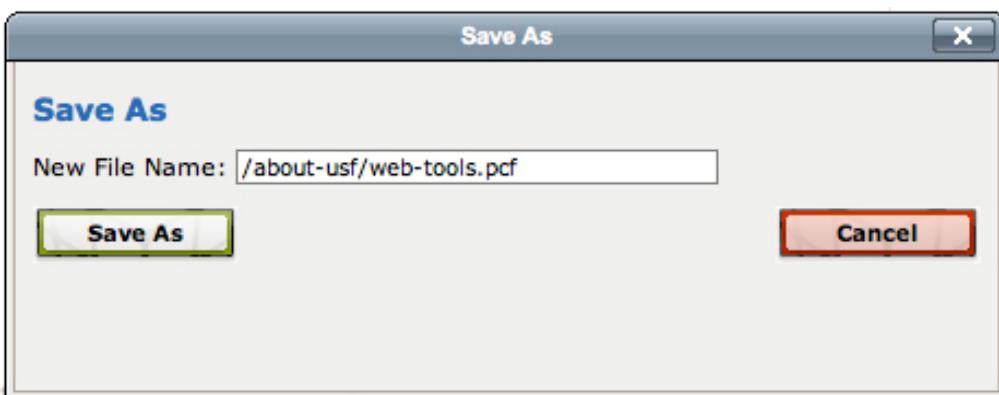


The **Save** icon allows the user to save the changes that have been made to the page. Using the **Save** icon will also close the WYSIWYG Editor and take the user to a preview of the page. If the user desires to save-in-place while continuing to edit, simply use the keyboard shortcut (CTRL+S for Windows and CMD+S for Mac).

#### ***Save As***



The **Save As** icon allows the user to save the page with a new name, essentially creating a copy of the page. The new page can then be modified and published independently of the original file. When the **Save As** icon is clicked, a box will pop up prompting the user to provide the new name. Change only the name of the page, but leave the extension of .pcf in place. **This is extremely important.** If any other extension is used, the page will not render as the header, footer, and styling will not be included.



### **Paste as Plain Text**



The Paste as Plain Text option strips all other formatting. This is to ensure that the page is adhering to USF's style guidelines.

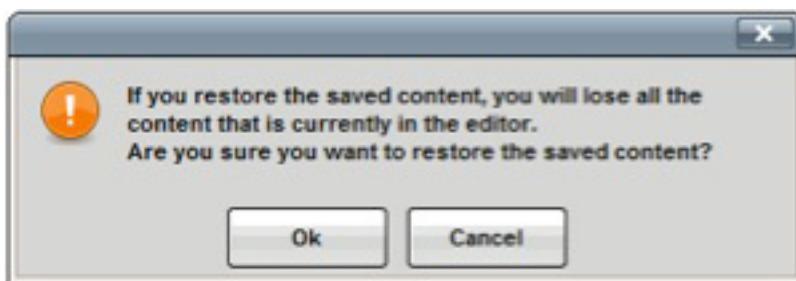
### **Auto-Draft Icon**



The lifesaver icon is the **Auto-Draft** feature. Once a user begins entering content within the editable region, the **Auto-Draft** creates a backup on the local workstation in the browser's cache or Internet files approximately every minute. The backup is available for up to 24 hours, but it is contingent on the user's browser settings.

If the browser shuts down unexpectedly, Internet connectivity is lost prior to the content being saved, or even power is lost, content can be retrieved by following the steps below:

1. Open the same browser where the editing was occurring on the same workstation that was being used prior (e.g. if the page was being edited in Mozilla Firefox when the connection was lost, the **Auto-Draft** retrieval must be completed in Firefox as well, and on the same local system).
2. Navigate to the page that was being edited.
3. Access USF CMS via the DirectEdit link and log in.
4. Click into the editable region that was being edited prior to the loss of connection.
5. *Before entering any content into the page, click on the **Auto-Draft** icon.*
6. Click **OK** on the pop-up.

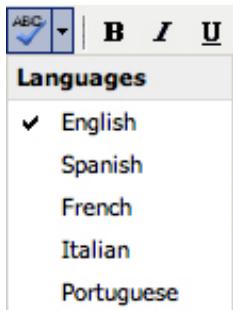


7. Content will be restored.

## **Spell Checker**



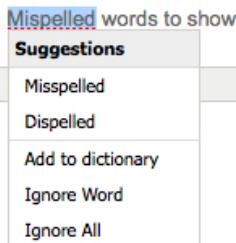
The spell checker can be activated by clicking on the **ABC** with the checkmark. The default dictionary is in English. However, if the page should be edited in another language (available languages are: English, Spanish, French, Italian, and Portuguese), simply click on the downward facing arrow and select another language.



Misspelled words are identified with a wavy, red line.

Misplaced words to show

To fix the misspelled word, simply click on it. This will bring up a pop-up with the available options. Select the appropriately spelled word, ignore the word, or, if access has been granted, add the word to the dictionary.



Keep in mind that the browser's spell checker may be active and marking words as misspelled while the page is being edited. However, only USF CMS's spell checker will reference the USF CMS custom dictionary. To help verify that a word is being marked as misspelled by the USF CMS dictionary, look to see if the spell check icon is highlighted. This indicates that the USF CMS spell checker is being used.

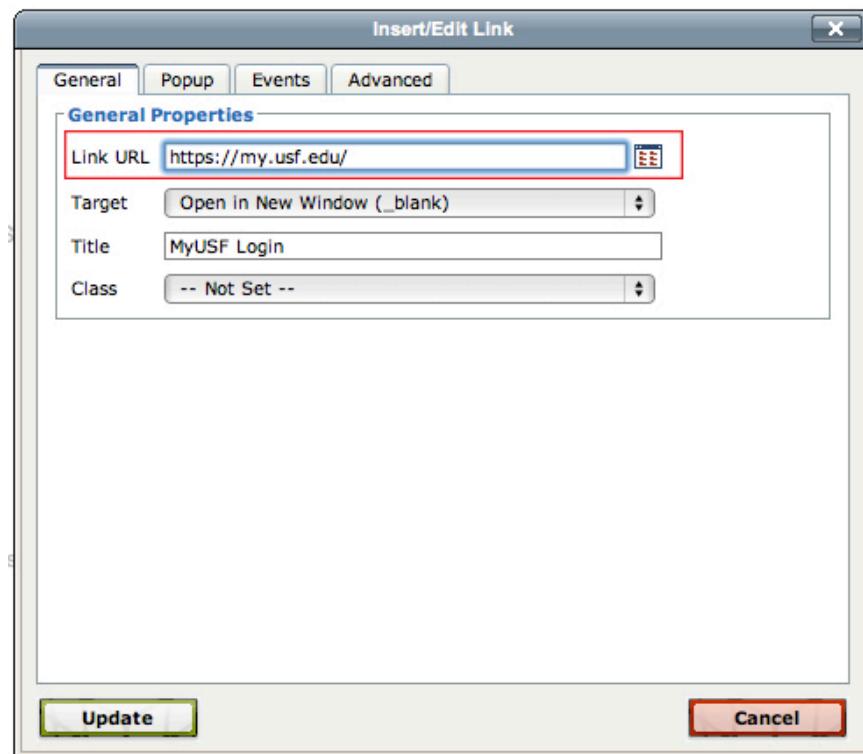
## **Inserting Links**



Links are created by highlighting text to be made into a link and clicking on the **Insert/Edit Link** icon. The **Insert/Edit Link** icon will not appear until the text or image to be hyperlinked is selected. Links can point to external websites, not maintained in the USF CMS, or other pages within the USF CMS. The **Insert/Edit Link** icon can also be used to create links to files, such as PDFs.

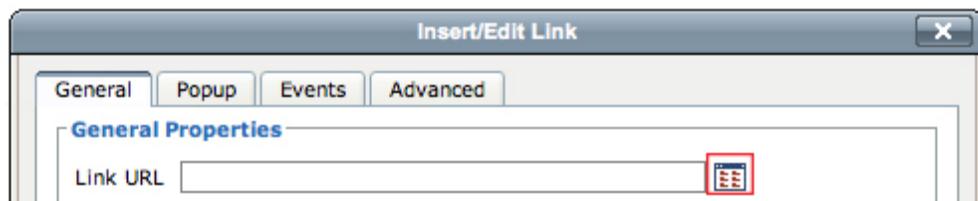
To insert a link

1. Highlight the text that will be made into a link.
2. Click on the **Insert/Edit Link** icon.
3. Enter the link.
  - a. If linking to a page outside of the USF CMS, simply include the URL to the external page in the **Link URL** field.

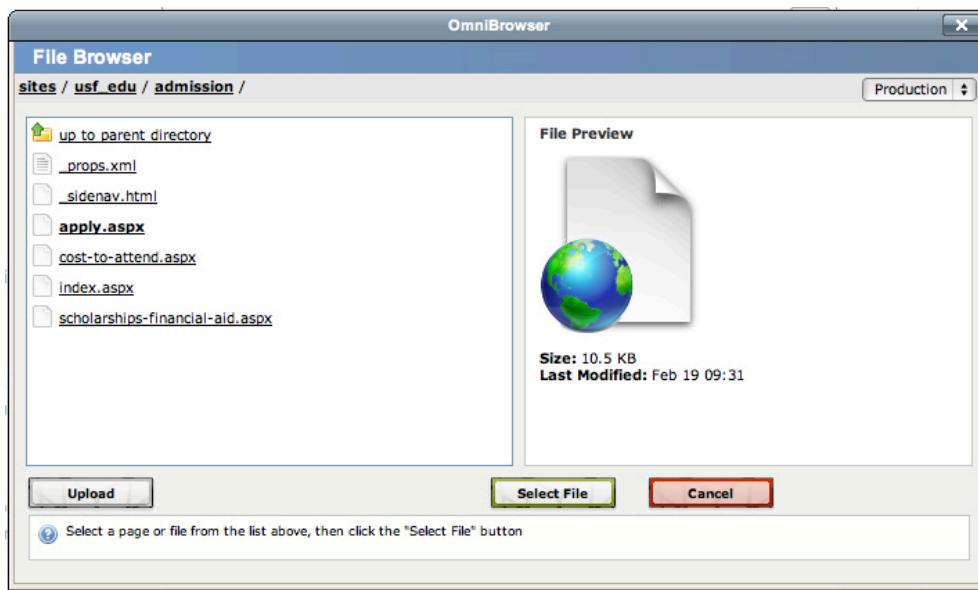


b. If linking to a page or file within the USF CMS (this can also be used for any binary files that may exist on the available server(s)):

- i. Click on the **browse** button.



- ii. Find the file to which the link should be created. If the desired page is not in the selected directory, use the breadcrumb at the top of the page and the folders within the window to navigate to the desired page.

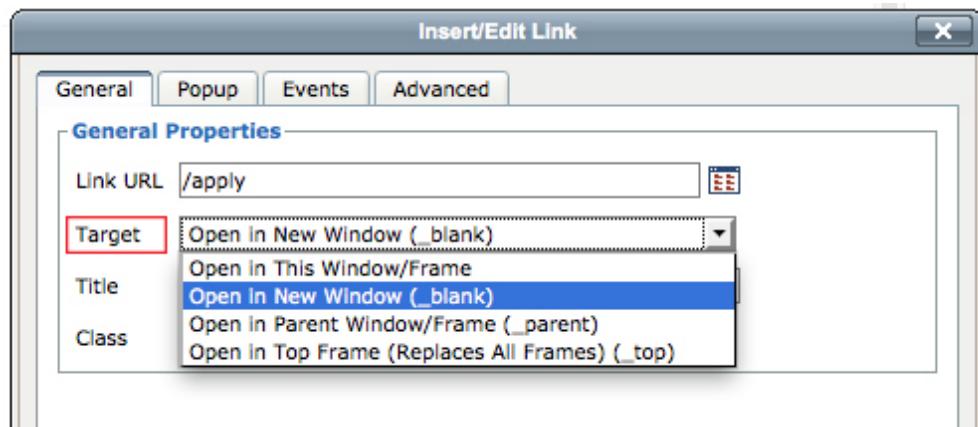


- iii. Click **Select File**.

- iv. Click **Insert**.

As a general rule of thumb, when inserting a link to another page on USF's main website or your site, the link should open in the same window. When inserting a link to a page outside of USF, or to a PDF, doc, or other similar file, the page should open in a new window. This selection is made in the field labeled "Target."

- Linking to pages within USF's website: Open in This Window/Frame
- Linking to pages on another site or binary files: Open in New Window (\_blank)



It is both valuable and important to populate the “Title” field as this is used by screen readers and helps keep the site in compliance with accessibility compliance standards.

To edit a link that has been inserted on a page, simply click on the link, and then click on the **Insert/Edit Link** icon. Follow the steps outlined above to modify the link. To delete a link, click on the link, and click the **Unlink** icon.

### ***Links and Dependency Manager***

It is possible for links to pages or directories maintained within the USF CMS to be updated automatically when the page or directory to where the link is pointed is moved or renamed. This is called Dependency Manager. When Dependency Manager is activated, it is important to browse for the appropriate page, as described above, in order to ensure that the link will be updated if the target page or directory is moved or renamed.

When inserting a link using Dependency Manager, instead of the URL appearing in the “Link URL” field, a Dependency tag will be seen. The target URL will appear directly underneath the “Link URL” field.



Dependency Manager currently manages links to other pages in your USF CMS account, which may be different subsites of USF. However, it does not manage links to external websites, such as CNN, nor binary files, such as PDFs and images.

## **Inserting Assets**



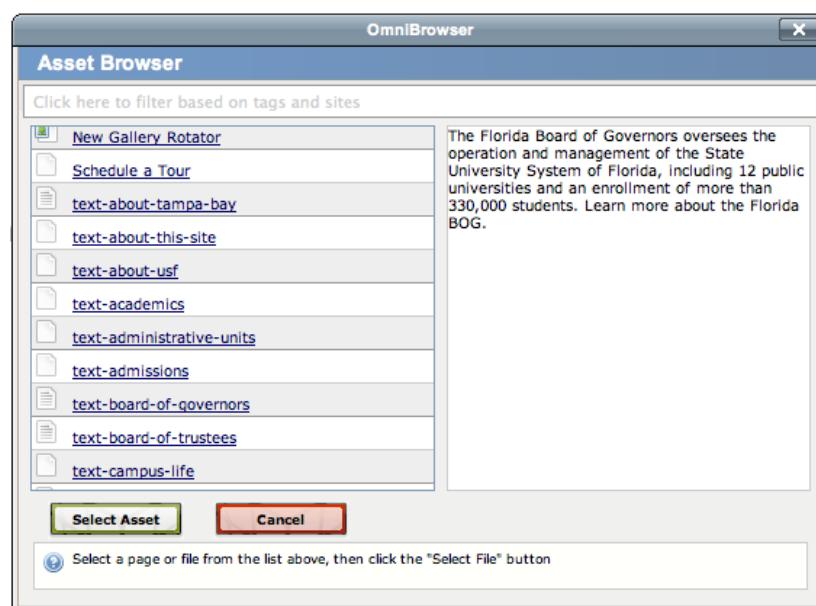
Assets are preconfigured global elements that are maintained in the Asset Manager. Assets can be configured as web content, plain text, image galleries, or forms. Assets are used to provide consistent information across all pages (e.g. student enrollment number), or to protect the integrity of information (e.g. a student testimonial with image). Once inserted into the page, Assets cannot be modified within the WYSIWYG Editor. If an Asset is modified in the Asset Manager and published, all pages on which that Asset exists will be automatically updated with the new information.

**Note:** Prior to inserting the Asset, it is advised to put a paragraph break after the line on which the Asset will be placed if it is the last element on the page. If it is the last element placed on a page without the paragraph break, no other elements or content can be placed after the Asset.

Assets are only as good as how often they are used. If the content to be added to the page appears to have a global element, check the Assets to see if one is available fitting those needs. This will ensure consistency across pages when the content changes.

To insert an Asset:

1. Click on the **Insert/Edit Asset** icon.
2. Select the desired Asset. It is possible to search for the desired Asset using the tags and Asset type information.
3. Click on **Select Asset**.

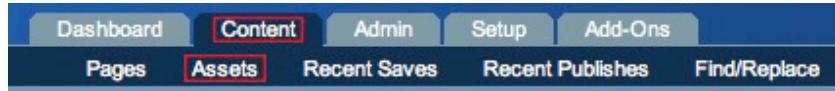


When the Asset is inserted on the page, it is possible that it will not render until the page is saved. Whether or not the Asset renders in the WYSIWYG Editor, it will appear in a box with slashes behind it.

Once the page is saved, the Asset should render within the preview. There will be some cases in which the Asset cannot render until publication.

ASSET "text-about-usf" CANNOT BE SHOWN IN WYSIWYG

If details about the Asset are desired, it is possible to preview an Asset in the Asset Manager found in **Content > Assets**.



Simply click the **Preview** icon.



To delete or change an Asset in the WYSIWYG Editor:

1. Click on the Asset so it becomes green and the Insert/Edit Asset icon is highlighted.

ASSET "text-about-usf" CANNOT BE SHOWN IN WYSIWYG

2. To delete, click on the “Delete” or “Backspace” button on the keyboard and confirm the deletion.

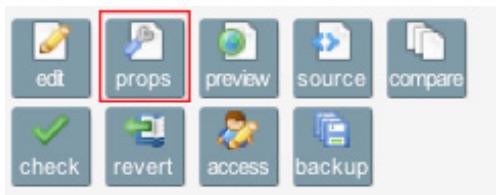


3. To change, click on the **Insert/Edit Asset** icon and find a new Asset.

## Properties File (\_props.pcf)

### To change Banner Title, Banner Subtitle and Main Navigation

1. Navigate to your homepage directory and select the “\_props.pcf” file. Click on the “props” icon in the page options at the top of the page.



2. Edit the desired areas.
3. For Main Navigation links, click on “Select a file...,” navigate to and click on the page you wish to link to. This ensures that if that page’s URL changes in the future, the link in your navigation will automatically be updated. Pages need to be created prior to linking them here.

**Configuration Parameters**

Section Title:	<input type="text" value="Home"/>	Section Title
Banner Title:	<input type="text"/>	Banner Title
Banner Subtitle:	<input type="text"/>	Banner Subtitle

**Main Navigation**

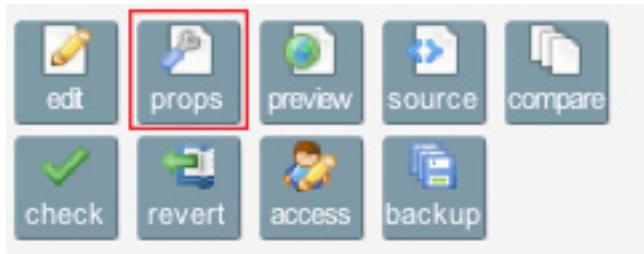
Number of Links:	<input type="text" value="4"/>	Enter Number of Links
<b>Link One</b>		
Title One:	<input type="text" value="About USF"/>	Enter Title for Link One
URL One:	<input type="text" value="/about-usf/index.aspx"/> <a href="#">Select a file...</a>	Choose URL for Link One
<b>Link Two</b>		
Title Two:	<input type="text" value="Academics"/>	Enter Title Link One
URL Two:	<input type="text" value="/academics/index.aspx"/> <a href="#">Select a file...</a>	Choose URL for Link Two
<b>Link Three</b>		
Title Three:	<input type="text" value="Admissions"/>	Enter Title for Link Three
URL Three:	<input type="text" value="/admission/index.aspx"/> <a href="#">Select a file...</a>	Choose URL for Link Three
<b>Link Four</b>		
Title Four:	<input type="text" value="Campus Life"/>	Enter Title for Link Four
URL Four:	<input type="text" value="/campus-life/index.aspx"/> <a href="#">Select a file...</a>	Choose URL for Link Four

4. Click **Save**.
5. Click which action is appropriate for your permission level/workflow (Publish, Schedule, Send for Approval, etc.).

## Page Properties

After creating the page initially, depending on the user level, Page Properties may be available. It may be valuable or necessary to alter elements within the Page Properties. The available properties will depend on the template being used and the requirements for the page to render as desired.

To access the Page Properties, click on the “props” button.



Alter or add the necessary details and save the changes. Do not change the Author field.

**Page Title**

Title:  Usually found in the title bar for the window; also commonly used as default bookmark text.

---

**Configuration Parameters**

Content Title:  Content title

Include File:  True  False Do you want to include a file from the server below the maincontent.

Choose File:  Select a file... Choose a file to include below the maincontent.

Additional Content:  Show  Hide Add another editable region below the maincontent. This is typically used if you have included a file.

---

**Meta Tags**

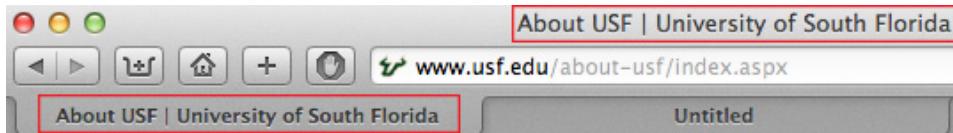
Description:  Add another meta tag here.

Keywords:  Add another meta tag here.

Author:  Add another meta tag here.

Examples of where page properties will appear:

- **Page Title** – this is the word or phrase that appears on the tab in an Internet browser, at the top of an Internet browser window, and on an Internet search result page. For more information, please see the Search Engine Optimization section of the CMS User Guide.



- **Content Title** – this is the word or phrase that appears above the content on your secondary pages.

The screenshot shows the "About USF" page. On the left, there is a sidebar with links: Overview, History and Traditions, Facts and Statistics, Leadership, Community Resources, Work at USF, Web Tools, Visit USF, and Contact USF. The "Overview" link is highlighted with a red box. The main content area has a heading "Overview" with a red box around it. Below the heading, there is text about the university's impact and student body. Another section of text is also present.

- **Description** – this is the text that can appear below the page title in the search results page. For more information, please see the Search Engine Optimization section of the CMS User Guide.

The screenshot shows a Google search results page for the query "about usf". The top result is the official website of the University of South Florida, with its "Page Title" and "Description" highlighted with red boxes. The description text is: "Founded in 1956, USF is a young and vibrant university located in Tampa, Florida. Learn about history, careers, facts, traditions, visiting campus and more." Below the search results, there are sections for "Visit USF", "Web Tools", "Contact USF", "About This Site", and a "More results from usf.edu >" link. At the bottom, there is a "Welcome to the University of South Florida | Tampa, FL" message.

- **Keywords** - while search engines do not use keywords any longer, we still recommend adding some in this area. This could be helpful for the CMS internal search functionality.

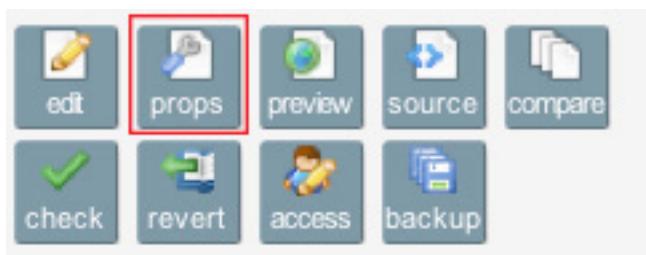
## Homepage

The following instructions guide you through the steps to manage the elements on the included homepage template. If a custom template was created, then separate instructions will be provided by your USF CMS liaison at the time of training.

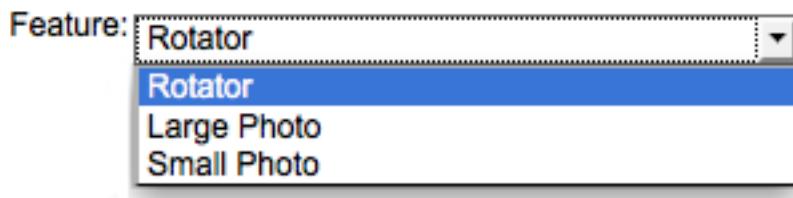
### Homepage Elements

***To change type of Feature (rotator, large photo or small photo)***

1. Click “props” icon in the page options at the top of the homepage.



2. Select type of feature from the “Feature” drop down menu.



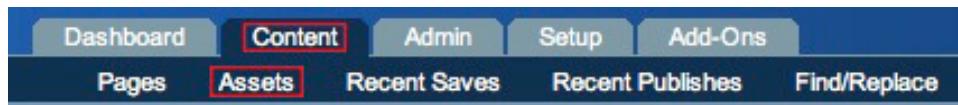
3. Click **Save**.

4. Click which action is appropriate for your permission level/workflow (Publish, Schedule, Send for Approval, etc.).

### To change/add/delete photos in Rotator

Prepare all images PRIOR to uploading in the USF CMS by following these guidelines:

- Use the highest quality version of the image (for example, 300 ppi).
- Open the image in Photoshop, or a similar image-editing program.
- Crop the image to 660 pixels by 371 pixels.
- Save the file as a jpg. (**Note:** Do not use the Save for Web function.)



1. Navigate to and select your rotator.

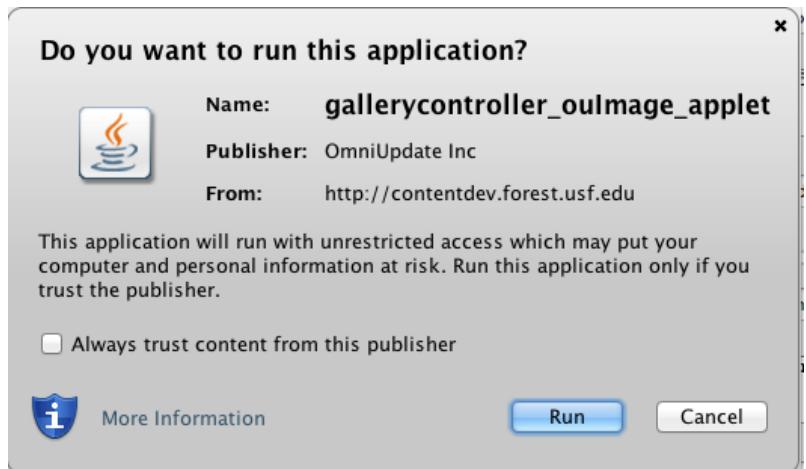
DO NOT make changes to the top section. Edit ONLY the “Images” area.

2. Click **New**.

A screenshot of the 'Images' rotator configuration page. It shows five image cards arranged in a grid. Each card has fields for Title, Description, and Caption. A 'New' button is at the bottom left, and 'Save' and 'Cancel' buttons are at the bottom right. The 'New' button is highlighted with a red box.

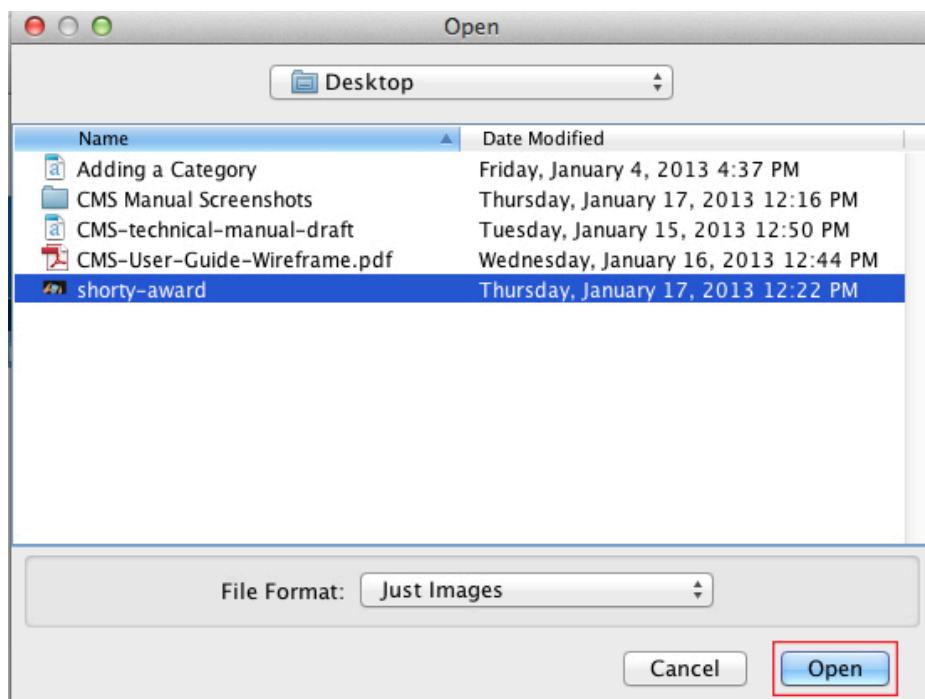
Title	Description	Caption
Sun Dome Spectacular	<a href="http://news.usf.edu/article/templates/?a=5063&amp;z=199">http://news.usf.edu/article/templates/?a=5063&amp;z=199</a>	View a slideshow of some of th...
USF Magazine Winter Edition	<a href="http://magazine.usf.edu">http://magazine.usf.edu</a>	Enjoy reading the digital editio...
Community Volunteering	<a href="http://news.usf.edu/article/templates/?a=5044&amp;z=186">http://news.usf.edu/article/templates/?a=5044&amp;z=186</a>	Each Friday evening, a group o...
Herd of Thunder in London	<a href="http://news.usf.edu/article/templates/?a=5051&amp;z=186">http://news.usf.edu/article/templates/?a=5051&amp;z=186</a>	The USF marching band will pe...
Community Stepping Stones	<a href="http://news.usf.edu/article/templates/?a=5039&amp;z=186">http://news.usf.edu/article/templates/?a=5039&amp;z=186</a>	USF's involvement in Sulphur S...

3. If prompted to run Java, click **Run**. If you do not receive a prompt, that means that you do not have Java installed or enabled on your computer. Java is required in order to configure this feature.



4. Navigate to and select the image you want to add (images should be sized and formatted correctly PRIOR to uploading).

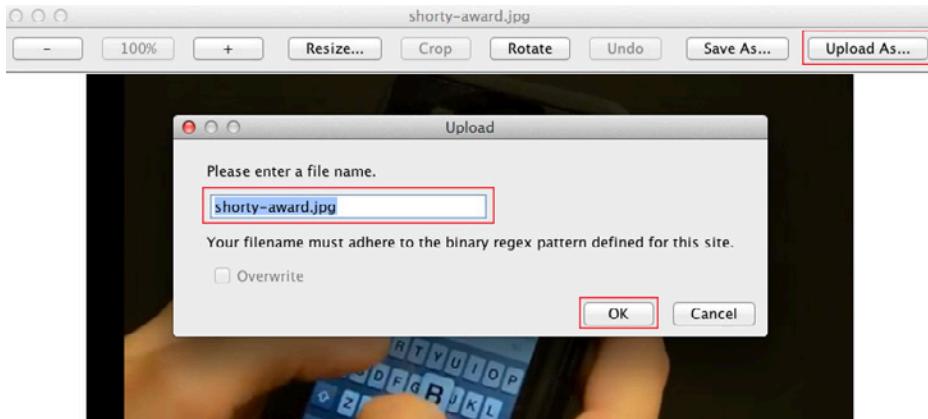
5. Click **Open**.



6. Click **Upload As**.

7. Keep the original file name or rename, if desired (should always be a .jpg file).

8. Click **OK**.



9. Enter Title.

10. Enter URL of where you would like it to link to in the Description field.

11. Enter Caption.

12. Click **Save**.

A screenshot of a CMS interface showing two photo entries. Each entry includes a thumbnail image, title, description, and caption fields. The top entry's fields are: TITLE "Community Volunteering", DESCRIPTION "http://news.usf.edu/article/templates/?a=5044&amp;z=186", and CAPTION "Each Friday evening, a group o...". The bottom entry's fields are: TITLE "SF Nominated for Shorty Award", DESCRIPTION "http://news.usf.edu/article/templates/?a=5089&amp;z=210", and CAPTION "use of social media by a college.". At the bottom of the interface, there is a "New" button and a "Save" button, which is highlighted with a red box.

13. You can change the order of the photos by clicking and holding the area on the left hand side of the image. Drag to desired location in the rotation. **The Rotator feature should have no more than five photos.**

## Images

The screenshot shows a CMS interface with two image cards. The top card displays a photo of a person playing a guitar and includes fields for Title, Description, and Caption. The bottom card displays a photo of a group of people and includes fields for Title and Description. Both cards have a red box highlighting their edit icons.

TITLE	DESCRIPTION	CAPTION
Sun Dome Spectacular	<a href="http://news.usf.edu/article/templates/?a=5063&amp;z=199">http://news.usf.edu/article/templates/?a=5063&amp;z=199</a>	View a slideshow of some of th
Community Volunteering		

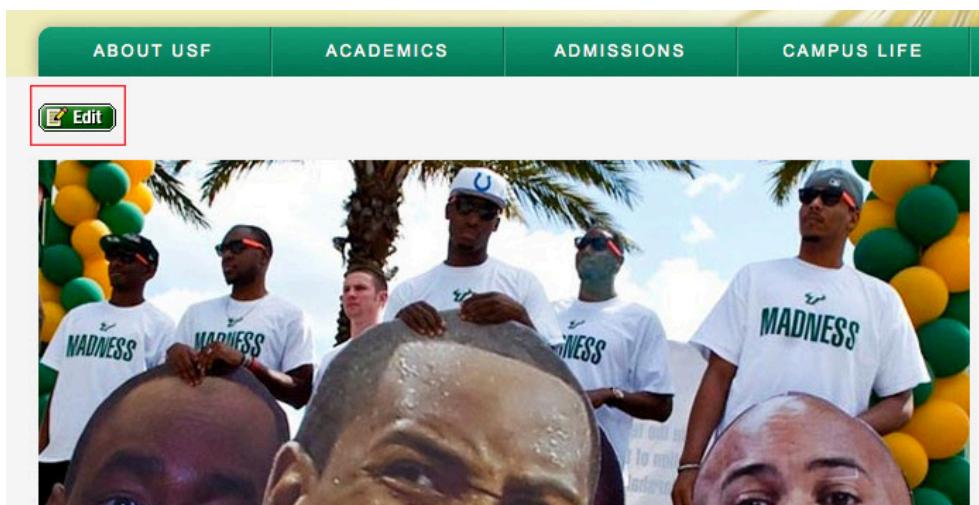
14. Click which action is appropriate for your permission level/workflow (Publish, Schedule, Send for Approval, etc.).

### **To change static image (small or large)**

Prepare all images PRIOR to uploading in the USF CMS by following these guidelines:

- Open the image in Photoshop, or a similar image-editing program.
- Change the image's resolution to be 72 ppi.
- Crop the image to the correct dimensions
  - Small Photo: 660 pixels by 371 pixels
  - Large Photo: 1000 pixels by 371 pixels
- Save the image as a jpg using Save for Web for optimization.
  - Adjust the Quality slider and aim to reduce the image's file size while maintaining graphic quality.

1. Click **Edit** button above image you wish to change.

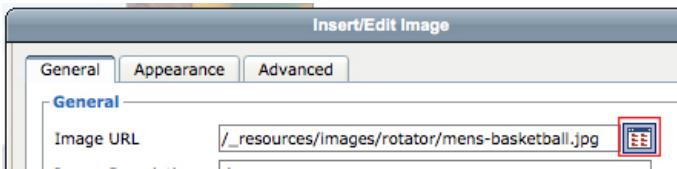


2. Click on existing image in WYSIWYG editor.

3. Click **Insert/Edit Image** icon.



4. Click **Browse** icon.



5. Select new image from those available.

6. Click **Select File**.

The screenshot shows a file browser interface with the following details:

- Header: OmniBrowser
- Title: File Browser
- Path: sites / usf.edu / \_resources / images / rotator /
- Content:
  - up to parent directory
  - buried-life.jpg
  - jean-weatherwax.jpg
  - mens-basketball.jpg
  - nick-jenna.jpg** (highlighted with a red box)
  - shaza-hussein.jpg

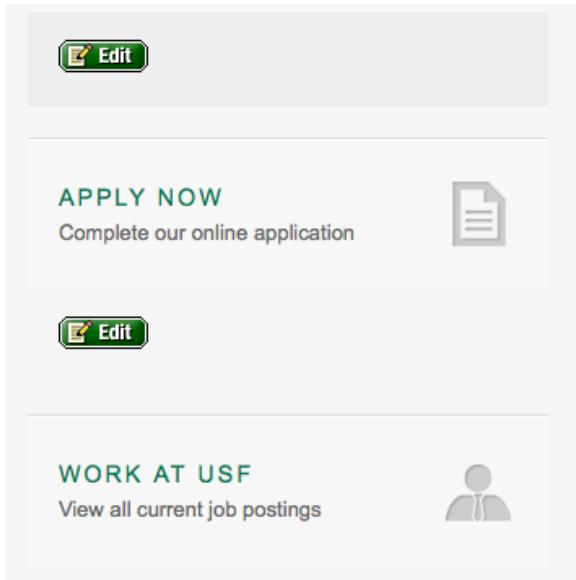
7. Click **Update**.

8. Click **Save** icon in WYSIWYG Editor.

9. Click which action is appropriate for your permission level/workflow (Publish, Schedule, Send for Approval, etc.).

## To change Call to Action Boxes

1. Click **Edit** button above Call to Action you wish to change.



2. Select new Call to Action from list.

3. Click **Save**.

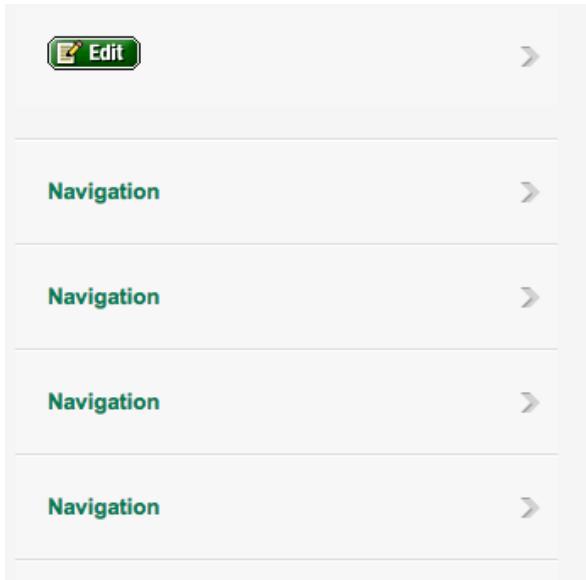
The image shows a modal dialog box titled 'Asset Chooser'. At the top, there is a search bar with the placeholder text 'Click here to filter based on tags and sites'. Below the search bar is a section titled 'Choose:' containing a list of options. The options are: 'Apply Now', 'Business and Community', 'Contact USF', 'IT Helpdesk', 'My USF', 'Schedule a Tour' (which is highlighted with a red box), 'Web Tools', and 'Work at USF'. At the bottom of the dialog box is a 'Save' button, which is also highlighted with a red box. Below the 'Save' button is a note: 'Assets must be published before using in production.' with a small info icon.

6. Click which action is appropriate for your permission level/workflow (Publish, Schedule, Send for Approval, etc.).

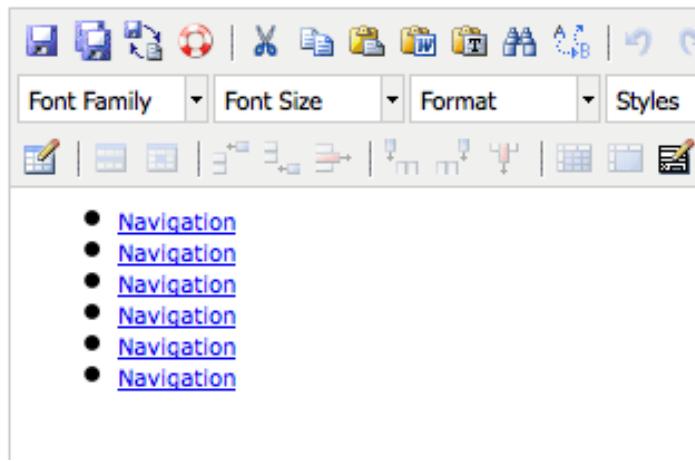
To request a new Call to Action box to be created, please contact your liaison.

**To change Text Navigation**

1. Click **Edit** button above Text Navigation items.



2. Edit navigation text and hyperlinks in WYSIWYG Editor.



3. Click **Save** icon in WYSIWYG Editor.

4. Click which action is appropriate for your permission level/workflow (Publish, Schedule, Send for Approval, etc.).

## Widgets

The widget section is a required element for all USF homepages. The section is highly customizable.

Options include:

- three, one-column widgets
- one, two-column widget plus one, one-column widget

Types include:

- **News** - This option provides an opportunity to display news headlines, summaries, publication dates and thumbnails that link to news articles you've created and posted on your website. It is available in both one-column and two-column formats. Do not duplicate stories already found in your rotator.

This option is good if you generate a great deal of news about your unit. It is not recommended for units that do not have a communications professional on staff.

- **News Feed** - This option provides an opportunity to display a news feed of headlines and publication dates that link to stories produced by your unit, or by USF News, USF Health, USF Athletics, or another USF unit.

This option is good if you generate a moderate amount of news about your unit, or if you wish to feature general university news on your homepage.

- **Calendar** - This option provides an opportunity to display a feed of important dates. Each date listed will link to more detailed information.

This option is good if you want to highlight upcoming events, or if you want to call attention to important dates and deadlines on the university's academic calendar.

The month and day will display in a pre-determined style.

## Social Media Bar

### To change existing networks and links

1. In the "index.pcf" file from the homepage directory, click on the "props" icon.
2. Under the "Social Media Bar" section, select/deselect the social networks you wish to include/remove.

Social Media Bar

Show Social Media Bar: Show

Social Icon Heading: Join the conversation

Social Icon Links:

- Facebook
- Twitter
- YouTube
- LinkedIn
- Tumblr
- Foursquare
- iTunes U
- Pinterest

Display or hide the social/icon section.

Enter the heading to appear above the social icons.

Social Links

3. Enter in corresponding URLs in "Social Network URLs" section.

Social Network URLs

Facebook URL: http://www.facebook.com/usf.edu

Twitter URL: https://twitter.com/USFNEWS

YouTube URL: http://www.youtube.com/usfchannel

LinkedIn URL: http://www.linkedin.com/company/university-of-south-florida

Tumblr URL: http://usflife.tumblr.com/

Foursquare URL: https://foursquare.com/usfnews

iTunes U URL: http://itunes.usf.edu/

Pinterest URL: http://pinterest.com/usflife/

4. You can also Show or Hide the Social Media Bar from this screen. Simply select Show or Hide from "Show Social Media Bar" drop down menu.

Social Media Bar

Show Social Media Bar:

- Show
- Hide

Social Icon Heading: Join the conversation

5. Click **Save**.

6. Click which action is appropriate for your permission level/workflow (Publish, Schedule, Send for Approval, etc.).

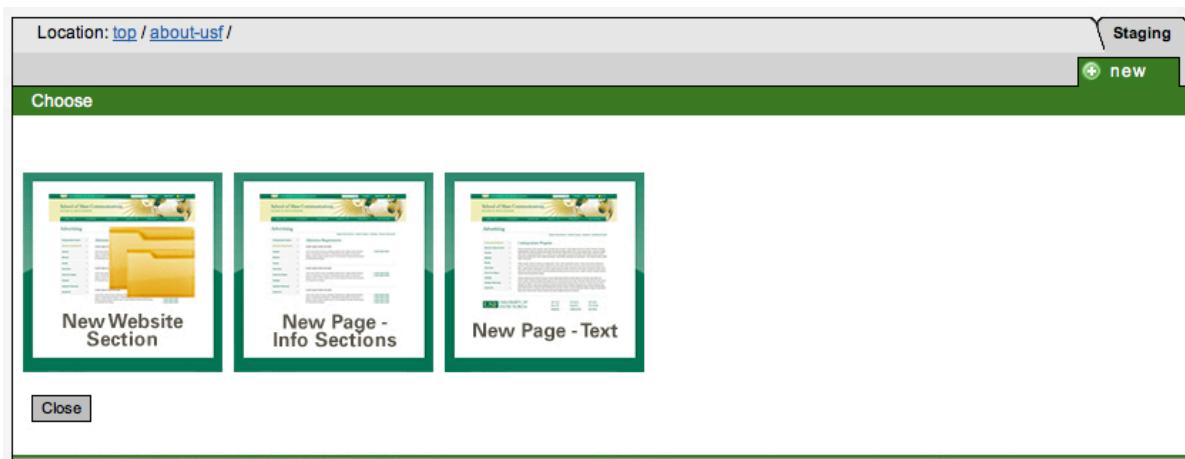
## Secondary Pages

The system is configured with templates, which are utilized to create new sections and pages. These templates allow for the pages to be configured uniformly and have a consistent look and feel. The available templates will depend upon the structure created by the administrators.

To create a new section or page, click on the “New” button from within the folder structure.



The following choices will appear.



The section template(s) will contain all of the necessary files to make the pages within the new directory render correctly.

Each selection will present its own properties, which must be completed in order for the page or directory to be configured. Complete the requested information.

**Important Note:** Remember to keep the extension of .pcf when naming files. If this extension is changed, the page will not render properly. Header, footer, and styles will not be available.

## Creating a New Website Section

1. Click **New**.
2. Choose **New Website Section**.
3. Enter New Website Section Name. This will be the section that contains all of your secondary pages. For example, on the main USF website, About USF is considered the “website section”; Web Tools is the secondary page that lives in that section. Name your website section using all lowercase and separate words with dashes (i.e. about-usf).
4. Enter Section Title. This is the text that will display at the top of all the pages within this section and will automatically be used in the breadcrumbs.
5. Choose which page template you want to use for this page. You can select either an info section page or a text page.
6. Choose whether you want the new page to appear in the side navigation.

7. Click **Create**.

The screenshot shows a web-based form for creating a new website section. At the top, there's a header bar with 'Location: top / about-usf /' and buttons for 'Staging' (selected), 'Production', 'new' (highlighted in green), and 'upload'. Below the header, the title 'New Page' is displayed above a 'Back to templates' link. The main form area contains several input fields and dropdown menus:

- New Website Section Name:** A text input field labeled 'dirname' with the placeholder 'Enter the name of your website section. All lowercase. Separate words with dashes.'
- Section Title:** A text input field labeled 'Section Title' with the placeholder 'Enter the text that will display at the top of your webpage.'
- Choose Website Section Index Page Template:** A dropdown menu set to 'New Secondary Page Info Sector' with the placeholder 'Choose a template for your index page.'
- Add Page to Side Navigation?**: A dropdown menu set to 'Yes' with the placeholder 'Add the page to the side navigation file automatically.'

At the bottom of the form are 'Create' and 'Cancel' buttons.

## Creating New Secondary Pages

### New Page – Info Sections

1. Navigate to the folder in which you want the page to appear.
2. Click **New**.
3. Click **New Page – Info Sections**.
4. Enter Content Title. This is the text that will appear at the top of your page.
5. Choose whether you want the new page to appear in the side navigation.
6. Enter the file name. Make sure you keep the .pcf at the end. Follow all formatting instructions on naming.

The screenshot shows a web-based form titled "New Info Section Page". At the top, there are tabs for "Staging" and "Production", with "Staging" selected. Below the tabs are buttons for "+ new" and "upload". The main area has a green header bar with the title. A "Content Title" input field contains "Content Title" with a placeholder "Enter the main content title.". An "Add Navigation Item" dropdown menu is set to "Yes". A "New Page File" input field contains "untitled.pcf" with a placeholder "Provide a file name for this new page. Use only lowercase letters and numbers. Separate words and numbers with dashes.". To the right of the input fields, there is descriptive text: "Add the page to the navigation file automatically." and "Provide a file name for this new page. Use only lowercase letters and numbers. Separate words and numbers with dashes.". At the bottom of the dialog are "Create" and "Cancel" buttons.

7. Click Create.

### New Page - Text

1. Navigate to the folder in which you want the page to appear.
2. Click **New**.
3. Click **New Page – Text**.
4. Enter Content Title. This is the text that will appear at the top of your page.
5. Choose whether you want the new page to appear in the side navigation.

6. Enter the file name. Make sure you keep the .pcf at the end. Follow all formatting instructions on naming.

New Text Page

Back to templates

Content Title  Enter the main content title.

Add Navigation Item  Add the page to the navigation file automatically.

New Page File  Provide a file name for this new page. Use only lowercase letters and numbers. Separate words and numbers with dashes.

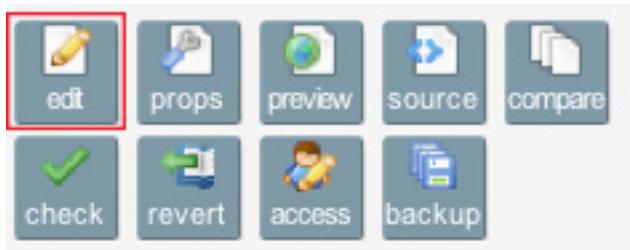
Name Filename

7. Click **Create**.

## Editing Info Section Page

If your page is an “Info Section” page, a WYSIWYG Editor is not available. To edit these types of pages:

1. Click **Edit** button at top of page.



2. Click the orange **Multi Edit** button that appears at the very top of the page.



3. Make desired edits, following all formatting guidelines in gray text on the right hand side.  
You can also change the order and show/hide each section here.

**Multi Edit Area**

Info Section 1		Formatting Guidelines
Display: <input checked="" type="checkbox"/> Yes	Show or hide section	Check if you want to display Info Section 1.
Order: 1	Change the order in which sections appear	Select the order in which Info Section 1 should appear.
Title: Info Section 1		Enter the title for Info Section 1. Character limit=45.
Text:	Text content placeholder: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer gravida alesuada est tristique a. Pellentesque porta sapien sit amet lacus dapibus ultricies. Nullam semper ipsum in purus placerat. Gravida vehicula quam, et malesuada est tristique.	Enter the text for Info Section 1. Character Limit=450.
Link 1 Name:	Info Section Link 1	Enter the link name. Character limit=35.
Link 1 URL:	http://www.usf.edu	Enter the link URL (for example, http://www.usf.edu).

4. Click **Save**.

5. Click which action is appropriate for your permission level/workflow (Publish, Schedule, Send for Approval, etc.).

## Editing Text Page

1. Click **Edit** button above the area you wish to change.

The screenshot shows the University of South Florida's website homepage. At the top, there is a navigation bar with links for 'ABOUT USF', 'ACADEMICS', 'ADMISSIONS', 'CAMPUS LIFE', 'RESEARCH', and 'USF SYSTEM'. Below the navigation bar is a large banner featuring a globe and palm trees. The main content area is titled 'About USF' and features a large image of a USF sign. On the left side, there is a sidebar with links for 'Overview', 'History and Traditions', 'Facts and Statistics', 'Leadership', and 'Community Resources'. The 'Overview' link is currently selected. In the center content area, there is a WYSIWYG editor with a red box highlighting the 'Edit' button. The text in the editor is: 'The University of South Florida is a high-impact, global research university located in beautiful Tampa Bay on Florida's spectacular west coast. It is one of the largest public universities in the nation, and among the top 50 universities, public or private, for federal research expenditures. The university is one of only four Florida public universities classified by the Carnegie Foundation for the Advancement of Teaching in the top tier of research universities, a distinction attained by only 2.3 percent of all universities.'

2. Make desired edits within the WYSIWYG Editor.
3. Click **Save** icon in WYSIWYG Editor.
4. Click which action is appropriate for your permission level/workflow (Publish, Schedule, Send for Approval, etc.).

## Editing Side Navigation

1. Within the folder of the section you want to edit, check out “\_sidenav.html”

Type	Actions	Name
		<a href="#">Up a directory</a>
		<a href="#">_props.pcf</a>
		<a href="#">sidenav.html</a>
		<a href="#">about-this-site.pcf</a>
		<a href="#">administrative-units.pcf</a>
		<a href="#">community-resources.pcf</a>
		<a href="#">contact-usf.pcf</a>
		<a href="#">facts-statistics.pcf</a>

2. Edit navigation text and hyperlinks in WYSIWYG Editor. You can also change the order of the navigation items here. Be very careful when editing these links because the formatting can be lost when making changes.

Font Family | Font Size | Format | Styles  
Font Family | Font Size | Format | Styles

- [Navigation](#)
- [Navigation](#)
- [Navigation](#)
- [Navigation](#)
- [Navigation](#)
- [Navigation](#)

3. Click **Save** icon in WYSIWYG Editor.

4. Click which action is appropriate for your permission level/workflow (Publish, Schedule, Send for Approval, etc.).

## Asset Manager

Access to create new assets varies depending on permission level.

Navigate to Asset Manager by going to **Content > Assets**.



This will provide a list of the current assets, which can be modified if access has been granted, and the ability to create a new asset, also based on permissions.

Location: Assets							
<a href="#"> publish</a>							
Click here to filter based on tags and sites							
#	Type	Name / Date / Tag ID	Edit	Review	Publish	Admin	File
<input type="checkbox"/>		*asset-test 11/4/12 8:44 PM	22B a:38				
<input type="checkbox"/>		<a href="#">Apply Now</a> 10/26/12 11:03 AM	265B a:13				
<input type="checkbox"/>		<a href="#">Business and Community</a> 11/13/12 11:15 AM	294B a:24				
<input type="checkbox"/>		COMMENTS 9/17/12 2:51 PM	981B a:11				
<input type="checkbox"/>		<a href="#">Contact USF</a> 12/6/12 11:29 PM	264B a:47				
<input type="checkbox"/>		<a href="#">Documentation Gallery</a> 11/20/12 2:29 PM	3.3K a:48				

## Asset Creation

Assets are created by clicking on the “New” button. This will produce a drop-down which presents two types of assets.

- **Web Content** – The asset is configured with a mini-WYSIWYG Editor. It may include basic formatting, including the ability to include images.

The screenshot shows the configuration interface for a 'Web Content' asset. At the top, there are fields for 'Asset Name' and 'Description'. Below these are checkboxes for 'Lock to site' and 'Tags'. The 'Asset content' area features a rich text editor toolbar. A large text input field is labeled 'Asset content.' To the right of the content area, there is descriptive text about the lock setting. At the bottom, there are dropdown menus for 'Content editable by' (set to 'Everyone') and 'Path', along with 'Save' and 'Cancel' buttons.

- **Plain Text** – The asset is configured with plain text only. No images can be included.

The screenshot shows the configuration interface for a 'Plain Text' asset. The layout is identical to the 'Web Content' form, with fields for 'Asset Name' and 'Description', a 'Lock to site' checkbox, and a 'Tags' input field. The 'Asset content' area is a simple text input field labeled 'Asset content.'. There is no rich text editor. Descriptive text about the lock setting is present to the right of the content area. At the bottom, there are dropdown menus for 'Content editable by' (set to 'Everyone') and 'Path', along with 'Save' and 'Cancel' buttons.

**To create a new asset:**

1. Click **New**.
2. Select the asset type desired.
3. Complete the presented fields, including:
  - Asset Name
  - Description
  - Tags
4. Configure the asset.
5. Select the group to whom access to edit the asset should be granted.
6. Click **Save**.

Before the asset can be used on the pages, it will need to be published. Follow the same publication process as with pages (see Publishing Pages section).

## Before You Publish

Page Check is an optional feature that allows users to check a page's spelling, links, and compliance with accessibility standards prior to sending for review, approval, or publishing. It is possible that none, all, or some of these features will be available.

To utilize the Page Check option, either select the check mark from the folder structure view,

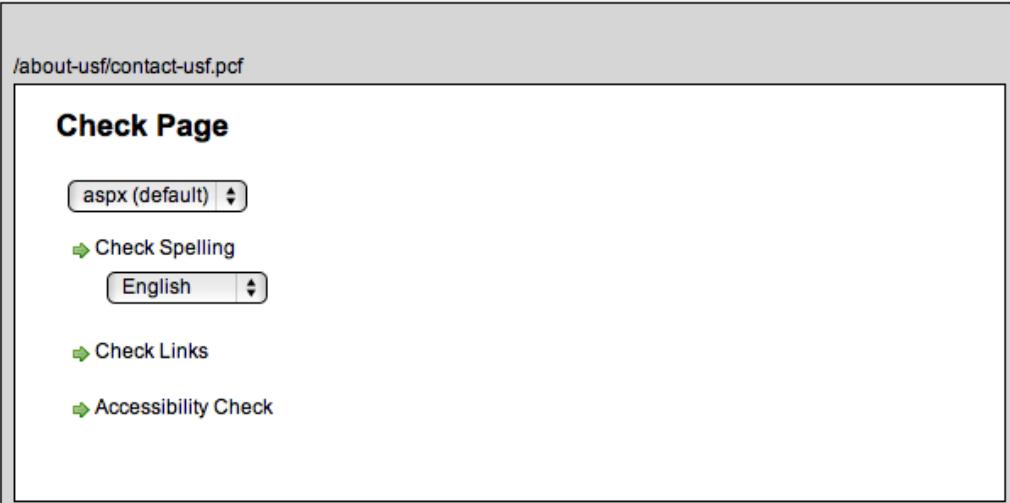


or the "Check" icon in the page options at the top of the page.



This opens a box with different options.

1. Select the output type to be checked from the drop-down. (Only one option may appear.)
2. Click on the green arrow in front of the option(s) desired in order to run the check(s). For the "Check Spelling" option, select the language for which the page should be checked.



The dialog box shows the URL /about-usf/contact-usf.pcf at the top. The main title is "Check Page". Below it is a dropdown menu set to "aspx (default)". There are three expandable sections: "Check Spelling" (set to English), "Check Links", and "Accessibility Check".

After the check has been run, the results will appear under each option. If there are errors or warnings, they can be viewed by clicking on the "New Win" link.

The screenshot shows a web-based application window titled "Check Page". At the top left, there is a URL bar containing "/about-usf/contact-usf.pcf". Below the title, there is a dropdown menu set to "aspx (default)". Three main sections are listed under "Check Page":

- Check Spelling:** Shows 1 error. A link to "More | New Win" is provided.
- Check Links:** Shows 1 error, 15 warnings. A link to "More | New Win" is provided.
- Accessibility Check:** Shows 2 known problem(s). A link to "More | New Win" is provided.

Before sending to another user for review or approval, or publishing the page, it is advised to fix the identified errors.

If using “Accessibility Check,” the “Known” errors will include solutions. Any identified “Likely” or “Potential” errors will require the user to review the error and decide if the error is truly an error and what the best course of action is to fix it.

Keep in mind that errors that may be identified in all three options may include errors that are in areas that cannot be edited by the user. For instance, if the error is in the header, this is generally only editable by an administrator. In those cases, the user should pass the identified error onto an administrator to have it updated.

The options available will also be available during Publish.

## Publishing Pages

Once a page has been edited, it can either be sent to another user for approval, or it can be published directly to the live site. The ability to publish pages is based on permissions.

To access the publish options from the folder structure, click on the “Publish” icon:



### Publish Now

If granted publishing rights, a “Publish Now” button will appear at the top of the page.



To publish the page to the Production Server, simply click on this button. After completing the elements described below, click the “Publish” button.

Clicking the “Publish Now” button will bring up a publish screen. Within this screen the following tools may be found:

- **Final Check** – This allows a final spell check, link check, and page validation to be completed before publishing the page. The available tools will vary based on the administrator settings. Simply click on the green arrow to run the final check.
- **Version Description** – This will allow a version description to be included in order to indicate what was updated and why the page is being published. This can be used when choosing previous versions in which to revert.
- **Publish button**

/about-us/contact-usf.pdf

You're almost there. Publish your page now, or perform a Final Check before publishing.

For further help with this screen, see the final check documentation.

You may add an optional message describing the changes (256 characters max). The current date and time will be automatically recorded.

**Important:** You must click the publish button below to continue.

**Final Check**

aspx (default) \$

Check Spelling English

Check Links

Accessibility Check

**Version Description:**

0/256(count)

Adding a message explaining what changes have been made to this file allows contributors to easily go back to previous revisions of this document and see what has been changed.

**Publish**

Once the publish is complete, the system will present a success message, which includes links that can be used to view the published page. Using “View in new window” will open a new window or tab and show the page on the live site.



It is also possible to publish multiple pages within a directory simultaneously. Keep in mind that doing this does not allow for:

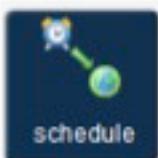
- Final Check
- Version Description(s)

From within the folder structure, simply check the boxes next to the page(s) to be published, and click on the “Publish” icon found at the top of the screen. Keep in mind that the system will only allow pages to be published that do not require approval and are not checked out to another user. If a warning is displayed, simply uncheck the page(s) indicated in the warning, and click the “Publish” icon again.

The screenshot shows a CMS interface with a header bar. The header includes the location "top / about-usf /", tabs for "Staging" and "Production", and buttons for "new" and "upload". Below the header is a toolbar with icons for "publish", "Up a directory", and other file operations. A table lists files with columns for selection, type, name, date, edit, review, publish, admin, and file. Several files are selected for publishing, including "props.pdf", "sidenav.html", "about-this-site.pdf", "administrative-units.pdf", "community-resources.pdf", "contact-usf.pdf", and "facts-statistics.pdf".

	Type	Name / Date	Edit	Review	Publish	Admin	File
Up a directory							
<input type="checkbox"/>	pdf	<a href="#">props.pdf</a> 10/16/12 12:49 PM	565B				
<input type="checkbox"/>		<a href="#">sidenav.html</a> 12/4/12 12:02 PM	504B				
<input checked="" type="checkbox"/>	pdf	<a href="#">about-this-site.pdf</a> 11/9/12 3:51 PM	4.4K				
<input checked="" type="checkbox"/>	pdf	<a href="#">administrative-units.pdf</a> 11/1/12 11:00 AM	4.4K				
<input checked="" type="checkbox"/>	pdf	<a href="#">community-resources.pdf</a> 12/1/12 2:41 PM	47.6K				
<input checked="" type="checkbox"/>	pdf	<a href="#">contact-usf.pdf</a> 11/30/12 12:16 PM	4.5K				
<input type="checkbox"/>	pdf	<a href="#">facts-statistics.pdf</a> 11/30/12 12:10 PM	47.5K				
<input type="checkbox"/>	pdf	<a href="#">facts.pdf</a> 11/2/12 11:22 AM	4.3K				
<input type="checkbox"/>	pdf	<a href="#">history-traditions.pdf</a> 11/30/12 12:10 PM	47.5K				

## Schedule



If the page has been fully edited but it is not desired that the publish be completed immediately, the publish can be scheduled.

Simply click the “Schedule” button at the top of the page. After completing the elements described below, click the “Schedule” button at the bottom of the page. A scheduled publish can only be canceled or modified by the user who set the schedule or a Level 9 or 10 administrator.

Clicking the “Schedule” button will bring up a screen in which the scheduling can be completed.

1. Select the date.
2. Select the time (hour and quarter hour).
3. Indicate whether or not the publish should repeat.
4. Create an optional email message to be sent upon completion of the publish to the Dashboard.
  - Keeping the checkbox next to “Send to email?” checked will send the completed publish message to the email address included in the user settings as well as within the USF CMS. If this is unchecked, the message will be sent through the USF CMS only.
5. Click **Schedule**.

**Date and Time**

Date:

S	M	Tu	W	Th	F	S
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Jan 14, 2013

Hour:

Minute:

Repeat every:

---

**Optional Notification Upon Completion**

Subject:

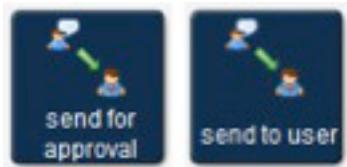
Contents:

Send to email?

Checking the box sends the message to both your OU Inbox and your external mail account.

## Send for Approval

If the “Publish Now” and “Schedule” buttons are not available, or a review of the page prior to publication is desired, use the “Send for Approval” button. A “Send to User” button will appear if the user has publishing rights but would like to send the page to another for review.



When the “Send for Approval” or “Send to User” button is clicked, a mail window will appear. Sending the page to a user will transfer the checked out status from the current editor to the person to whom the page is sent.

1. Select the user from the drop-down next to the “To” field. If an approver has been enforced, the “To” field will be auto-populated, and there will not be a drop-down available.
2. Enter a Subject.
3. Enter a Message to the user to whom the message is being sent providing any necessary information.
4. The checkbox next to “Send external email” allows the request for review to be sent to the user’s external email address as included in the user settings. This allows the user to receive an indication that action is to be completed without having to log into the USF CMS. Unchecking this option will only send the message through the USF CMS system.

5. Click **Send**.

The screenshot shows a modal dialog box titled "index.pcf". It contains the following fields:

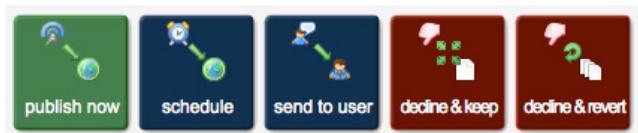
- To: Carolyn (dropdown menu)
- Subject: (empty input field)
- Message: (large text area)
- Send external email
- Send (button)

## Reviewing a Page Sent for Approval

If a page was sent to a user for review, once received, the page can be opened directly from the Workflow inbox. The options made available may include:

- Publish Now
- Schedule
- Send to User
- Decline & Keep
- Decline & Revert

Publish Now, Schedule, and Decline & Revert may not be available based on the permissions.



## Comparing Changes

Before determining whether the page should be published, scheduled, or the publication request should be declined, a comparison of the page's current configuration to that of a previous version, including the currently live version, can be completed using the "Compare" feature.



When using "Compare," the system provides visual indication of changes that have been made between the versions in order to determine if the updates are appropriate and ready to be published.

1. Click the Compare button.
2. Select the version to which to compare the current version.

/training/example1.pdf

Revision	Date	Preview	Author	Action	Message
Live					Live Server
4	8/31/11 3:14 PM		mbarrie		
3	8/31/11 1:45 PM		chert		changes during training
2	8/31/11 1:35 PM		charity		
1	8/31/11 6:54 AM		charity		

Selecting a revision will allow you to compare it to the current version. No changes will be made.  
For further help with this screen, see [the compare documentation](#).

3. Selecting the "Live" version will present a page view comparison.

The mission of the [Library](#) organization is to connect students, faculty, staff, and [members of](#) the local community with the information resources they need for study, research, and recreation. The [Library](#) contains substantial collections of books, journals, government documents, videos, maps, and other physical materials, all listed in its online catalog. The [Library](#) is available for use to non-students as well.

The [Library](#) organization provides a wide range of library instruction opportunities to the campus community. For many students the first introduction to library services at [GU](#) is through the required library component of University 100, [designed to introduce new students to basic concepts of information literacy](#). Librarians also provide a variety of workshops, as well as individual in-depth consultation focusing on a specific research topic.

The [Library](#) provides adaptive devices to make our print and electronic resources accessible to the disabled and works closely with Disabled Student Services to insure that equipment, facilities, and collections are responsive to special needs.

For more information about the [GU Library](#), please contact the Campus Librarian at [library@gallenauniversity.com](mailto:library@gallenauniversity.com).

#### 4. Selecting a previous version will present a source code comparison.

```
<contents>
<!-- con_overupdate div label="content" group="Everyone" button="700" --><!-- con_overupdate editor csheight="75" resources="ou/editor/twocols/con_content.css" content="resources/mu/wf1tor/ity/40.txt"
width="1000" div="W0Pview" --><span style="border: 0px none; margin-left: 10px;" style="margin-left: 10px;" src="resources/images/about/gd/library.jpg" style="library" width="200" height="227" />The mission of the
conLibr.org organization is to connect the faculty, staff, and students of the local community with the information resources they need for study, research, and recreation. The NewconLibr.org contains substantial collections of books, journals,
government documents, video tapes, and other physical materials, all listed in its online catalog conLibr.org
on-The Library The conLibr.org is available for use to non-students as well.
--><!-- con_overupdate -->
onThe conLibr.org, registration provides a wide range of library instruction opportunities to the campus community. For many students the first introduction to library services at conLibr.org is through the required library component of University 101 designed to introduce new students to basic concepts of information literacy. Librarians also provide a variety of workshops, as well as individual in-depth consultation focusing on a specific research topic. --><!-->
onThe conLibr.org provides adaptive devices to make our print and electronic resources accessible to the disabled and works closely with Disabled Student Services to insure that equipment, facilities, and collections are responsive to special needs. --><!-->
For more information about the conLibr.org Library, please contact the Campus Librarian at <a href="mailto:libr@gsf.usf.edu">libr@gsf.usf.edu</a> or subjects@GSF, library@gsf.usf.edu or "library@gsf.usf.edu". --><!-->
<!-- con_overupdate editor -->
```

Changes are indicated by:

- Deletions: red with a strikethrough
- Additions: green with an underline
- Style changes: blue with a squiggly line (page view only)

## **Declining to Publish**

If after reviewing the page, the page should be returned to the sender, simply click on either the “Decline & Keep” or “Decline & Revert” buttons.

“Decline & Keep” will check the page back into the system without publishing it and keep all of the changes in place. A separate message can be sent indicating any additional changes that may be desired.

“Decline & Revert” will check the page back into the system without publishing it and remove all changes; reverting the page back to its previous version; again allowing for a separate message to be sent with the reasoning. “Decline & Revert” may only appear as an option if “Publish” and “Schedule” also appear. It should be used with caution as all changes made by the user will be lost.

When using “Decline & Revert,” the system will ask you to confirm the revert by either skipping sending a message to the requestor and reverting immediately, or sending a message and then confirming the revert. If “Decline & Revert” was clicked by accident, do not select either of these options, but instead navigate to the **Dashboard > Workflow** and “Compose” a new message to the recipient.

## Setting Reminders

Reminders can be set on any page to which the user has been granted access by an administrator, even if the page is currently checked out to another user. Multiple individuals can set a reminder on the same page, and both types of reminder options can be set for one individual.

Access Reminders using the icon found in the folder structure.



There are two reminder options:

1. **Schedule Reminder** – Used to define a particular date and time on which the reminder message should be sent and can be set as repeating.
2. **Stale Reminder** – Used to schedule a reminder to be sent if the page is not updated within a defined period of time.

A screenshot of a dialog box titled "Add New Reminder". It contains two sections: "Schedule Reminder" and "Stale Reminder", each with a checkbox. Below the sections is a button labeled "Add New Reminder".

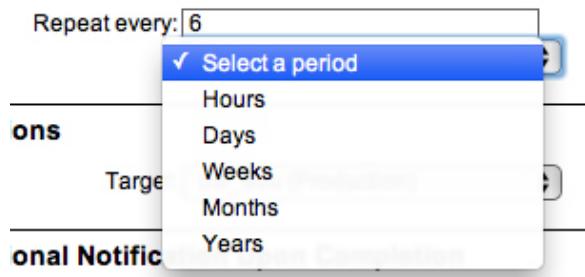
### ***Schedule Reminder***

A scheduled reminder is used when there is a specific time period or date when the reminder message must be sent. An example of when a scheduled reminder is appropriate is a tuition page. If the tuition is updated on a yearly schedule, a reminder may be set for a week prior to the tuition change and set to repeat on a yearly basis.

To set the reminder, simply:

1. Click the reminder icon:
2. Check the box next to "Schedule Reminder."
3. Select the Date for the reminder to begin.
4. Select the Hour and Minute (set as quarter hours) for the reminder to occur.

5. If the reminder should recur, enter the numeric interval and select the period of time under "Repeat every."  
- Period options include: Days, Weeks, Months, Years



6. Enter in the Subject and Contents to be sent.  
7. Leave "Send to email?" checked so that the message will be sent both internally within the USF CMS and to the defined external email as well.  
8. Click Add New Reminder.

The screenshot shows the "Schedule Reminder" dialog box. It includes the following fields:

- Schedule Reminder** checkbox (checked)
- Date:** Feb 2012 calendar view (February 2012)
- Hour:** 7 AM
- Minute:** :30
- Repeat every:** 6 Months
- Subject:** Update Tuition Page
- Contents:** Update the tuition page with the new tuition rates.
- Send to email?**  (checked)
- Checking the box sends the message to both your OU inbox and your external mail account.
- Add New Reminder** button

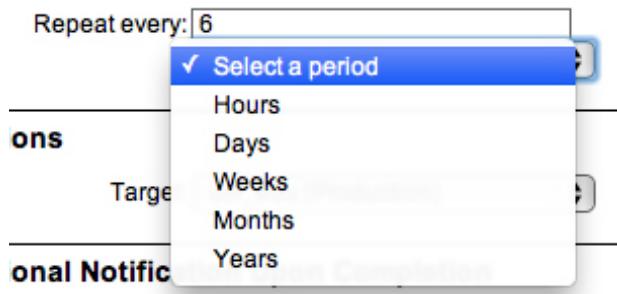
### **Stale Reminder**

A Stale Reminder is used to make sure that content is being updated in one way or another within a defined period of time. It is important that users understand how the “clock is reset” with Stale Reminders. When a page is backed up or published, regardless of the type of publish (page publish, directory publish, site publish, Asset update publish, Dependency Manager publish, or revert) the “Last Published” date and time reset and the timer on the Stale Reminder starts over.

To set the reminder, simply:



1. Click the reminder icon:
2. Check the box next to “Stale Reminder.”
3. Enter the interval and select the period of time under “Stale for” to define when the reminder should be sent after the “Last Publish” date and time.
  - Period options include: Days, Weeks, Months, Years



4. Enter Subject and Contents to be sent.
5. Leave “Send to email?” checked so that the message will be sent both internally within the USF CMS and to the defined external email as well.

6. Click Add New Reminder.

The screenshot shows a web-based form titled "Schedule Reminder". A checkbox labeled "Stale Reminder" is checked. Below it, the text "Last Publish: 1/26/12 10:06 AM" is displayed. A dropdown menu for "Stale for" shows "6 Months". The "Subject" field contains "Check Page". The "Contents" field displays the message: "Page has not been updated in 6 months. Validate content and update as necessary." A checkbox "Send to email?" is checked, with a note below stating: "Checking the box sends the message to both your OU inbox and your external mail account." At the bottom is a button labeled "Add New Reminder".

Keep in mind that it is possible to set both the “Schedule Reminder” and “Stale Reminder” at the same time by simply checking the boxes in front of each and completing the necessary data.

## Revert

At times it may be necessary to revert back to a previous version of a page. For example, there could be a homecoming page with information about what homecoming costs, when it is, and where it is. After homecoming is over, the page may be updated to include information about the homecoming game and include pictures of the festivities. When homecoming approaches the following year, the page can be reverted back to the previous year's homecoming information page. It can then be updated with the new information, and published.

Keep in mind that when a page is reverted, it is reverted only on the Staging Server. The page must be published in order for the changes to appear on the Production Server.

To revert to a previous version of the page:

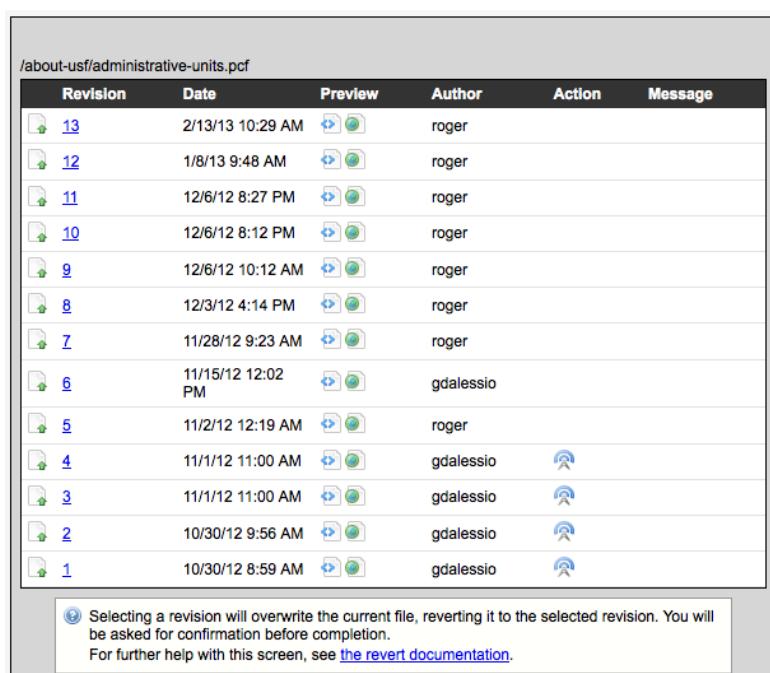
1. Click on the **Revert** button.

- From the folder structure: 

- From the page actions screen: 

2. Review the versions by using the preview options.

3. Select the desired version by clicking on the version number.



Revision	Date	Preview	Author	Action	Message
13	2/13/13 10:29 AM	 	roger		
12	1/8/13 9:48 AM	 	roger		
11	12/6/12 8:27 PM	 	roger		
10	12/6/12 8:12 PM	 	roger		
9	12/6/12 10:12 AM	 	roger		
8	12/3/12 4:14 PM	 	roger		
7	11/28/12 9:23 AM	 	roger		
6	11/15/12 12:02 PM	 	gdalessio		
5	11/2/12 12:19 AM	 	roger		
4	11/1/12 11:00 AM	 	gdalessio		
3	11/1/12 11:00 AM	 	gdalessio		
2	10/30/12 9:56 AM	 	gdalessio		
1	10/30/12 8:59 AM	 	gdalessio		

Selecting a revision will overwrite the current file, reverting it to the selected revision. You will be asked for confirmation before completion.  
For further help with this screen, see [the revert documentation](#).

4. Click "OK" on the pop-up.

# Section Five: Addendum

## What is Search Engine Optimization?

What is search engine optimization, also known as SEO? It is the methods used to boost the ranking or frequency of a website in results returned by a search engine in an effort to maximize user traffic to the site.

### So what does that mean exactly?

The Internet is the primary method of locating information for the vast majority of people. If they need answers, then they go straight to a search engine such as Google or Bing. With so many websites currently on the planet, it is ill-advised to take on the “if you build it, they will come” mentality when creating or revamping your website. In order to “boost” your site, it needs to accommodate those search engines by providing them information on who, what and where you are.

### How do search engines work?

For the purposes of this guide, we'll keep it simple and leave the highly technical aspects out. Search engines basically have four roles:

- Crawling
- Building an index
- Calculating relevancy and rankings
- Serving results based upon those calculations

Through automated robots called “crawlers” or “spiders,” search engines can reach the billions of web pages that exist. Once robots find these pages, they then parse the code and store what they need to be recalled when a search query is conducted.

## **How do I make my content SEO-friendly?**

There are many things to consider, most of which will happen behind the scenes in the CMS and the templates that are already prepared for you. Your top priority is to make sure your content includes the keywords your audience is searching for.

To ensure that your site is SEO-friendly, follow these steps:

- First, list the most important words and / or phrases currently featured on each page of your website. The keywords will likely be different for each page.
- Next, put yourself in the mindset of your audience. What would they be searching for to find the content that you are providing? List those words and/or phrases.
- Next, compare the two lists. Do they align? If not, you will need to modify your content so that it includes more of the keywords your audience is searching for.

## **Are there other ways to make my website SEO-friendly?**

Yes. You can use the CMS to enter title tags and meta descriptions for each page you create, making it easier for search engines—and your audience—to find your content.

## **What are page titles?**

A page title, also known as a title tag, is the word or phrase that appears in the tab in an internet browser, at the top of an internet browser window, and on an internet search result page.

You can use the USF CMS to enter a page title for each web page you create. Here are a few tips for creating meaningful page titles:

Page titles should be distinct and descriptive. Avoid vague descriptors, such as "Home" for your home page. Instead, select a distinct, descriptive title for each page on your site.

**Example:** Welcome to the University of South Florida | Tampa, FL

Page titles should be concise. Avoid long titles, which are likely to get truncated when they show up in the search results. Limit your page titles to no more than 70 characters.

Brand your titles, but concisely. Consider including just your site name at the beginning of each page title, separated from the rest of the title with a delimiter such as a hyphen (-), colon (:), or pipe (|).

**Example:** College of Engineering | University of South Florida

Do NOT have the same words or phrases appear multiple times.

**Example:** engineering, Engineering, ENGINEERING

## **What are meta descriptions?**

A meta description is the text that can appear below the page title in the search result page. Meta descriptions are a good way to provide a concise, human-readable summary of each page's content. It's important to create a meta description for every page on your website.

You can use the USF CMS to enter a meta description for each web page you create. Here are a few tips for creating meaningful meta descriptions:

Meta descriptions should be distinct and descriptive. Create descriptions that accurately describe the specific content featured on that page. Do not duplicate meta descriptions across multiple pages.

Meta descriptions should be concise. Limit them to 160 characters and do not include quotation marks.

The meta description doesn't need to be in sentence format. You can also include structured data featured on the page.

### **Example:**

Welcome to the University of South Florida | Tampa, FL

[www.usf.edu/](http://www.usf.edu/)

The **University of South Florida** is a high-impact, global research university dedicated to student success serving Tampa, St. Petersburg and Sarasota-Manatee.

## **How do I add all of this information?**

You have the ability to add page titles, meta descriptions and keywords as you build each individual page within the USF CMS. To learn more, review the Technical Manual.

## **What is accessibility?**

It is important for people with disabilities to be able to navigate and interact with your site. Web accessibility encompasses all disabilities that affect access to the web, including visual and auditory.

## **Why is accessibility important?**

The web is an increasingly important resource in many aspects of life. It is essential that the web be accessible in order to provide equal access and equal opportunity to people with disabilities.

The web offers the possibility of unprecedented access to information and interaction for many people with disabilities. Accessibility barriers to print, audio and visual media can be much more easily overcome through web technologies.

In addition, it is important to note that web accessibility is required by law. WAI Web Accessibility Policy Resources ([www.w3.org/WAI/policy-res](http://www.w3.org/WAI/policy-res)) links to resources for addressing legal and policy factors within organizations, including a list of relevant laws and policies around the world.

## **How does the USF CMS help with accessibility?**

The USF CMS can perform a number of different checks prior to publishing a web page. One of them is to look at the accessibility of your site.

The Accessibility Check identifies any issues that may be present relating to the type of accessibility standards. The report can include known issues, likely issues, and potential issues. This way, you can correct accessibility errors before you publish a web page.