

# Oneida Website Certification Training

(WordPress CMS)

# Oneida Website Content Manager Certification

## Table of Contents

---

Duties & Responsibilities .....	<a href="#">4</a>
---------------------------------	-------------------

### Getting to know your way around WordPress

Logging In .....	<a href="#">5</a>
------------------	-------------------

The Dashboard .....	<a href="#">5</a>
---------------------	-------------------

Your Password .....	<a href="#">5</a>
---------------------	-------------------

Proofreading Options .....	<a href="#">8</a>
----------------------------	-------------------

Page Types (Parent pages, panel pages, etc.).....	<a href="#">9</a>
---	-------------------

### Creating New Pages

Add New Page .....	<a href="#">10</a>
--------------------	--------------------

The Publish Box.....	<a href="#">11</a>
----------------------	--------------------

Custom/Vanity Links .....	<a href="#">12</a>
---------------------------	--------------------

The Division Box .....	<a href="#">12</a>
------------------------	--------------------

The Page Attributes Box .....	<a href="#">12</a>
-------------------------------	--------------------

### Selecting the Right Page Template

The Default Template .....	<a href="#">13</a>
----------------------------	--------------------

The Photo Gallery Template .....	<a href="#">13</a>
----------------------------------	--------------------

The Audio Gallery Template .....	<a href="#">13</a>
----------------------------------	--------------------

The One-Column (Full Page) Template .....	<a href="#">13</a>
---	--------------------

The Panel Page template .....	<a href="#">13</a>
-------------------------------	--------------------

Page Ordering .....	<a href="#">13</a>
---------------------	--------------------

The Access Box .....	<a href="#">13</a>
----------------------	--------------------

Content Area Tool Bars .....	<a href="#">14</a>
------------------------------	--------------------

### Understanding the Content Areas

The Content Areas Explained .....	<a href="#">15</a>
-----------------------------------	--------------------

# Oneida Website Content Manager Certification

- Top of the Page (Main) Content Area ..... [15](#)
  - Adding Content ..... [16](#)
- Page Section Content Area ..... [16](#)
  - Adding Content ..... [17](#)
- The Right Side-Bar Content Area ..... [18](#)
  - Adding Content ..... [18](#)
- Expandable Toggle Sections Content Area ..... [19](#)
- Content Management
  - Managing Text ..... [21](#)
  - Adding Media to the Library ..... [21](#)
  - Hyperlinks to pages, forms or multimedia
    - Links to pages ..... [23](#)
    - Embedding links in Images ..... [24](#)
    - Link to retrieve documents ..... [24](#)
  - Adding Forms ..... [25](#)
- Developing Strategies
  - Time Management ..... [25](#)
  - Goals ..... [26](#)
  - Know your audience ..... [27](#)
  - Planning and Coordination ..... [27](#)
- Website Standards
  - Standards ..... [29](#)

# Oneida Website Content Manager Certification

## Content Manager Responsibilities

**Definition:** The Content Manager (CM) is a person that has completed content management certification and has the ability to develop and place content in the form of text, images and/or video for placement on the Tribe's website in compliance with the standards.

## Duties

The content manager will:

1. Act in accordance with all applicable Tribal, State, and Federal Laws and Tribal policies; (Just create awareness).
  - a. [Computer Resource Ordinance](#)
  - b. [Social Media Policy](#)
  - c. [Copyright Laws](#)
2. Develop and maintain a website strategic plan for their designated area/topic;
  - a. What is the goal/objective to be accomplished?
  - b. Who is the customer/audience?
  - c. What are the features and benefits? What is value-added?
  - d. How will the design of your site reach your target (customer, audience) and engage them?
3. Participate in creating a web design consistent with the website strategic plan and Website Standards.
4. Enter content into the website in a professional manner to represent the Tribe.
5. Maintain website content current.
  - a. Current means that the site is updated at least monthly. (Recommend weekly)
  - b. Remember, not all pages will be updated each month.

## **Resources:**

- Website Steering Team
- Email Webmaster, Forrest Pelky at [webmaster@oneidanation.org](mailto:webmaster@oneidanation.org)
- Online Instruction (Coming Soon)

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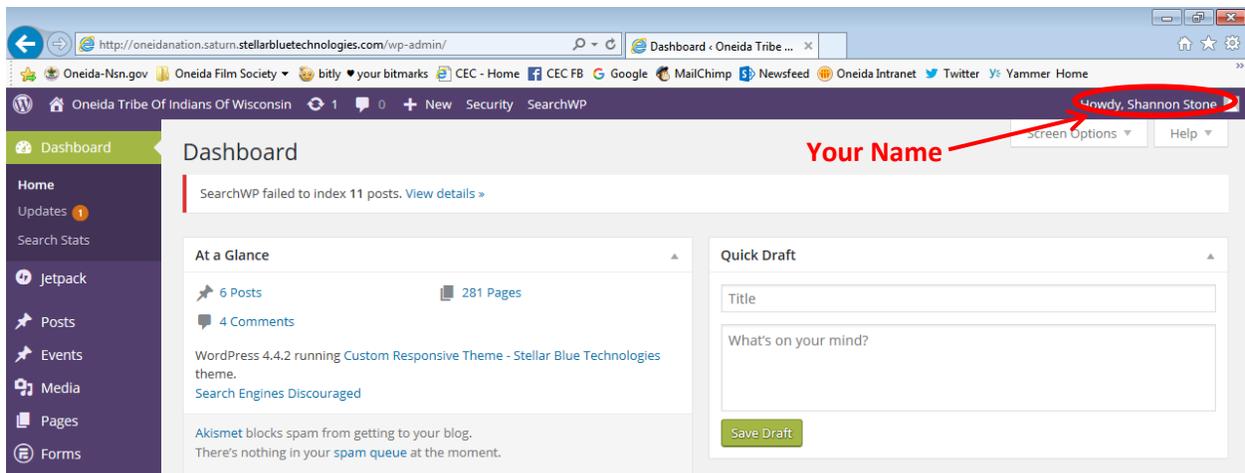
## Getting to know your way around WordPress

### Log In Procedure

1. In the address bar type <https://oneida-nsn.gov/wp-login.php> and press enter.
2. Type in your user name. This will normally be the same name you use to log into your work computer account.
3. The first time you log in your password will be oneida123.
4. Click on the Log In button.

### About the Dashboard

When you log in the dashboard page will open. On the left side of the page will be a menu of options for the different parts of the site. There is also a thin bar across the top of the page with your name on the right side of the bar. Inside the page will be information about current website activities, updates and links about WordPress.



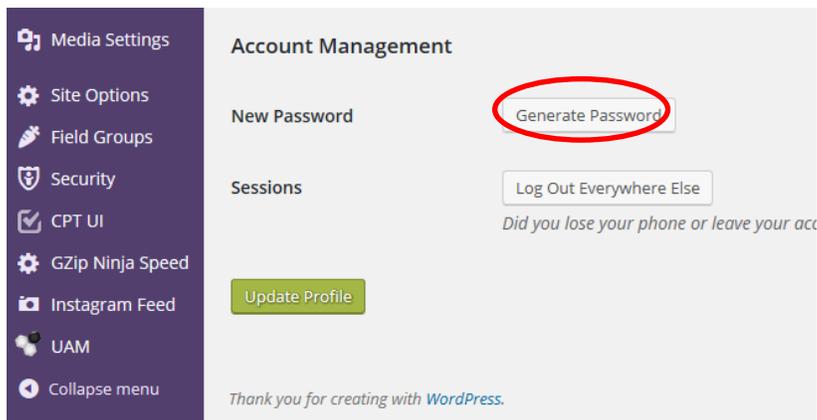
## CM Profile

### Your Profile Page

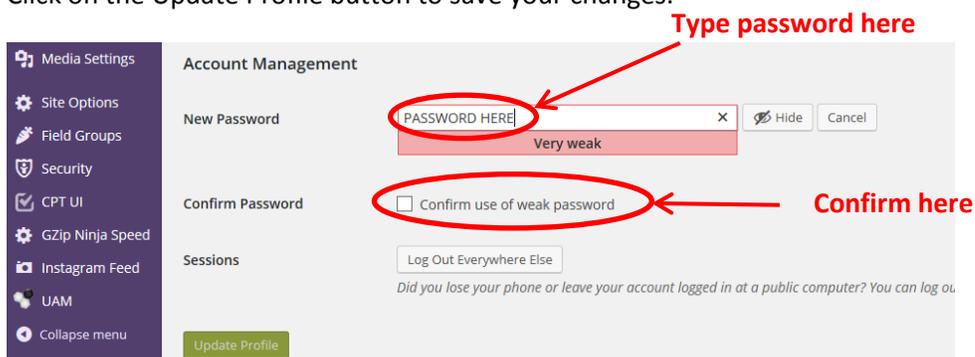
#### Set Your New Password

1. Click on your name
2. This is your profile page. On this page you will be able to adjust the appearance of your page, update your personal information and change your password.
3. Scroll down until you see a button that says generate password under Account Management.

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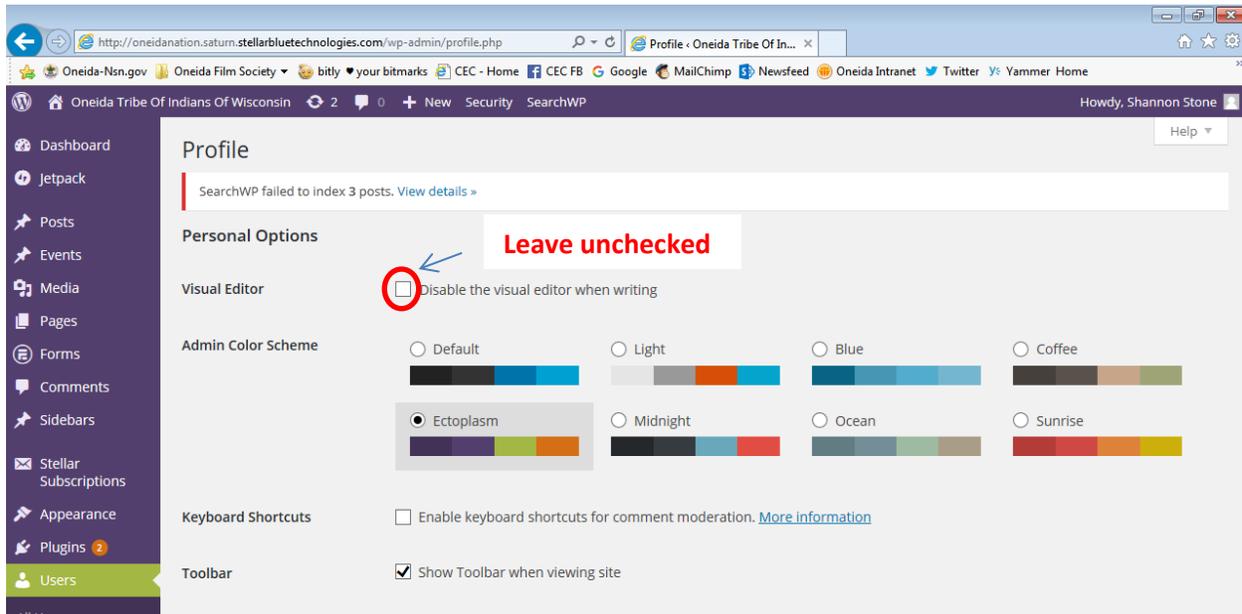
4. Click on the Generate Password button.
5. You may accept the password it offers or type in the password of your choice.
6. Write down your password and keep it somewhere safe.
7. If you choose your own password you may get a message that your password is weak. If you want to use that password then you will need to check the box next to "Confirm use of weak password".
8. Click on the Update Profile button to save your changes.



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## Personal Options

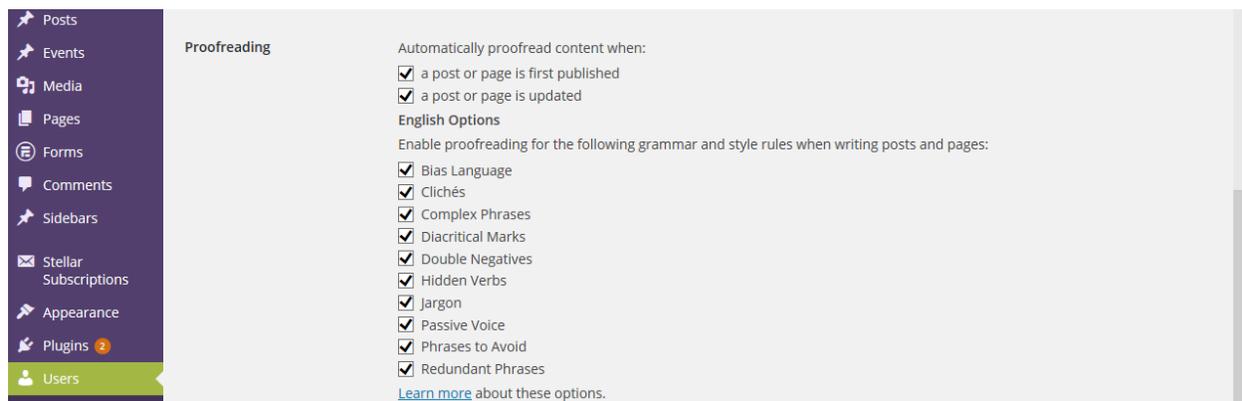
1. The first option is to disable the visual editor. We recommend you leave the box unchecked. If the visual editor is disabled the pages would have to be coded using HTML removing the simple what-you-see-is-what-you-get feature.



2. To change the Admin Color scheme, click in the circle next to the desired color themes. This will only change how the content management tool appears to you.
3. Enable Keyboard shortcut by clicking in the box. This will enable the use of keystroke combinations in the comments management section of the blog instead of using the mouse. An example would be pressing the control key and c at the same time on your keyboard to copy selected text to the clipboard and pressing the control key and x at the same time to paste the information from the clipboard to the selected location. Click More Information for specific details.
4. The next option is to show the toolbar when viewing the site. This is the toolbar with your name at the top of the page. If this is unchecked you will not see the toolbar when looking at the page or previewing during an editing session.

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- WordPress has proofreading options that you may choose based on your preference. If there are errors detected, WordPress will ask you if you would update or publish with the error(s).



- *Bias language* may offend or alienate different groups of readers.
- *Clichés* are overused phrases with little reader impact.
- *Complex phrases* are words or phrases with simpler every-day alternatives.
- *Diacritical marks* are accents and marks attached to letters in some nouns and words borrowed from other languages. This option helps restore these marks in your writing.
- A *double negative* is one negative phrase followed by another. The negatives cancel each other out, making the meaning hard to understand.
- A *hidden verb* is a verb made into a noun. These often need extra verbs to make sense.
- *Jargon phrases* are foreign words and phrases that only make sense to certain people.
- *Passive voice* obscures or omits the sentence subject. Frequent use of passive voice makes your writing hard to understand.
- *Phrases to avoid* are wishy-washy or indecisive phrases.
- *Redundant phrases* can be shortened by removing an unneeded word.

Click Learn More to understand how this feature can assist you.

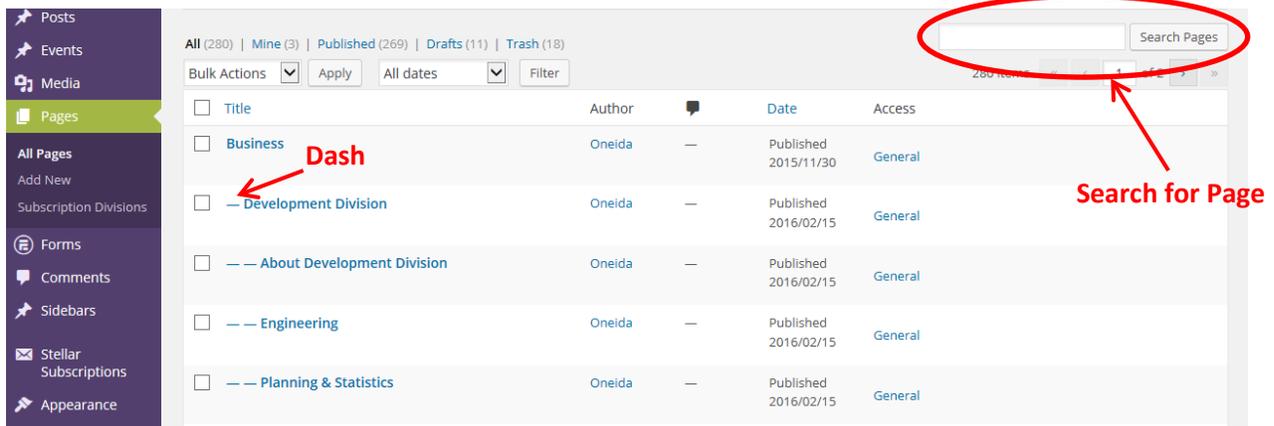
- Under Name, a user may change their name.
- User's may also change their email address.
- Finally, users may add a short biography and photo.
- Click on the Update Profile button to save your changes.

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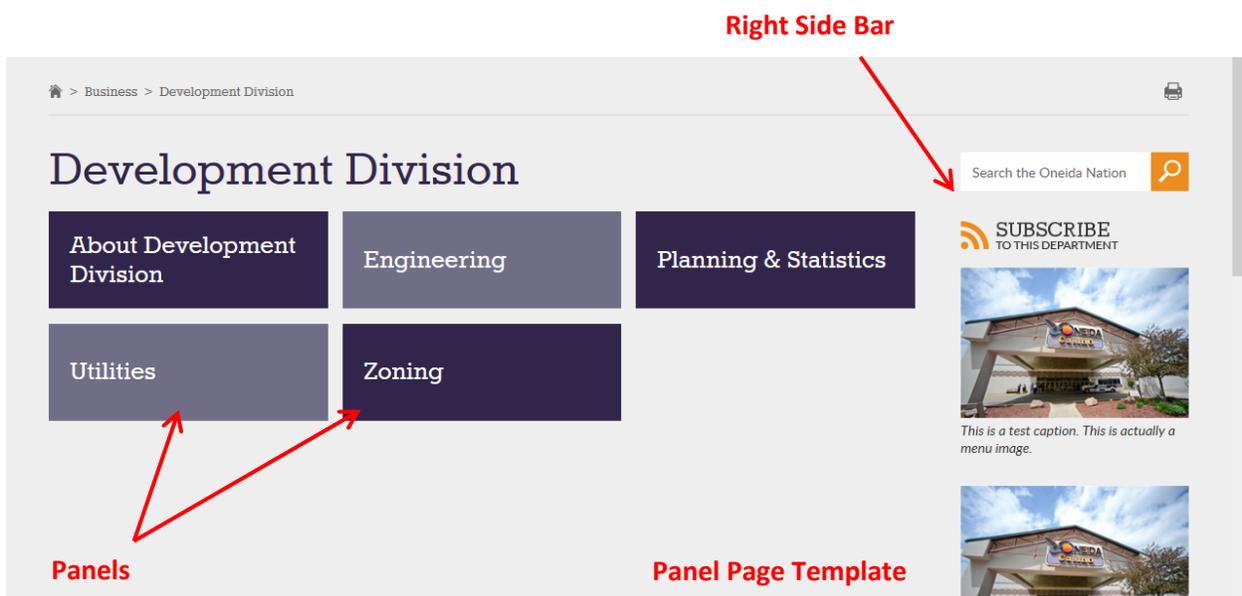
## Page Types

1. In the left side menu click on “Pages”.

Here you will see a listing of the pages on the site. Some pages will have one or two dashes and others will have no dashes. The pages with no dashes are the main landing pages for each category listed in the websites main menu. For instance, the first page listed without a dash in front of the name is Business. If you went to the home page of the site and looked at the menu at the top of the page you would see the business category and its icon. Clicking on Business in the menu would bring you to the business category landing page.



On the landing page would be several panels listing subcategories or departments, each of which has its own page or set of pages. One of these subgroups is Development Division and would show up in the list of pages under Business as – Development Division. The dash indicates Development Division is under Business or a child of the Business page. If you went to the Development Division page you would see it is another landing page which uses panels.



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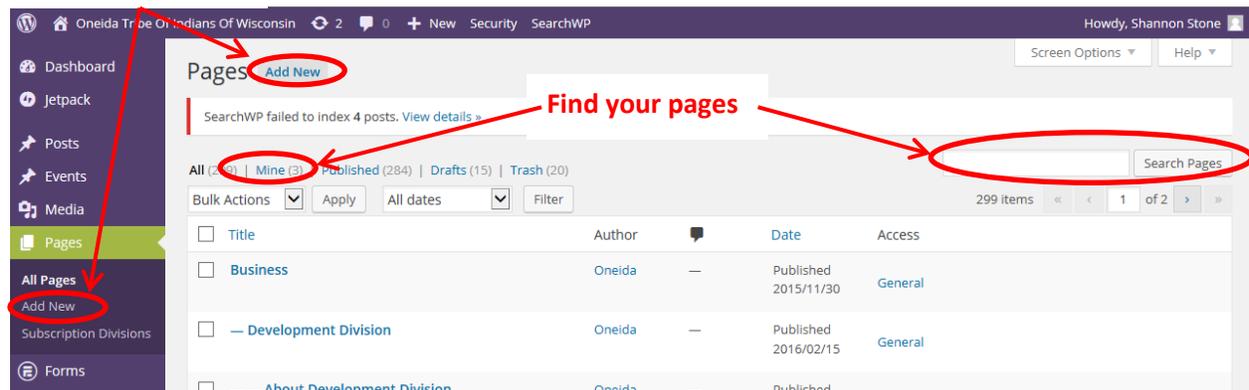
You could think of this page as the home page for the Development Division. Each of the panels on the page again refers to pages under the Development Division or its child pages. These pages would also be called grandchildren of the Business page and include About Development Division, Engineering, Planning and Statistics, Utilities, and Zoning. Each of these has two dashes in front of them in the page list.

When creating new pages a parent page and an access level will need to be assigned.

## Creating New Pages

1. At the top of the page “Pages” click on Add New. (Optionally, you may choose New Page under Pages in the left sidebar.) This will open an empty page.
  - a. If you have already created a page you can quickly locate your page(s) by clicking mine near the top left below the Add New button.
  - b. Existing pages may be found by searching for the name of the page in the search pages box. You can type partial names and a list will be generated to choose from.

### Create new pages



2. Type the title of the page in the box labeled Enter Title Here.
  - a. The page title will be created at the top of the page using the Heading 1 (H1) format when the page is Saved or Published. It is not visible in the content area, but will be visible when viewing the page. The H1 format should not be used for any other purpose.



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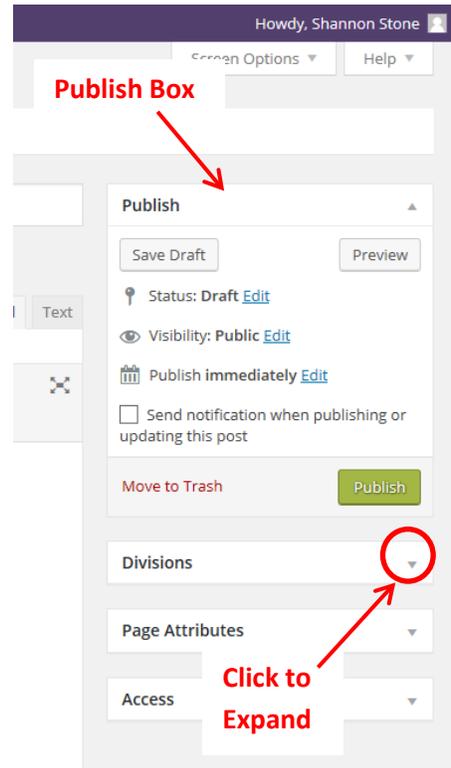
## The Publish Box

To the right of where the page title is entered are the publishing tools. These tools are in a collapsible box labeled Publish. The first button is Save Draft and next it is a Preview Button. Other options are Status, Visibility, and Publish immediately, each with an edit option. There is also a check box that allows subscribers to receive notification of page updates. At the bottom of the Publish box is the option to move the page to the trash if you want to delete the page. There is also a Publish button which will make your page go live on the site.

- **Status Button:** Gives the option to save the page as a draft. Pending Review is also a draft but tells others that it is ready for review. Once the page is approved and published the status will update to Published.
- **Visibility:** Public is the normal setting and allows anyone to see the page once it is published. Private is an option that only allows editors and admin to see the page once published. Password protected pages allow for the creation of a Member's Only area. After entering the password, it is securely store the password with the browser you viewed it with so you won't have to enter it again. WordPress will prompt you for the password on your initial visit to a protected page, and only people who have the password can view a protected page.
- **Publish immediately:** This is the normal setting, however a page may have its publish date and time prescheduled by clicking edit and setting the desired time to publish.

3. In the Publish box click Save Draft or Publish.

- a. This will save your work.
- b. The Publish button will change its label to Update after it is published and a record of the previous version is saved incase the older version needs to be restored.
- c. When the page is saved, the Save Draft button will disappear and an update button will appear at the bottom of the Publish Box. Also the Preview Button is now Preview Changes.

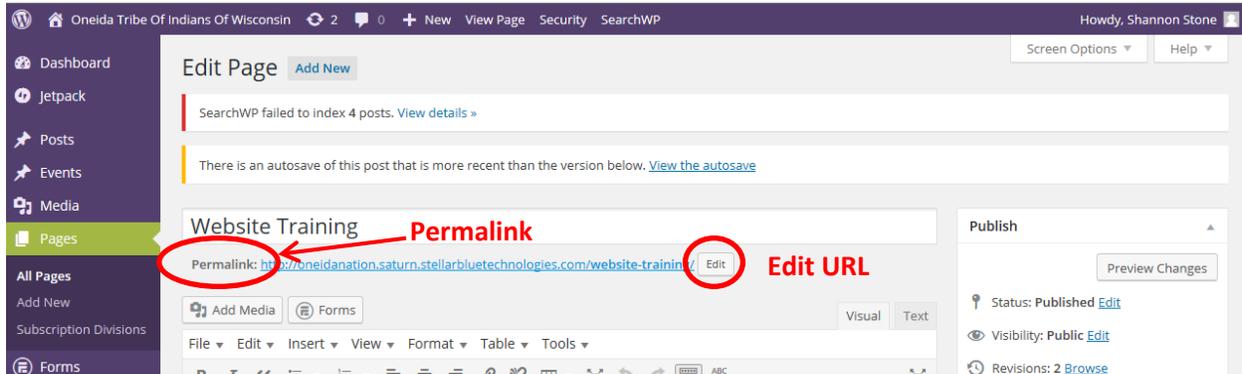


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## Vanity Links

When the page is saved the first time WordPress creates the URL or page address automatically. This address will be listed next to permalink. The URL can be changed to simplify the address or customize the name by clicking on the edit button and typing the new name in the box. The modified URL is also called a vanity link.

**Note:** Changing the Title Name after it has been saved will not change the URL. To modify the URL the permalink will need to be edited or it will keep the original address.



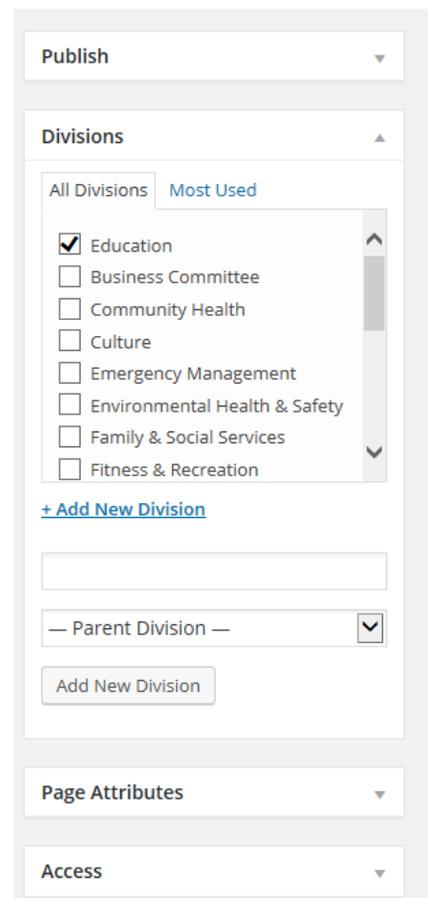
## The Division Box

This box is located directly below the Publish Box. This box allows a content manager to assign their page to an area that readers can subscribe to. When a person visits a page on the site, it may have the option to subscribe in the sidebar. Subscribers can receive updates to pages they have subscribed to when the content manager publishes a modified page and the Send Notification box (*located in the Publish box*) is checked. Be sure to check this box only after all changes are finalized and then uncheck the box or your subscribers may receive notification every time you publish or update.

4. Select your area ( Education, Business Committee, etc.) in the Division Box
5. Verify the Send Notification option is not checked in the Publish Box until your final version is ready.

## Page Attributes Box

This box is where the Page Hierarchy is established. Each content manager's department page should already exist. Children of the



# Oneida Website Content Manager Certification

department's home page should choose it as the parent page. Remember, as more pages are created some of these may become grandchildren of the Department

page and the appropriate parent should be selected.

6. Select the parent page for the page being created.

## Choosing the proper template

**Page templates** have been created to fit various needs. *The Style Guide should be consulted for additional standards of use.*

- **The Default template** is the version that will be most often used. It has the main content area in the center with columns for the sidebar on the right side and a navigation menu on the left side.

Video and audio may be placed in this template or they may be put into a page/template dedicated to that function.

- **The Photo Gallery template** has been created for displaying several photos in a presentation format.
- **The Audio Gallery template** allows audio collections be displayed.
- **One-Column template** would be used for displaying documents or forms. These would normally open in a new window so that the viewer could return to the originating page by closing the window.
- **Panel Page template** would only be used for landing pages such as a Department Home page. Do not add text above the panels. Content may be added to these pages in page sections only.
- **The Home Page** template is only used for the website's home page.

The screenshot shows the 'Page Attributes' form. The 'Parent' dropdown is set to '(no parent)' and is labeled 'Select Parent'. The 'Template' dropdown is set to 'Default Template' and is labeled 'Select Template'. The 'Order' field is set to '0' and is circled in red. A help message below the 'Order' field reads: 'Need help? Use the Help tab in the upper right of your screen.' The 'Access' dropdown is visible at the bottom.

## Page Ordering

Normally pages are ordered alphabetically in the menus under the Department Panel Page. This page acts as the parent for all sub-pages, called children. However, the children of a specific parent may be placed in a different order by assigning them an order number. For instance, assigning a 1 would place that page directly under the parent; a 2 would make it the second page and so on.

## The Access Box

The Access Box is where permission to view and edit the specific pages. Each user account is assigned a level of permission based upon their role. Content managers will only be able to access their area's

The screenshot shows the 'Access' section of the 'Page Attributes' form. It contains a list of permissions with checkboxes: Environmental Health (Info), General (Info) (checked), Comprehensive Health (Info), Environmental Resource (Info), Education (Info), Government (Info), News (Info), Library (Info), Human Resources (Info), Enrollments (Info), Higher Education (Info), and Culture (Info).

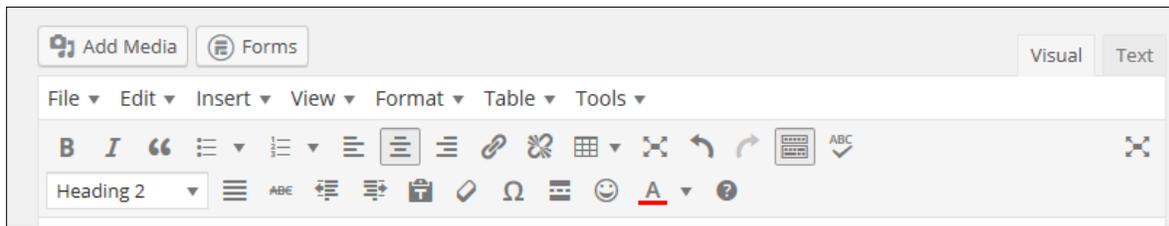
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pages (generally the ones created by them). They can set the page so that only people with their permission level and above may see their work by choosing their area. Pages that do not have a box checked will be accessible to all content managers in the organization.

7. Choose an appropriate permission level in the Access Box.

This completes the setup for creating a new page. The steps beyond this point will show how and where content may be added to a page.

## The Tool Bar & Menu



Key options in the menu are described below. Many of these functions are also available by clicking on the corresponding icon in the tool bar. Below is an overview of the key options.

**Files:** Gives the option to start a new page. Choosing this option will delete existing content on the page. There is also a print option.

**Edit:** Choosing Edit allows for basic functions such as copy, cut and paste. Pasting text from another source directly into the page will retain the sources format including font family, style and size which may violate the website standards. To avoid this choose Paste as Text.

**Insert:** To add a horizontal line or special characters such as a dollar sign choose those options under insert. Videos and hyperlinks may also be added.

**View:** View blocks will show the format for blocks of content. Show Invisible characters will display characters such as place holders that are not normally visible.

**Format:** Options such as superscript and subscript are available.

**Table:** Allows for the creation of tables. In Ecktron, the use of tables was almost essential to manage the space. WordPress is a responsive content manager, meaning that the webpage will respond to changes in the size of the viewing area (large screen, small screen, tablet and mobile screens are all supported). Tables can interfere with this process if they are not properly setup and have limits to how small they may be shrunk down before text leaks into other cells.

**Tools:** Contains the option to toggle proofreading on an off. Performs spell check.

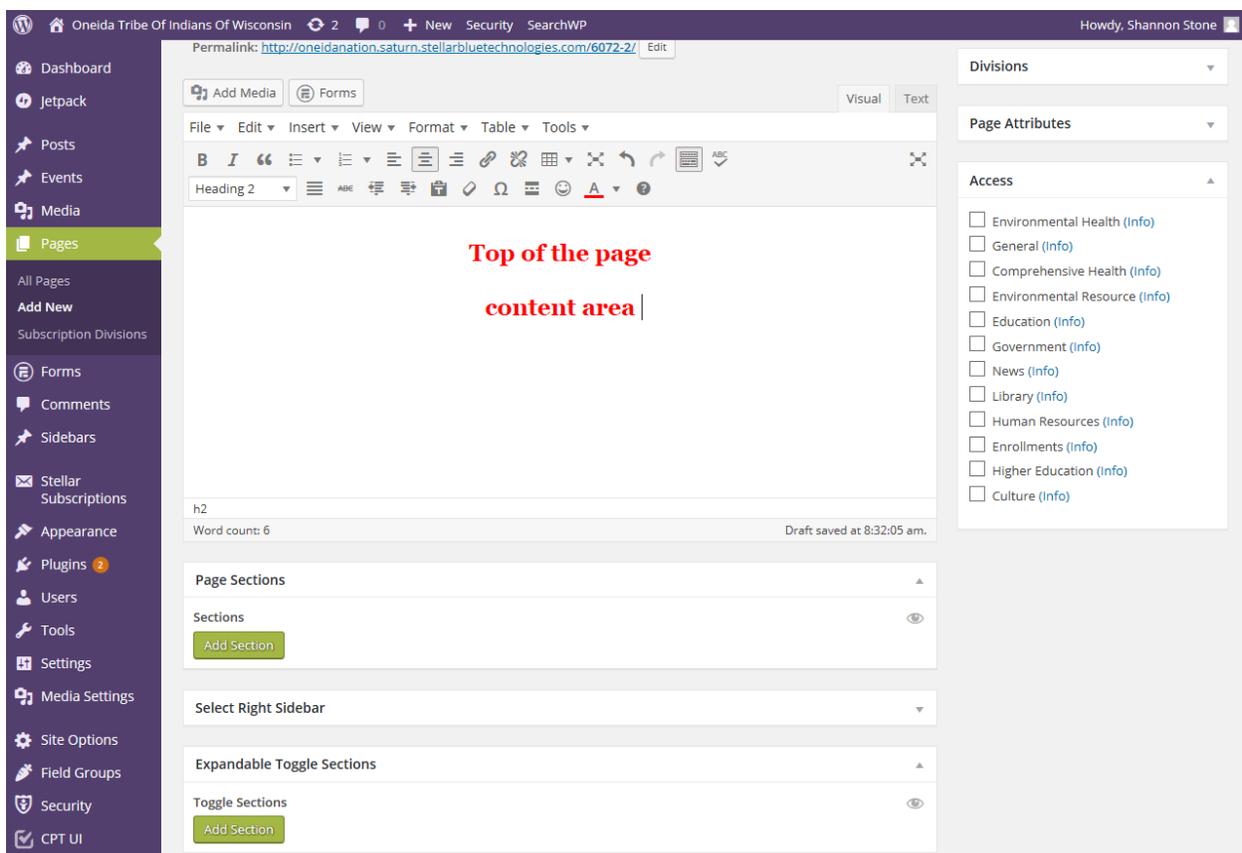
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**Block Quote (Large Quote symbol):** The block quote will indent the entire paragraph.

**Bulleted and Numbered Lists:** To create a bulleted or numbered list, highlight the list and click on the bulleted list or numbered list symbol.

## The Content Areas

There are four areas for content placement. The first area is the top of the page content area which is located directly below the page title. Below this area, the CM may use page sections which will show content from one section at a time. Beneath the page sections, the CM may place content in expandable page sections. In addition, pages may have a right sidebar for common content such as location and contact information. Each area is optional to allow CMs flexibility in their presentation.



## **Top of the Page Content Area**

WordPress gives several options for where and how content is added. In the center of the page is a large area that looks similar to Ecktron or MS Word with a tool bar and formatting tools above a large open area. The open area just below the tool bar is where the main content will generally be placed unless using page sections. To add content using the visual editor verify the visual tab is selected.

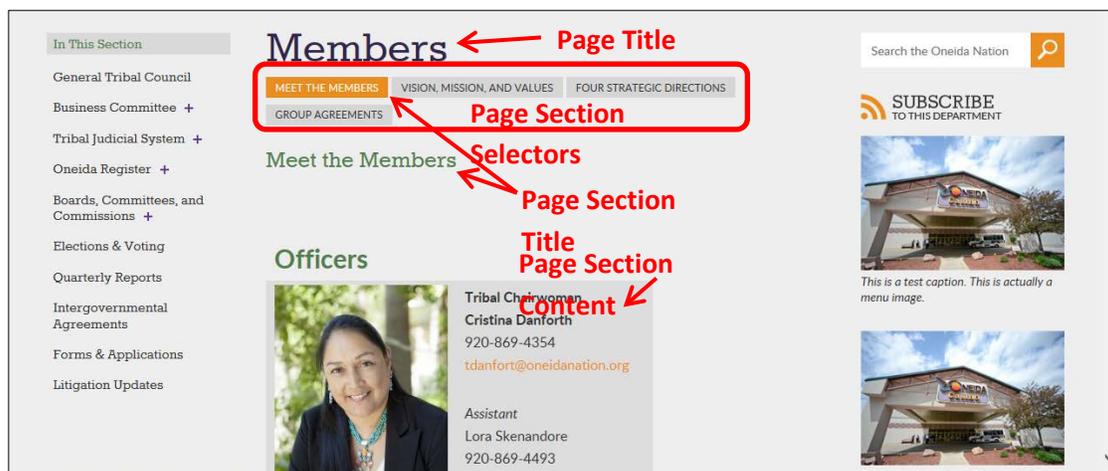
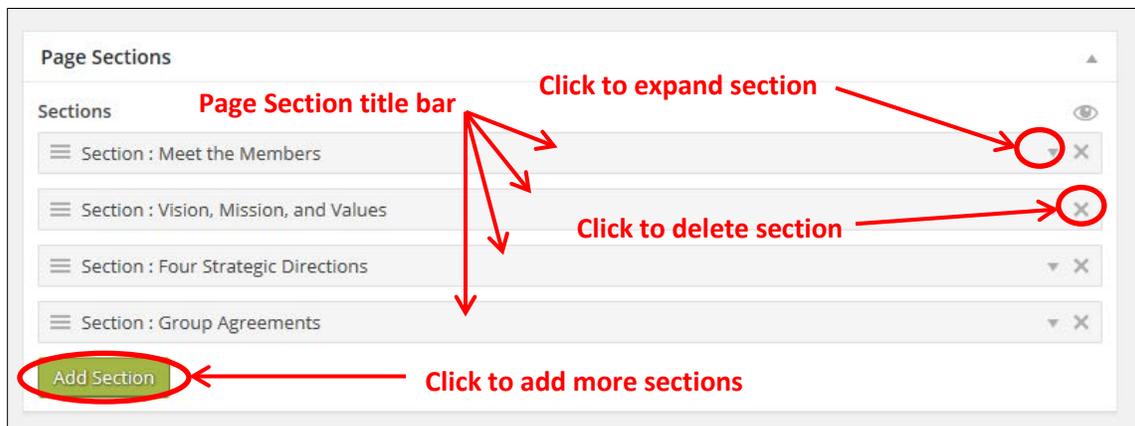
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Content in this area may include text, multimedia, and graphics. When adding content to this area be aware this is the most important viewing area on the page. Other content such as panels, page section content and expandable toggle content will be pushed down potentially hiding that content from the reader's view. You should never expect that the reader will scroll down to find important information or navigation tools.

Pages with panels are meant to aid in navigation, and any text above a panel should be be relocated into another page or page section.

## Page Sections Content Area

Just below the content at the top of the page is a section called Page Sections. This is useful if a page has several key topics to cover. The example below is for the Business Committee Member's page with four sections. Each section has its own content area and the webpage will only display the one selected section at a time. By creating a separate page section for each topic the author simplified the viewer's experience.

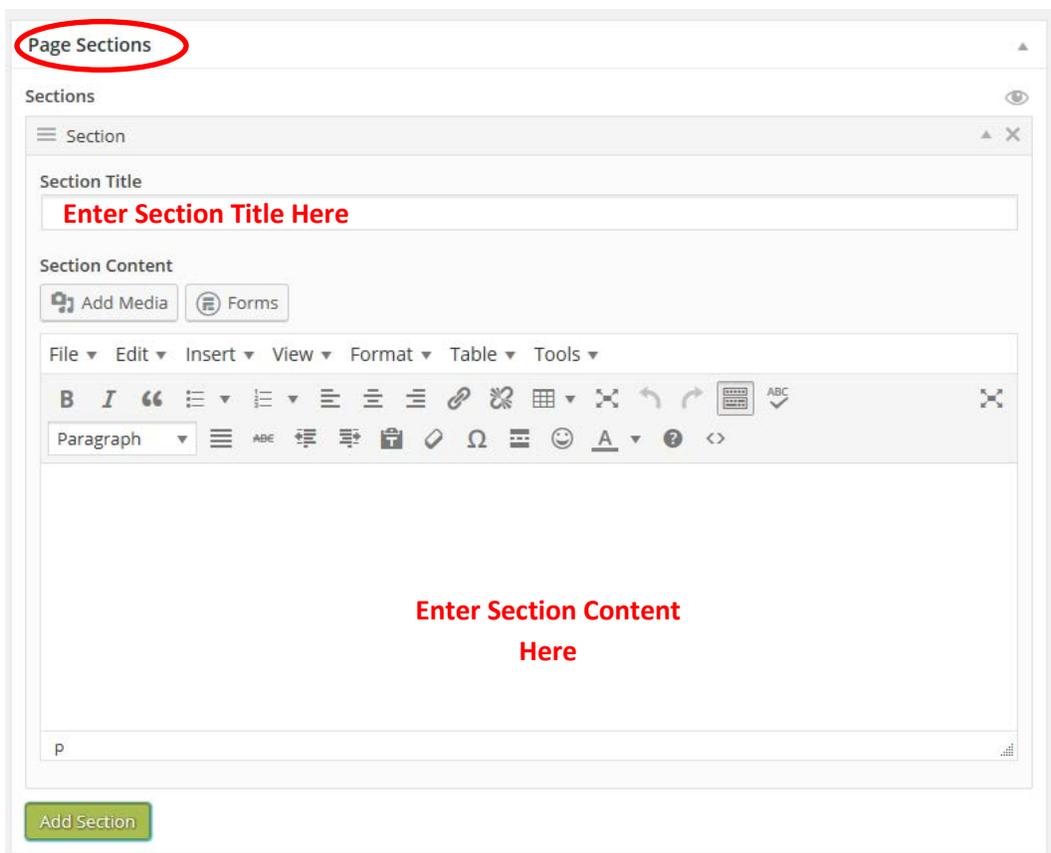


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Page section information will appear below top of the page content. If the content manager for this page had placed content in the upper content area, it would have appeared between the page title and the page section selection tabs which could push more important content down and out of the visitor's screen viewing area.

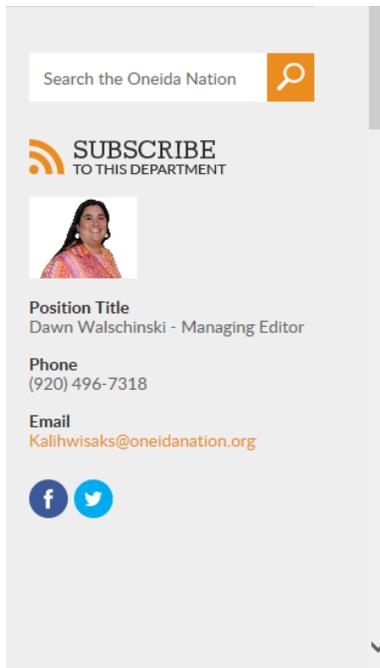
## To add content in a page section

1. Click on the Add Section button. This will open a work area similar to the main work area including tool bars. This will create a button/tab that will show up below content added in the main section above. When page visitors click on a section button, that section will become visible. If another section button is clicked on, the first section will be hidden and the new section will be visible.
2. Type in the name of the page section. This is similar to naming the page. A section title will be created at the top of the section using the Heading 2 (H2) format. It is not visible in the content area, but will be visible when viewing the page section. The H2 format should only be used for page section headers.



3. To reorganize the order in which each section appears collapse the section by clicking on the title bar of the section. Then drag the section to the desired location.

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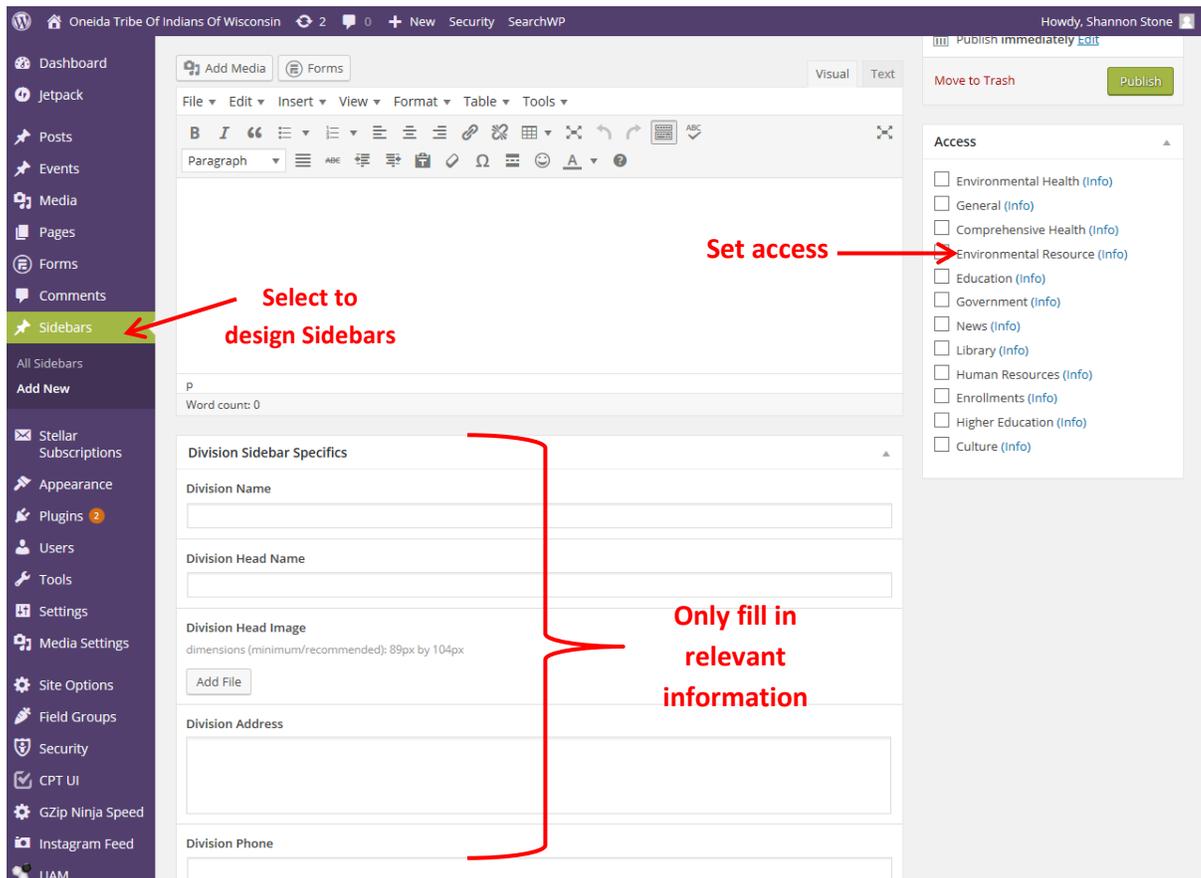


## The Right Sidebar

This is the third content area. It is a small column area located on the right side of the page that is used to share area specific information. Typical information that might be in the sidebar would include contact information such as an address, phone number, contact person and a photo. Sidebars cannot be created from the Edit Page. They can only be *assigned* to the page from the Edit Page.

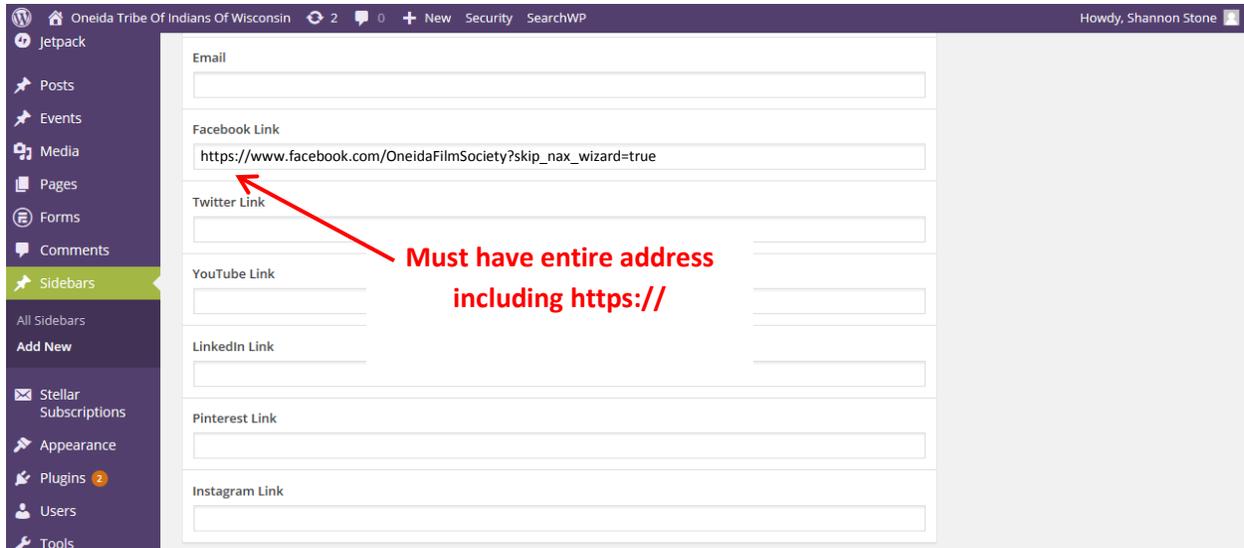
To create the sidebar:

1. Hover over "Sidebar" in the left side bar on the Edit Page.
2. Select "Add New" Notice how similar this is to the edit page.
3. Give the sidebar a name in the title box.
4. Choose the proper access level.
5. If adding an image, follow the process for Adding Media files.
6. Choose the desired image and set the image size to thumb nail.



# Oneida Website Content Manager Certification

7. Below the content area is a series of informational lines that may be added by typing a response. For example, typing a phone number in the box titled Division Phone will automatically add it to the sidebar.
  - a. If adding a social media link, it must contain the entire link (including the http://). The best way to ensure you have the correct information go to the page with the link, copy the link from the address bar and paste it in the information box.
  - b. The social media icon will appear in the sidebar when it is viewed on the live page.



8. Once the desired information is added, save the sidebar by clicking on Publish.
9. Return to the Edit Page
  - a. From the Select Right Sidebar area choose the newly created sidebar by clicking on it. This will automatically add it to the page. Only one side bar per page will show up. If two are selected only the first will show. To eliminate unwanted bars click on the X next to the name of the unwanted bar.
10. Preview the page for correctness. Make sure to test any links for proper operation.

## The Expandable Toggle Sections

This area is located at the bottom of the page. It allows the content manager to place supplemental information such as a list of resource links, contact lists or footnotes. This information can be toggled open or closed by the viewer. The order of these sections may be changed by dragging the section into the desired order.

# Oneida Website Content Manager Certification

Expandable Toggle Sections

Toggle Sections

- Section : Social Media
- Section : Popular Movie Links
- Section: Native American Filmmakers

Section Title

Native American Filmmakers

Section Content

Add Media Forms

File Edit Insert View Format Table Tools

Paragraph

- Chris Eyre
- Georgina Lightning
- James Young Deer
- Shelley Niro
- Sterlin Harjo
- Zacharias Kunuk

ul > li

Add Section

This list could have links to other sites with more information

Job Search Members Only Calendar Directory Contact

ONEIDA

GOVERNMENT OUR WAYS RESOURCES BUSINESS DIVISIONS VISITORS EDUCATION CONNECT

SUBSCRIBE TO THE DEPARTMENT TOURS

Mon - Fri 8 - 430

Position Title Shannon Stone

Phone 920-496-4500

Facebook Twitter YouTube LinkedIn

ABOUT US CURRENT FILM SCHEDULE PAST FILMS

## About Us

The Oneida Film Society shows films about Native Americans featuring Native American actors and filmmakers. The film society started in the spring of 2013 with the intent to create some conversation about Native American culture. Films such as Powwow Highway, Billy Jack, and On & Off the Rez by Charlie Hill have shown the humorous side, while documentaries like Language Healers, Trudell, and the Cherokee Word for Water have looked closely at real issues that Native tribes face all over.

The Oneida Film Society features one or more films each month shown at the Anna John Resident Centered Care Community Building. The films are usually produced and directed by Native Americans to ensure the integrity of native culture and how we are represented. After each film our guest are invited to stay and join in a short discussion about the film and what it means. By showing these films we hope to break down stereotypes and learn more about ourselves.

**SOCIAL MEDIA +**

**POPULAR MOVIE LINKS +**

**NATIVE AMERICAN FILMMAKER +**

- Chris Eyre
- Georgina Lightning
- James Young Deer
- Shelley Niro
- Sterlin Harjo
- Zacharias Kunuk

Viewer can click here to expand or shrink content area

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## Managing Text

Text may be typed directly into the content area or it may be pasted into the content area. Remember to choose the “paste as text” option under Edit. Most of the formatting will happen automatically for you. Almost all text should be left aligned. Some may be centered, but very sparingly.

To indent a section of text, highlight the text and click on the Indent Text Left or Right shown below.



To indent text for a quotation, highlight the desired text and click on the icon that looks like a giant quotation.

In WordPress, there is only one font family. Size can be controlled using the formatting tool described below. Text may be customized with options to bold, italicize, underline, superscript, subscript and strikethrough. Headings should be sized in a logical manner. The Page Title will be the largest using the H1 format, Page Sections would use H2 format, and subsections would use sequentially smaller formats, H3 through H6.

To create Bulleted Lists or Numbered Lists use the editor's built in list options, 1) type the list, 2) highlight the list, 3) click on the option for a bulleted list or numbered list and the list will automatically format.

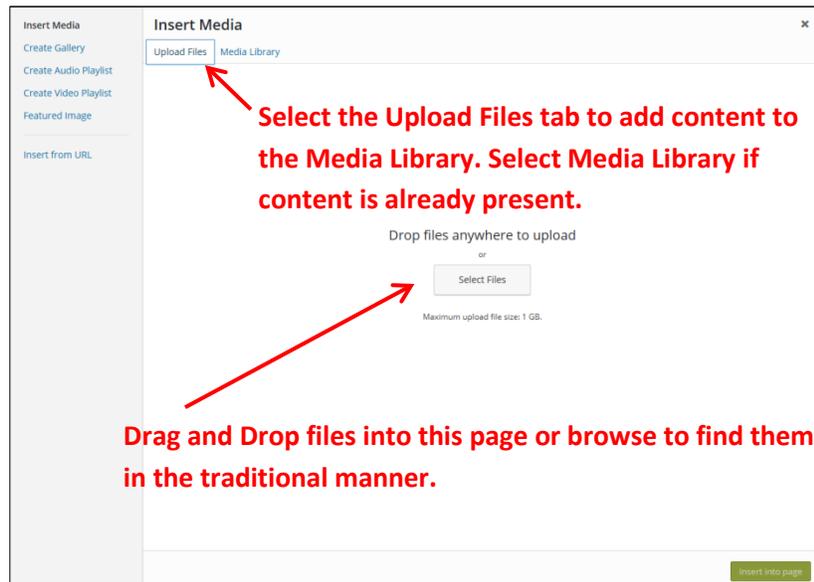
## Managing Media Files (Images, videos, documents)

Content Managers will need to add a variety of different media to their pages including photos, video, audio, and PDF documents. These files are all stored in a central location called the Media Library and can be accessed by clicking on the Add Media button (located above the content area menu). To add media to a page it must first be put into the Media Library.

1. Click where you would like the media to appear in the work area.

2. Click on the Add Media button. This will open a window that will allow you to add your file. If the file is in the Library select it and click on the button “Insert into page”.

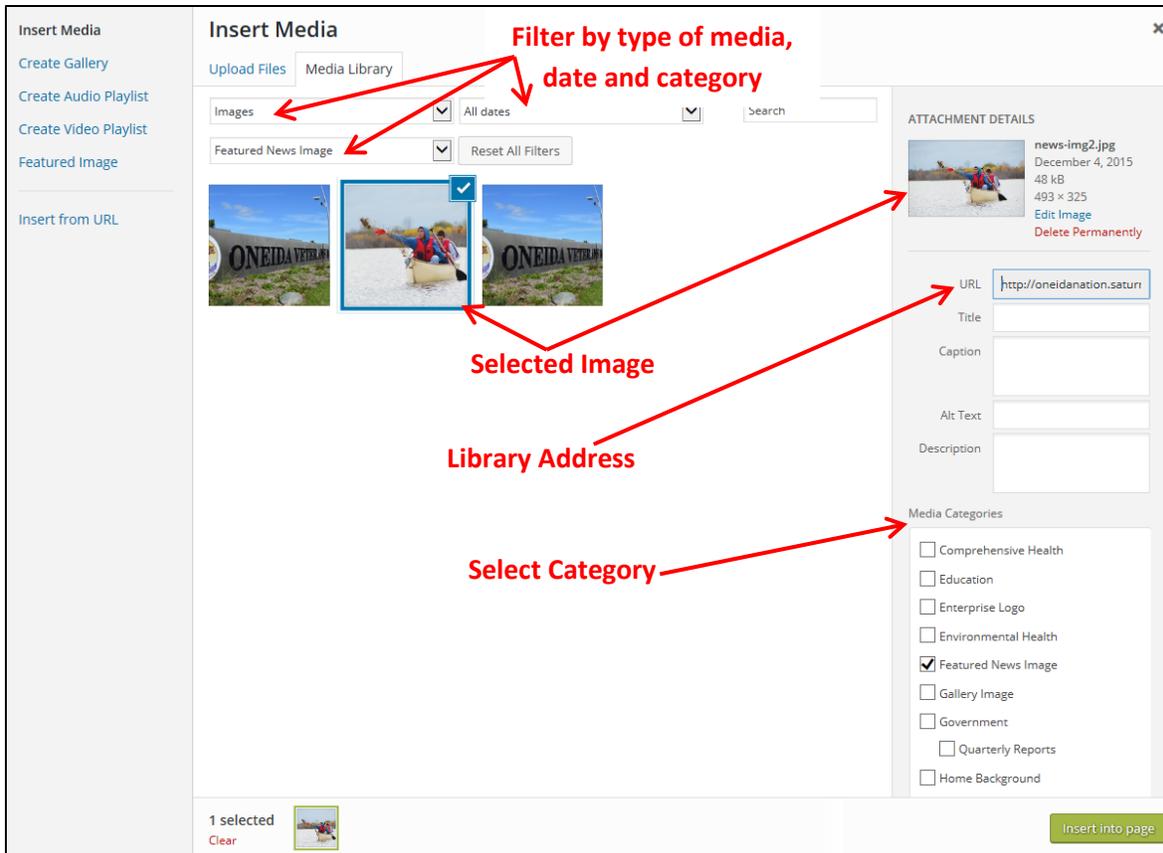
3. If the file is not in the library you may upload it by dragging and dropping the file(s) into the insert media



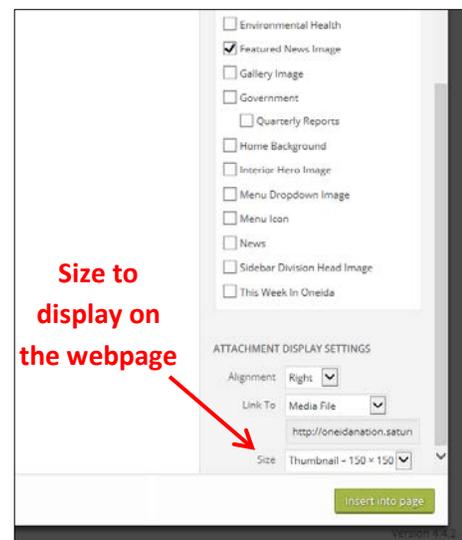
# Oneida Website Content Manager Certification

window. You may also browse to the file and select it for upload.

4. Once the file has been loaded into the library, select desired file and the library will open a details sidebar. The sidebar will show a thumb nail image with the upload date, location and file size. The image may be edited by clicking edit image.
  - i. Edit options include cropping, rotating, flipping and resizing the image.
  - ii. Once modifications have been made click save and the page will return to the media library.



5. Fill in description of the file in the following boxes
  - a. Add a descriptive name to the file in the Title Box
  - b. Enter a caption in the caption box.
  - c. Enter Alt Text description.
  - d. Enter description of the file in the description box.
  - e. Select your area from the Media Categories box below. This will help search for your media in the future.



# Oneida Website Content Manager Certification

- f. In the attachment display settings for images choose the size of your image to display.
  - g. Click Insert into page. This will place the image on your webpage. The image may be dragged up and down and can be left, right or center justified using the formatting button.
6. Update and preview the page.

**About Graphics** – Photos and other images can make a page more interesting and informative. Graphics can also guide the reader’s eyes on the page but should not take over the page unless that is the intent of the page. Website images are created from tiny square dots called pixels. Generally, the more pixels there are the larger the picture will be. The visual size of the pixels is also important. When pixels are larger, it means that we can get fewer pixels in one inch of space. This is commonly referred to as resolution and measured in Dots Per Inch (DPI). Lower resolution can produce fuzzy pictures. Images are generally shown at 72 DPI on the computer with dimensions of width x height in pixels, (i.e. 250 x 300).

Each pixel also has weight which is measured in bits of information. The weight is not only about the visual size. Information such color, size and other details about the dot all factor into the weight, usually measured in kilobytes (KB) or megabytes (MB). The weight is usually what people are referring to when they are talking about file size. As we know, larger files take longer to load on your computer. *This is why you should try to keep your pictures to less than 1000KB or 1MB but large enough to see without straining the eyes.*

In many places where pictures are expected in the site there will be a minimum/recommended size in pixels. Too many pictures will slow down your page from loading and cause viewers to avoid your page of valuable information.

## Hyperlinks to pages, forms or multimedia

### **Adding Links to other webpages**

Page links, also called hyperlinks, allow people to go to a different location with a single click. Suppose a page was giving an overview of employee benefits. It would be disruptive to suddenly explain all the features of a particular benefit in the overview. The content manger would create a separate page or page section for the details and create a link to the content location. To create a link:

1. Highlight the text you would like to link.
2. Click on the Insert/Edit Link icon in the tool bar. It looks like a chain link or paper clip. This will open “Insert/edit link” window.
3. In the box labeled URL, enter the entire webpage address you wish to link to.
  - a. Optionally, if the page is another page on the Oneida website click or link to existing content and choose the page from the list.
4. The link text is the text displayed on the page and should be the same as the text highlighted.

# Oneida Website Content Manager Certification

5. Check the box “Open link in a new tab” if the window being opened goes to another site or if the viewer will want to return to the original page after reading the linked page.
6. Click add link.



**Insert/edit link** [X]

Enter the destination URL

URL

Link Text

Open link in a new tab

Or link to existing content ▼

Cancel

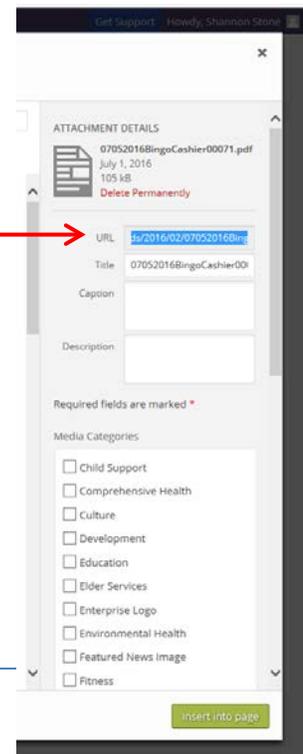
## Adding Links to Images

Adding a link to an image is similar to linking text.

1. If the image is not in the work area, add it using the Add Media Files procedure.
2. Select the image.
3. Click on the Insert/Edit Link icon. It looks like a chain link or paper clip. This will open a window.
4. In the box labeled URL, enter the entire webpage address you wish to link to.
  - a. Optionally, if the page is another page on the Oneida website click or link to existing content and choose the page from the list.
5. Check the box “Open link in a new tab” if the window being opened goes to another site or if the viewer will want to return to the original page after reading the linked page.
6. Click add link.
7. Preview and test the link.

## Adding Links to retrieve Documents

1. Add the document to the media library if it is not currently there.
2. Select the document in the library.
3. Copy the document’s URL by click in the URL box and hitting the Control and “A” button simultaneously. Then hit the Control and “C” buttons simultaneously.
4. Close the media library by clicking the X in the library window.
5. In the content area, Highlight the text to be linked.
6. Click on the Insert/Edit Link icon in the tool bar. It looks like a chain link or paper clip. This will open a window.
7. In the box labeled URL, paste the document’s address.



ATTACHMENT DETAILS

07052016BingoCashier00071.pdf  
July 1, 2016  
105 KB  
[Delete Permanently](#)

URL

Title 07052016BingoCashier00

Caption

Description

Required fields are marked \*

Media Categories

- Child Support
- Comprehensive Health
- Culture
- Development
- Education
- Elder Services
- Enterprise Logo
- Environmental Health
- Featured News Image
- Fitness

# Oneida Website Content Manager Certification

8. Check the box "Open link in a new tab"
9. Click add link.
10. Preview and test the link.

## The Forms Button

Next to the Add Media button is a Forms button. If a form has already been created it can be added using this button. Creating and using forms will be part of a future training.

1. Click the forms button
2. Using the drop down button next to choose a form, pick the desired form.
3. Click "Insert into Post". This will return to the work area and insert a code for the form.
4. Click the preview button to see the form.

## Strategy and Customer Experience

### Time Management

#### Why is time management so important?

1. Everyone is busy. Time can go by so quickly that a month or two can be a blur and before you know it your website gets forgotten. People see when you keep your pages up to date or when they are neglected. Neglecting your website is like ignoring your customers and they will feel ignored and unappreciated. Consider how a well maintained site saves, and a poor site costs time. Time management is about the priorities you set. (See Diagram below)

	URGENT (Time)	NOT URGENT
IMPORTANT (Consequences)	Important items that if they are not done ASAP there will be consequences, time is short. (FIRES) <b>Q1</b>	Important items that if they are not done there will be consequences, but there is time. <i>Where you want to be with your CM work.</i> <b>Q2</b>
NOT IMPORTANT	Not critical to your role, may be important to someone else. (Time bandits). No consequences for not doing them. Can be in disguise as Q1. <b>Q3</b>	Not critical to your role but sometimes needed. No consequences for not doing them. <b>Q4</b>

# Oneida Website Content Manager Certification

2. When you work on your web pages, you don't have time to waste, especially if this is a secondary task already. A strategic plan and smart layout will help you know what content goes on to your site, when it should be put on and what the content should be. Build and follow your plan.
3. Try to arrange a fixed time each week that you can devote to your web pages. Block it out on your calendar and commit to that time or it will disappear. The amount of time will depend on the type and amount of content you will be adding and/or removing. Generally, one to four hours per week will be sufficient as long as you stay focused and committed.
  - a. Note: Try to show how the website adds value to the department(s) and reduces costs to explain why it needs to be a priority.
  - b. Set a goal each week and review that goal as you start your CM work. This will keep you focused. Then set a new goal for the following week (next session). This process will help you be prepared when you start your work and let you know when you have completed it as well.

**Possible Activity:** Have participants write down all of the tasks & activities they did the day before, including the amount of time they spent. Let them know only they will see the list. Then after they have their list have them organize the list into the four quadrants. Ask them if they would change their day now that they know about the four quadrants?

## **Building a Strategy/Setting Goals**

It is important to understand what you want to get from your website to achieve your departments strategic goals. This will help you decide where content should be place and which content should have priority. Things to consider:

1. What does your department want to accomplish?
2. How will your site contribute to that goal?
3. Who is my audience/customer and what do they want that I have?
4. Are other departments or areas affected by your pages and should there be coordination?
5. Are there other similar websites on the internet?
6. How many pages will you manage?

## **Departmental Goals**

Understanding what your department or unit is trying to accomplish will help you to know what you should be doing with the website. Some examples include, are you trying to sell a product, inform people about services or event, provide employee information or provide online services such as training? Knowing this information will help to prioritize the information/content you want on your site and where it may be located.

# Oneida Website Content Manager Certification

## How will your site contribute to these goals?

It is very difficult to create a website that does all things for everyone without getting difficult to manage. The best strategy is to pick one main objective and focus on it. Define success for your website so that you know it is accomplishing the bigger goals of your department. Then find ways to measure that success, i.e. fewer complaints, more sales, higher customer satisfaction, etc..

## Know your audience and customer

Do you know what your customer wants? Do they have special needs? How can you deliver what they want in the most reasonable, easiest way and fewest clicks?

Did you know 65% of tribal members regularly go to the tribal website for current information?

The better you know your customer and audience the better you can design your site. Keep in mind there is an intranet for organizational use, if your target audience does not include the community.

### Short Exercise:

Think about the last time you looked for information on the web and answer the following questions:

- What were you looking for?
- Why were you looking for it?
- How long did you look for it?
- Did you find it?
- How long did it take for you to click away from the page when you didn't find it?
- And were you a little frustrated when you did?
- Keep your answers in mind as you develop your web page content.

## Planning & Coordination

If you work in an area such as HRD where several people might be responsible for different parts of the same site consider some collaboration. This could ease your workload and create synergies that help you achieve your goals with less effort. For instance suppose another person has created a page with 90% of the information you are trying to get out? How could this help you?

# Oneida Website Content Manager Certification

Coordination can reduce unnecessary work and prevent bad feelings.

Coordination can build relationships between departments to help accomplish common goals.

## **Be a Copy Cat.**

Look at other websites. Are there business doing what you are trying to do? Are there features on another tribal page that you like such as social media links? Finding another page or pages that are doing what you want can help give ideas in the design process. Feel free to sketch out your ideas on paper.

## **How many pages do you need?**

Think about what is important.

Can you put everything on one page? Does it make sense to organize your information on multiple pages or page sections? How will your customer get to those pages and back?

## **Identify the key areas of your page.**

Identifying what information you want on a page and where you plan to place it is 90% of the hard work. Once you know where the information goes, then you just have to put it there. This is why sketching can be so helpful.

Design your page with consistency in mind. If one area of the page is about current news, then plan to always put current news there. If the area contains service or product information, then design the page with that in mind. Your customers will appreciate the consistency.

Imagine what it would be like if every time you went to the grocery store everything was in a new location or products were all different. How would you feel about that store? People feel the same about websites. They want fresh product (website content) and they want to know it will be there if they come back in the future.

# Oneida Website Content Manager Certification

## Website Standards

These website standards will be available online when the new site is launched.

### **Who is responsible for the standards?**

The website steering team maintains and enforces the website standards. Content managers are responsible for staying in compliance with the standards.

### **Why do we need standards?**

The standards help provide consistency for the benefit of our viewers and to maintain a professional appearance no matter who the content provider may be. The standards also provide a base of knowledge and coordination with recognition that not all content managers on the Tribe's site are professional web designers.

### **What makes a good web page?**

**Consistency** – Basic information and navigation is in the same place and current with a look of consistency in design.

**Simplicity** – The right content is easy to find, read and understand. The page is well organized and intuitive.

**Graphics** – At the image's largest view it should have a resolution of not less than 72 dots per inch and not exceed 1MB or 1000KB. Images should be visually clear, relevant and placed to enhance the page's content.

Images should either have a title and alt text applied (this can be updated in the media library or when you're adding the images). If the image is simply for visuals, the title and alt text can be absent. This is for usability and ADA Compliance.

### **Policy and Procedure**

Content Managers must comply with all applicable Tribal, State, and Federal Laws and Tribal policies including the Computer Resource Ordinance, [Social Media Policy](#) and [Copyright Laws](#) . Content Managers must also comply with the brand standards of the Nation.

### **Use of Content Areas**

**Top of the Page Area** – Place the most important information here. If the page contains panels leave this area blank.

**Page Sections** – Use this area to organize page content into logical segments. A few examples would include grouping GTC meetings by year or grouping the details for each employee benefit into a separate page section.

# Oneida Website Content Manager Certification

**Right Side Bar** – Use this area to provide essential information such as contact information and location. One thumbnail size graphic, such as a location photo or department logo, may be inserted into this area. Social feeds may be added below the side bar.

**Expandable Toggle Section** – Place supplemental information such as a list of resource links, contact lists or footnotes.

## Formatting Standards

Fonts shall be used as described below.

**Headings** - Font headings shall be logically sized as described in the table below. Use of colored fonts should be minimized to maintain a profession appearance. Text that is copied into a page shall be pasted in as text only.

**Justification** - Text in paragraphs should be left justified. Text in tables may be justified as appropriate for clarity.

**Underlined Text** - Do not underline text. Underlined text is generally associated with hyperlinks. If text needs emphasis it may be bold or italics.

**Capitalization** - Text should not be in all caps unless absolutely necessary. If something's very important you can make it a Heading 3 (our code makes it look like it's all caps even if it's entered lowercase). This is important for screen readers.

Area of Concern	Style to Use	Uses
Page Heading	Heading 1 – Largest Serif	Page Heading only (Automatic) Do not use manually.
Section/Panel Heading	Heading 2 - Large Serif	Section Headings (Automatic when using page sections)
Expanded Section Header	Heading 3 – Normal bold Sans	Main Topics under section headings.
Subsection Header	Heading 4 – Normal bold Sans	Sub-topics under Section Main Topics
Text Body	Heading 5 – Normal Sans	Normal body text
Text Body	Heading 6	Small body text
Body - Normal	Blocks – Paragraph	
Body - Indented	Blocks – Block quote	
Address	Blocks - Paragraph	
Hyperlinks	Orange	Automatic formatting

# Oneida Website Content Manager Certification

## Style

The following style standards are to promote consistency in presentation.

**Addresses and PO Box** - The PO Box and State should be written without the periods.

PO Box 365  
Oneida, WI 54155

**\*\*In general, if it can be written two ways, go with the ways without periods\*\***

**Phone Numbers** - Phone numbers should be in the following format: (999) 999-9999

(920) 496-7000  
(800) 206-1100

When linking to phone numbers, the url should be “tel:(999) 999-9999”, and it should not open into a new tab/window.

**Email Links** - When linking to an email, the url should be formatted as “mailto:emailaddress@email.com” and open up into a new window/tab. The text of the link should be the entire email address. Ex:

Good	Bad
Forrest Pelky <a href="mailto:FPELKY@oneidanation.org">FPELKY@oneidanation.org</a>	Click here to email <a href="#">Forrest Pelky</a>

**Time Labels/Punctuation** - Time should be labeled with am or pm (no periods).

Ex: 9:00 am to 11:30 pm

**PDF/Links** - PDFs and any links that would go off site should be selected to open into a new window/tab (see screenshot below).

Insert/edit link

Enter the destination URL

URL

Link Text

Open link in a new tab

Or link to existing content ▾

Cancel

# Oneida Website Content Manager Certification

**Bulleted Lists/Numbered Lists** – To use the editor's built in list options,

1. Type the list
2. Highlight the list
3. Click on the option for a bulleted list or numbered list and the list will automatically format.

## Table Uses

Tables can be useful, and they can create problems (especially for responsive sites like ours). However, there are a few ways that tables can (and should) be used throughout the site.

**Hyperlink Blocks** - There are several sections throughout the site that have lists of resources or links at the bottom of pages. This is a great place to use a table for columns so the links don't make the page extremely long. When doing this, each column should have a Heading 3 at the top, the links should be soft entered (click shift and enter at the same time, rather than just enter). Also, there should only be one "row" to the table. Below are two screenshots (one of what they look like on the site, and one of what it should look like in the editor): As an alternative to tables consider using the Expandable Toggle Section for this use.

### Editor View

<b>What's New</b>	<b>Quick Links</b>
<a href="#">March: National Nutrition Month</a>	<a href="#">Healthiest Nation in 1 Generation</a>
<a href="#">Opioid Abuse in Wisconsin</a>	<a href="#">After Hours Care</a>
<a href="#">Opioid Overdose Prevention in Wisconsin</a>	<a href="#">Oneida Community Health Assessment Results 2012</a>
	<a href="#">Oneida Community Health Improvement Plan (CHIP)</a>
	<a href="#">Community Health Services Strategic Plan 2015</a>

### Webpage View

<b>What's New</b>	<b>Quick Links</b>
<a href="#">March: National Nutrition Month</a>	<a href="#">Healthiest Nation in 1 Generation</a>
<a href="#">Opioid Abuse in Wisconsin</a>	<a href="#">After Hours Care</a>
<a href="#">Opioid Overdose Prevention in Wisconsin</a>	<a href="#">Oneida Community Health Assessment Results 2012</a>
	<a href="#">Oneida Community Health Improvement Plan (CHIP)</a>
	<a href="#">Community Health Services Strategic Plan 2015</a>

# Oneida Website Content Manager Certification

**Structured Information** - Whenever there's a bunch of information that makes sense to be in a table, feel free to use it. Tables that are more than one row will automatically have offset colors of the rows so your eye can easily follow. Below are two screenshots (one of what they look like on the site, and one of what it should look like in the editor):

Editor View

Sat	Jan 23:	9-11:30 am	New Year Walk
Wed	Feb 24:	5-7 pm	Family Fun Night
Wed	Mar 16:	4-6:30 pm	Marching Toward Health
Wed	April 13:	4-6:30 pm	Spring into Action Walk
Wed	May 18:	4-6:30 pm	National Employee Health & Fitness
Sat	June 18:	9-11:30 am	Kickoff to Summer Fun (Oneida Lake)
Wed	July 13:	4-6:30 pm	Summer Walk (Duck Creek Trail)
Sat	Aug 13:	9-11:30 am	Beat the Heat Walk (Oneida Lake)
Sat	Sept 24:	9-11:30 am	Oneida Diabetes Walk (NHC)
Sat	Oct 22:	9-11:30 am	Spooktacular Walk
Wed	Nov 16:	4-6:30 pm	Fall Walk
Wed	Dec 14:	4-6:30 pm	Jingle Walk

Webpage View

Sat	Jan 23:	9-11:30 am	New Year Walk
Wed	Feb 24:	5-7 pm	Family Fun Night
Wed	Mar 16:	4-6:30 pm	Marching Toward Health
Wed	April 13:	4-6:30 pm	Spring into Action Walk
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Wed	Nov 16:	4-6:30 pm	Fall Walk
Wed	Dec 14:	4-6:30 pm	Jingle Walk

**Site Theme Colors** – These colors are consistent with the Oneida Brand.

Hexadecimal Color Code	Color Name	Primary Use(s)
#F8F8F8	Light Grey	Main content background
#EA8D1E	Vivid Orange	Highlighting and Hovering
#31254D	Very Dark Purple	Top Menu background, panels
#5F3996	Dark Moderate Purple	Bottom of page background
#E2DCEE	Very Light Purple	Text over purple