



OKANAGAN

ITServices

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www.ubc.ca/okanagan/itservices

ACTIVE CONTENT MANAGER (ACM)

An Introduction



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Overview

- Content Management at UBC Okanagan
- Active Content Manager (ACM)
- Getting Started
- The Parent/Child Relationship
- Site Navigation
- Content Editing Basics
- Working with Digital Assets
- Publishing Your Pages
- Creating New Pages



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Content Management

- What is a Content Management System?
- Key Benefits of Using a Content Management System (CMS)
- Why a Common Look and Feel (CLF)?



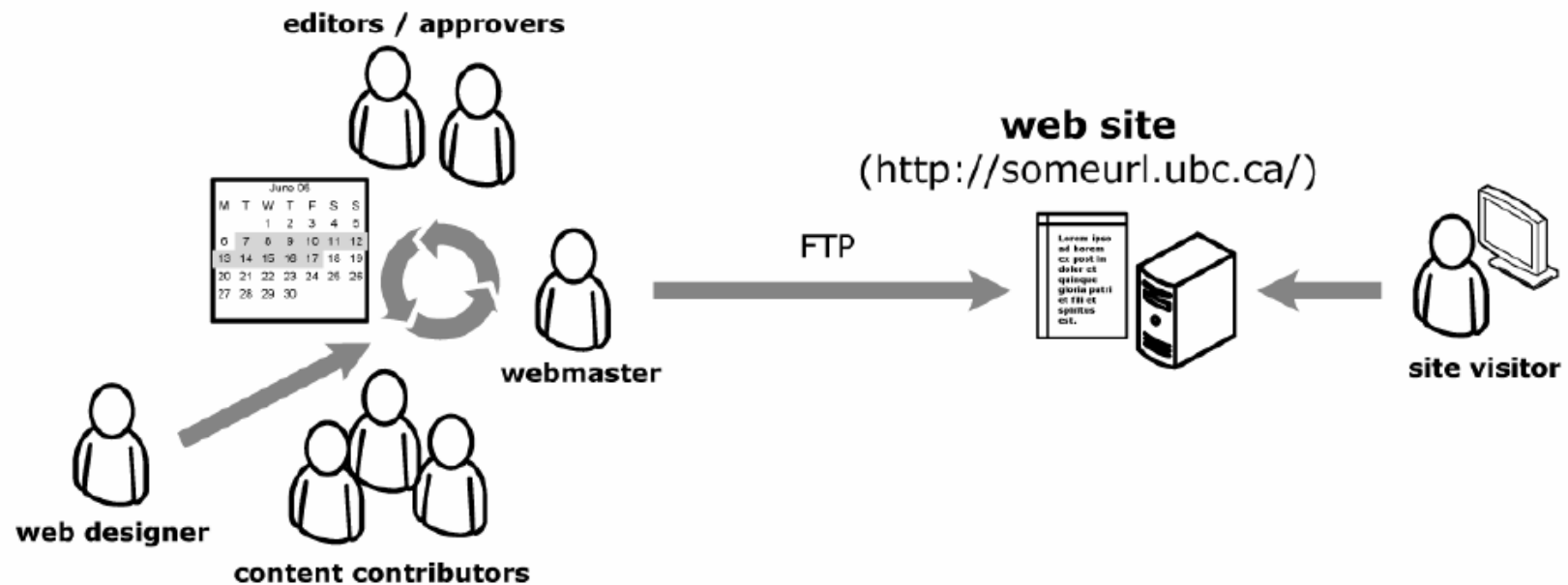
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Content Management Systems

- A CMS is a software system used to manage content, including web content, images, audio files, etc.
- Used for storing, controlling, versioning and publishing websites.
- Files are available over the web

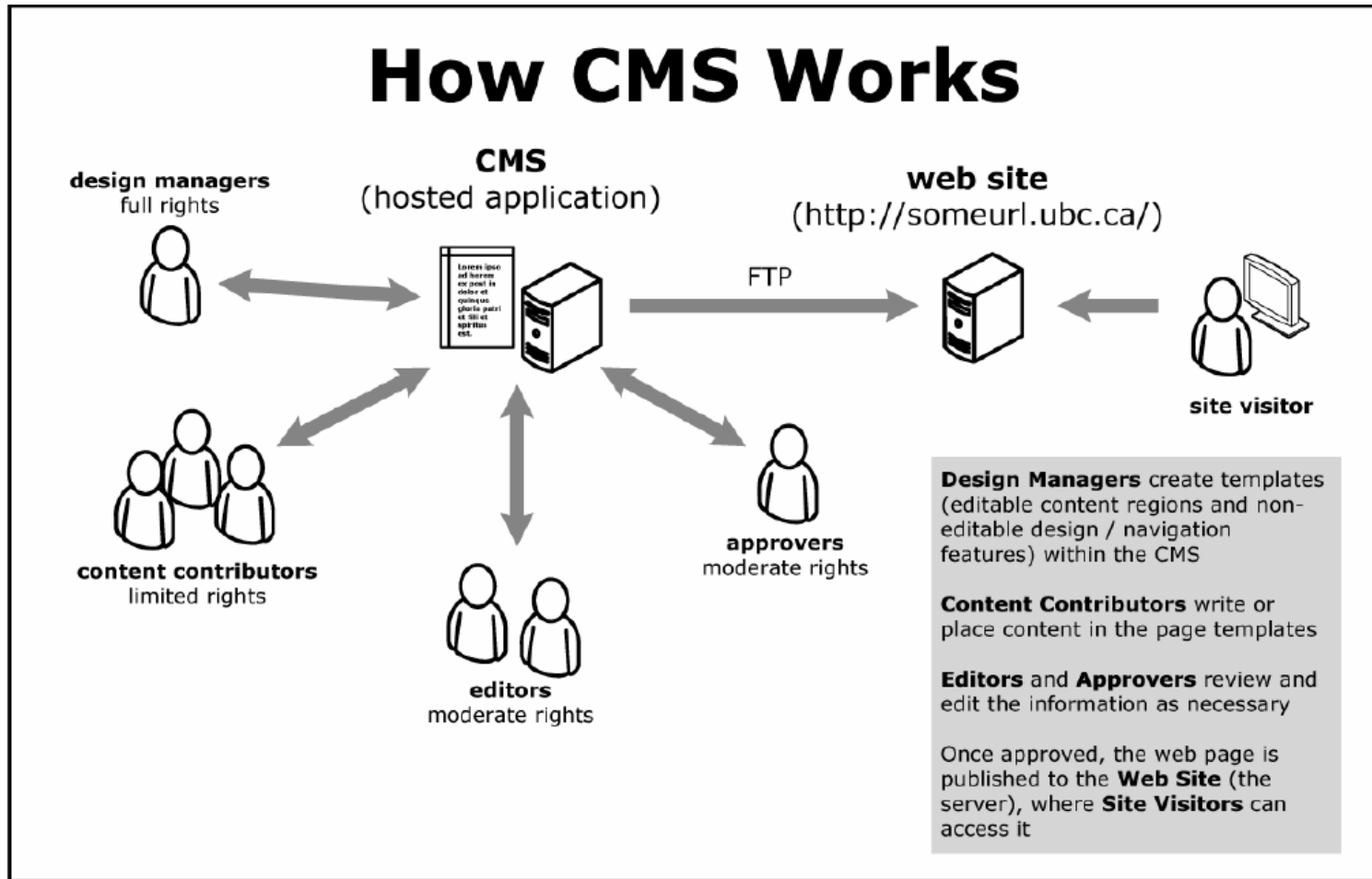


How Web Maintenance Typically Works (or Doesn't) Now





Content Management Systems





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Key Benefits of CMS

- allows non-technical staff the ability to update web site content without knowing HTML, FTP, etc.
- easy-to-use WYSIWYG tools, similar to Word (code view as well)
- workflow / approval -- can be as complex or as simple as desired
 - each unit decides on the workflow that best meets their needs



Key Benefits of CMS

- individuals who have natural responsibility for content can maintain that content themselves
- archiving / backup / recovery
- content more likely to be kept up-to-date (set review reminders)
- consistent visual identity (CLF)
- web professionals are freed to focus on higher-value tasks, i.e. developing interactive functionality, improving site usability



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Why a Common Look and Feel?

- Ensures that HTML code meets standards
- Makes site maintenance and (re-) development easier and less costly
- Provides more cohesive user experience
 - Consistency in user interface elements across UBC O sites
 - Information more easily found
 - Easily navigate from one UBC O site to another
 - Easy access to standard 'website tools', i.e. Search and Directories
- Avoid duplication of costs and effort in developing UBC O websites



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Active Content Manager (ACM)

- Formerly known as IronPoint
 - Purchased by Active Networks in 2006
 - License agreement for ACM at UBC O covers all Okanagan units
- 100% web-based
 - No software to install
 - Accessible from any computer with a connection to the Internet
- Save Your Work



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Roles & Responsibilities

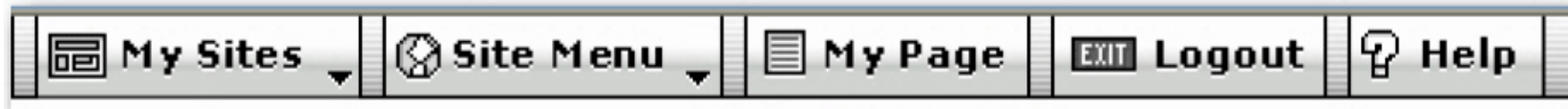
- **Content Providers** are users who are authorized to create website content
- **Content Approvers** are users who have been given the rights and the responsibility for approving page content created by other users
- **Content Monitors** are people within your organization that receive notification when certain content has changed
- **Site Designers** are responsible for creating and maintaining the design templates for all UBC Okanagan websites.
 - Creates, edits, downloads, and uploads site and page design templates
 - Assigns design templates to pages and sites
 - Determines which pages or sections show up in the section menus throughout your site



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Getting Started

- Logging into ACM
 - www.ubc.ca/okanagan/cms
- My Page
 - View/update personal information
 - Change Your Password
- The Admin toolbar





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The Admin Toolbar

- **My Sites** shows all sites to which you have authorized access.
- **Site Menu** shows site menu for the site you are viewing and provides a means to navigate throughout that site.
- **My Page** displays personal page.
- **Logout** is used to log off of the CMS.
- **Help** accesses the online help system.



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Development vs. Live website

- What's the difference?
- Where am I?



<http://ubc-okanagan.ironpointv7.net>

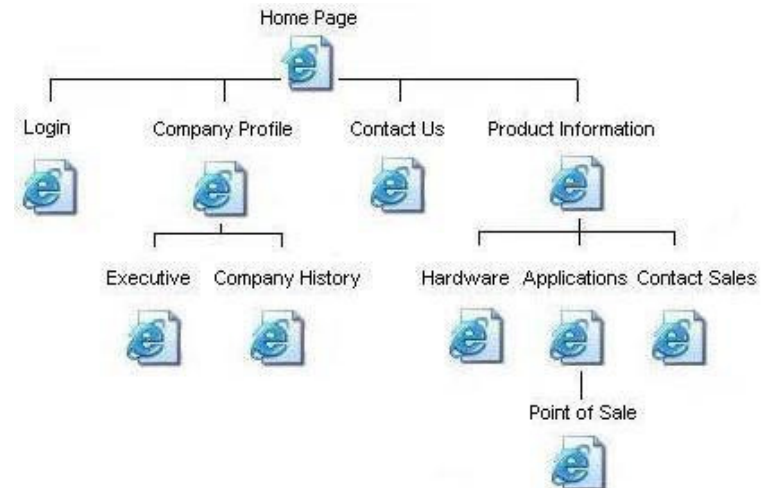


<http://www.ubc.ca/okanagan/itservices>



The Parent/Child Relationship

- Central to understanding how website hierarchy is built
- **Parent Page** is any page that has pages below it in the website hierarchy
- When **adding pages**, determine where in the hierarchy the new pages will be, then edit the parent page and add them on the Child Pages tab





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Site Navigation

- Getting Around
 - Navigation Bar
 - My Sites
- View Mode vs. Edit Mode
- Edit Icons
 - If the Edit Icon does not appear on the page, you do not have the right to edit the page.



← Full Edit




Content Editing Basics

- Page Summary
 - Title
 - Required field
 - Appears at the top of the page, and is also the text that becomes the link to the page in the side navigation menu.
 - URL Title
 - Used to generate filename for live website
 - HTML Title
 - If entered, appears in place of the Title at the top of the page



Content Editing Basics

- Creating paragraphs of text:
 - Place the cursor where you want to type in the new paragraph.
 - Type the text without hitting **Enter**. Make sure you type several lines. The text should wrap around to the next line each time you reach the end of the editor window.
 - When you have finished typing the last sentence and want to start a new paragraph, click  (new Paragraph).
 - **Note:** DO NOT HIT ENTER to create a new paragraph. Hitting Enter places a different type of HTML tag in the page code. You must click the Paragraph button to insert the correct HTML tag.
 - Click **Save** to save your work.



Content Editing Basics

- Applying formatting to text
- Creating Lists
- Creating Links
 - Use an **External Link** when you want to place a link on your web page that links to a different website.
 - Use an **Internal Link** when you want to put a link on one page that links to another web page within the same website.
- Using the HTML Clean-up Tools



Working with Digital Assets

- A digital asset can be an image, PDF, text file, etc.
- All digital assets are contained in the Digital Asset Library
- To insert a digital asset:
 - Place your cursor at the location where you want to insert the asset.
 - On the toolbar, click the **Insert Digital Asset** button.
 - Locate the image in the **Asset Library**.
 - Click on the asset.
 - Select whether you want the asset to open in the **Same Window** or **New Window**.
 - Click **Insert**.
 - Click **Save** once the asset is inserted into your web page.
 - Make other edits, **Save** and submit for publication.




Publishing Your Pages

- Depending on your user permissions, you could have access to any of the following actions:
 - **Preview** allows you to preview a page to check content and formatting before it is published.
 - **Save** used to save your work in draft form.
 - **Cancel** Cancels all edits and closes the editor.
 - **Publish** Publishes the page to the live website.
 - **Vote Approve** allows content approvers to approve the page.
 - **Vote Reject** allows content approvers to reject the page.
 - **Edit**
 - allows content providers to edit a page flagged for review
 - allows content approvers to edit the content before resubmitting for approval
 - Note that this button must be pressed **before** editing content or the changes will be lost.
 - **Reviewed** allows you to flag a page as reviewed.




Creating New Pages

- Locate the parent page for the page you want to create and click 
 - If you do not see this icon beside the page title, it means you are not authorized to edit this page.
- Once you have the page editor open, click on the **Child Pages** tab.
- Click and choose your page type:
 - **General Content 2** provides two content editors windows for entering content.
 - **Category** pages are used to create drop-down menus in your site's navigation menu. The pages that the user can go to are the child pages of the category page.
 - **Digital Asset Gallery** allows you to create a page with links to non-image file types, i.e. PDFs, Word documents.
 - **Link** allows you to create internal and external links that can be included as a link in the navigation menu.
 - **Photo Gallery** page type allows you to display photos in a static or slide show format on your site.
 - **Site Map** page type automatically creates a site map for all, or portions, of your web site.
 - **Survey (form)** page type is used for creating forms for your site that your users can fill out and submit.



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QUESTIONS?



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Practice Session

- Login to the ACM Content Management System at www.ubc.ca/okanagan/cms
- Browse to your page on the DEMO website
- Create a new **General Content 2** child page with the following elements:
 - Heading 1 followed by one paragraph of text
 - Heading 2 followed by two paragraphs of text
 - Internal link to someone else's page
 - External link to www.google.ca
 - Image