DA Website Country Committee Content Management

BY THE GLOBAL HELPDESK TEAM

NOVEMBER 2023

Country page management

Welcome to the basic guide on how to post Events and News on your group's web page. Although other, more in-depth, guides may be prepared from time to time, this file contains what you need to know to become certified as a Web Content Manager for your group.

It is divided into six main sections:

Slide:

3-4 Signing in and finding your page

5 Setting up your group Leaders list (done by a membership admin)

6-12 Creating and updating a news post, including your introduction post

13-19 Creating and updating events, preparing an auto-response and finding RSVPs

20 Finding RSVPs

21-24 Formatting the contents of your News and Events, Adding Images

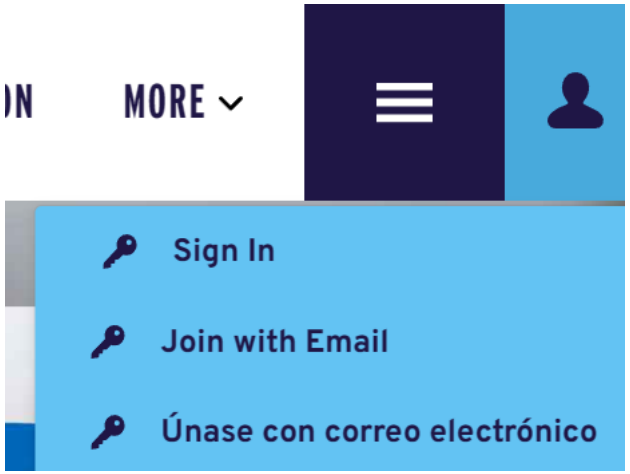
25-28 Information on social media

29 What you can do yourself – What to ask the Helpdesk to do

How to sign in

IMPORTANT: Remember – to work on the website sign in as yourself!

If you also do membership and emailing work, you'll have a completely separate login for that. You'll be assigned an address that looks something like info-france@democratsabroad.org, so that you can log in as the country or chapter. **You have NO access to post on the website with this login.**



1. Open www.democratsabroad.org
2. Mouse over the little silhouette to see the dropdown and click Sign
3. Fill in your username and password and click

Username = the email you used to sign up for Democrats Abroad
Password = the password you set for yourself when you activated your DA account.

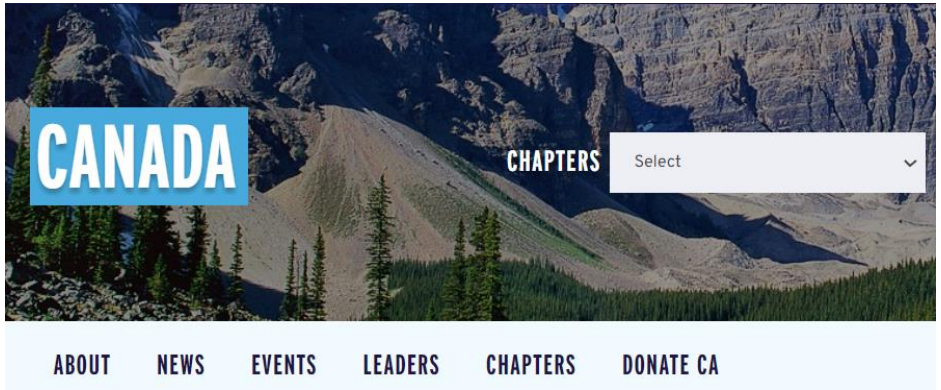
Finding your country or chapter page on www.democratsabroad.org

NOTE: A new general layout for finding countries, regions and country groups is under design. For the time being, it's easier to go directly to your country or chapter URL:

Use the following URLs (and save them as bookmarks/favorites):

https://www.democratsabroad.org/cc (cc= your country's code) or https://www.democratsabroad.org/cc_chapter (ex: ca_quebec)

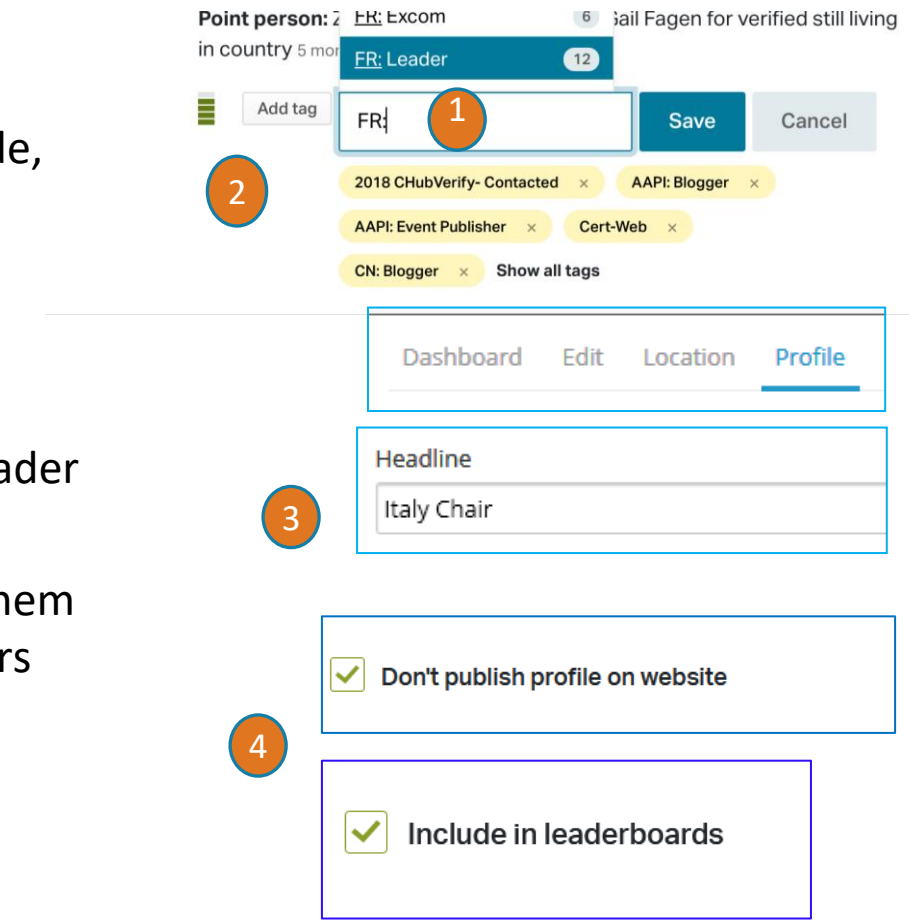
https://www.democratsabroad.org/cc_news or _events or https://www.democratsabroad.org/cc-chapter_news or_events (ex: ca-Quebec_news or ca-Quebec_events)
- for chapters: note the hyphen between cc and chapter, then underscore before the subpages)



Setting up your country or chapter Leadership list (settings to be made to the leaders' member records)

This is done in the membership database, by someone holding a membership login (info-*@democratsabroad)

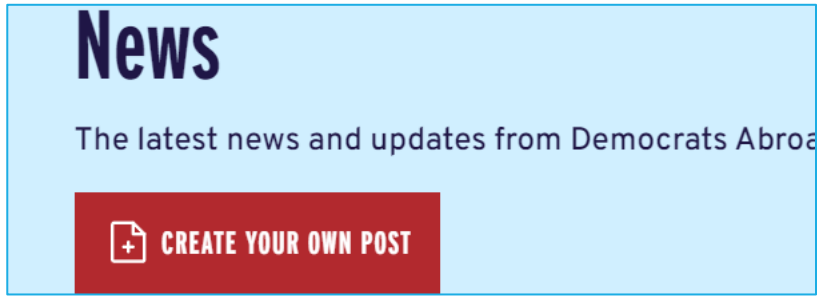
1. On the member's record, add the tag XX: Leader (where XX=ISO country code, 'FR: Leader') or XX-CHAPTER: Leader (where CHAPTER=Your chapter name).
2. Set the Priority (just to the left of the Add tag button): 5= Chair, 4= VC, 3= Secretary and/or Treasurer, 2= Legal Counsel and/or Voting Rep, 1= other officers.
3. Click the Profile link, then scroll down to Headline and enter the person's leader position.
4. If the leader's profile is marked "Don't publish profile on website" contact them to make sure they agree to have their name and profile shown on the leaders page. Unclick "Don't publish" only after they confirm.
   Make sure Include in leaderboards is clicked.
5. Ask your officers to edit their own profile to add a picture.



Creating a News post / Editing a post you've created

To CREATE a new post

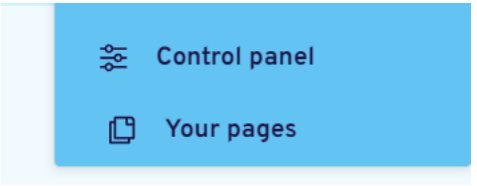
1. Open your country's or chapter's news page as explained on Slide 4.
2. Click News, then click the News button then click CREATE YOUR OWN POST



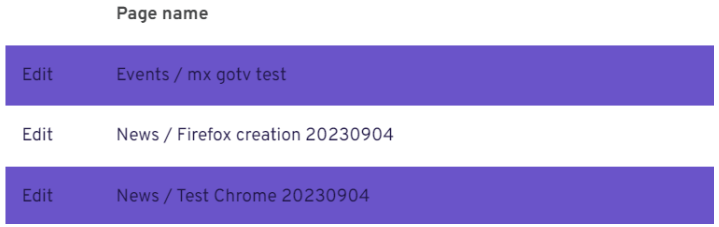
3. See the create screens on the next pages.

To EDIT a post you've created yourself:

1. Open the dropdown box under your name (in the right hand corner) scroll down to Your Pages



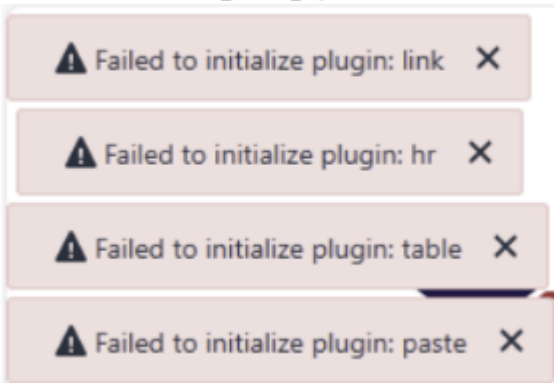
2. Find the post you wish to edit and click Edit.



3. If you don't see the post, it could be that for some reason you're not marked as the author. If you need to be the author, let the Helpdesk know.

Failed to initialize plugin: error

If you receive an error similar to the image below and it prevents you from editing the web page, **clear your web browser cache** and try accessing the page again. We apologize for the inconvenience, but it is a known error, and this is the fix.



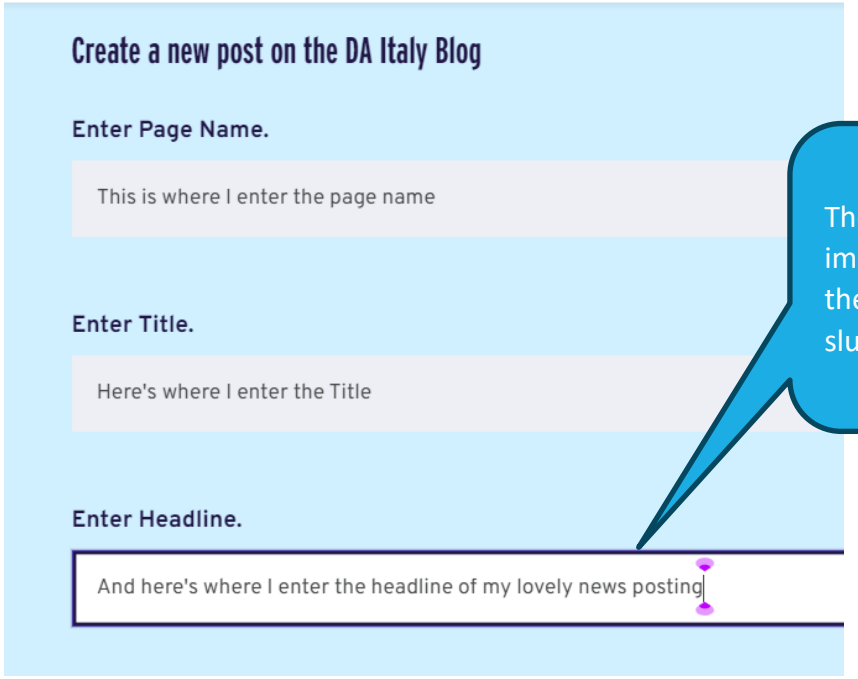
The Web Creation screen – 1. Title and Headline

Top fields for page name, title and headline:

The new post creation layout contains fields to enter the Page Name, Title and Headline

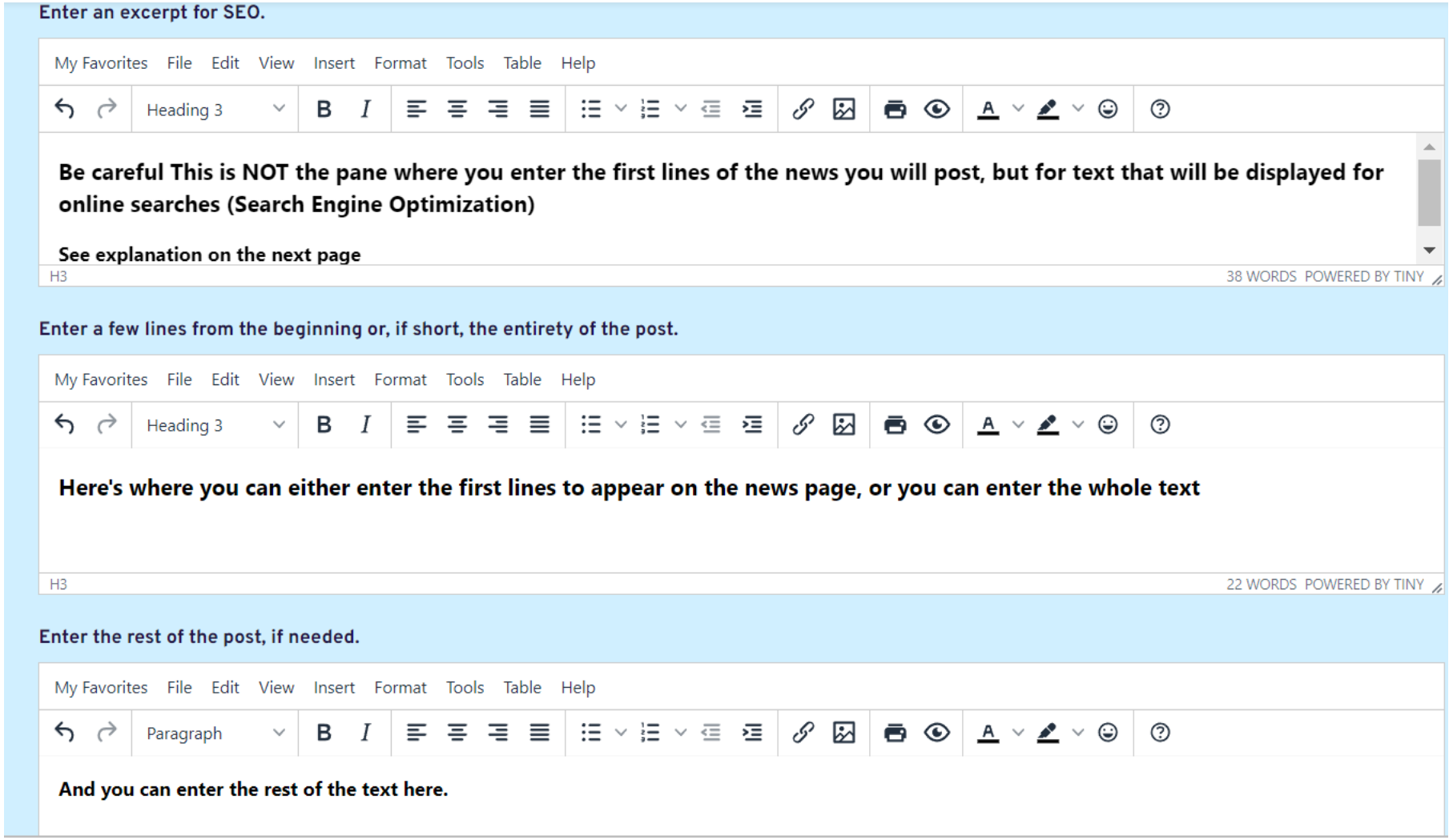
In principle, the title and page name no longer appear on any published pages.

The Headline is the important field. It's also what creates the slug (URL) for your post .



The Web Creation screen – 2.1 Content panes - screens

See remarks on each screen on the next page.



The Web Creation screen – 2.2 Content panes - Remarks

Content Panes:

You will notice a first, possibly unexpected, screen - ***"Excerpt for SEO"*** (Search Engine Optimization).
Be careful This is NOT the pane where you enter the first lines of the news you will post, but for text that will be displayed for online searches.

It's best to first go to the second pane ("Enter a few lines from the beginning") to enter the first lines of your post - which will appear on the main event page. Then paste this text into the "Excerpt" pane above.

You can either enter the rest of your text in this second pane or enter it in the third pane ("Enter the rest of the post, if needed.")

IMPORTANT: When you hit Save this Post, the program may spin a couple minutes. Your post IS being saved. Simply hit OK on the little message displayed.
ALSO you may not see the text entered in pane 3 ("rest of text") until you refresh your screen a couple times. But don't worry - it's there!

Creating News content

1. Although you can obviously create content by typing directly in the box, it's much easier to paste a text written in word processing.
   Please read carefully slide 23 on photos and privacy!!!

2. To create a single line space, use Shift+Enter instead of just Enter.

3. The editing box is quite similar to the one used in DA emailings, with a few exceptions. The options available are described in the slides 17-20.

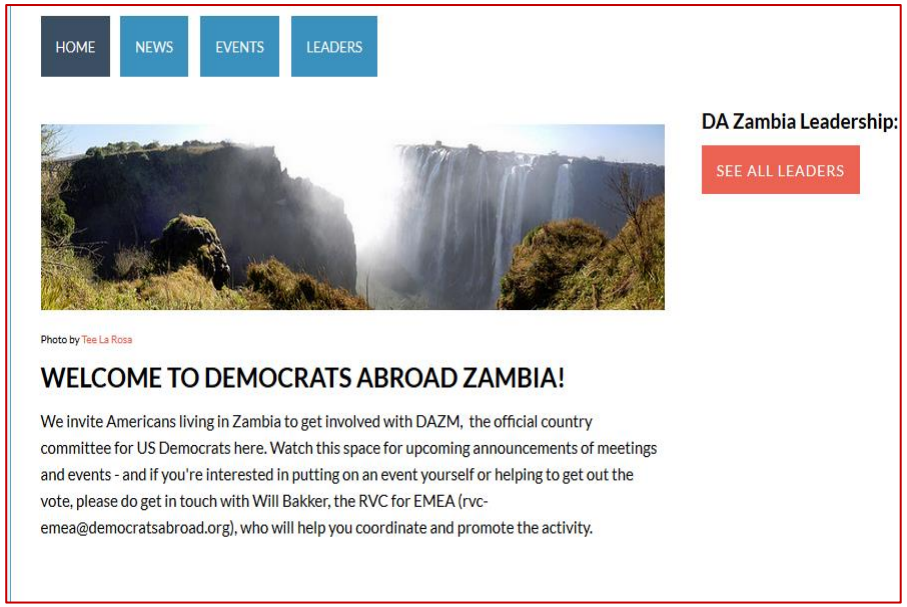
4. You can also work with the html source code – see slide 22. This is especially helpful, for example, when you email your newsletter and then want to post it as a news.

For more details see this mini guide on the Wiki.

Creating/Updating your country/chapter intro post

Here's how to create or update the welcome message on your group's home page:

1. Create a news post and prepare your welcome text. *
2. Add an image at the top (a panorama size works best) – make sure you have the photographer's permission (+give credit) or use an open source photo. BUT see slide 20 for privacy rules on photos!!
3. Be friendly (include an easy way to contact your committee).
4. Be social (add any of your group's social media links).
5. Save your post and then…
6. Email helpdesk@democratsabroad.org with a request to turn this into your intro page. Be sure to include the page's URL! *

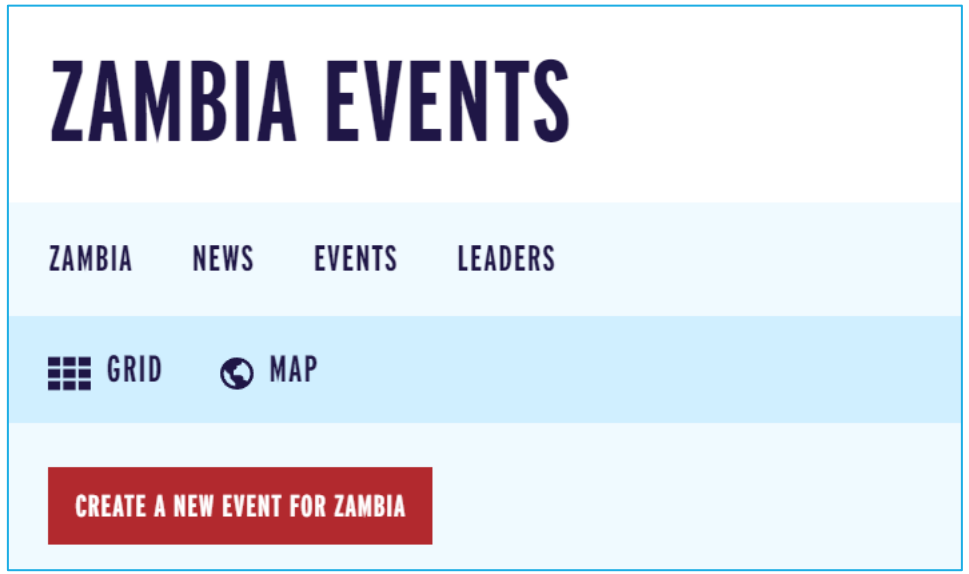


* In some cases: if you yourself created the original intro post, you can probably update this post yourself (or ask the Helpdesk to make you the author

Add an event (basic steps – details are in the next pages)

All events created by a chapter also show up on the country events page and, if requested, on the Region page. All events created by the country automatically appear on all the chapter pages. All events are listed on the global events map.

If you want an event to be cross-posted to other groups as well, contact a global web admin (the Helpdesk or a global admin in your country or region). Include the URL of the event and the name of the other groups to be added or removed for cross-posting, i.e. CC, Chapter, Caucus, State Team.



1. Click the event button on your country or chapter page.
If you do not see the prompt "Create a new event" – this means you do not have permission. Contact Helpdesk for further information.

2. Click "Create a new event for…"

Add an event – 1. (Headline & Date / Time)

1. **Your event headline –** should be short and as unique as possible so you can find it again.
2. **Date / Time / Length** – choose the date, time and duration for your event, following the instructions shown on the screen (in small blue and red font) for date/time format. In the next row, select your time zone region if it's not already listed there.
   The *Event duration* will translate into the end time on the website.
3. **Maximum Capacity –** an optional field
4. **Contact information**. Enter the name and contact details of the meeting organizer. The default is to not publish this information on the page itself – but it's usually entered in the RSVP autoresponse.

   The contact person is the one who receives the RSVP notifications. They should make sure any other organizers receive this information as well.
   The country/chapter membership admins can also consult the people – in your own chapter/country - who have RSVP'd

Add an event – 2.1 (Virtual/hybrid event & Location)

Events can be: in-person only, Hybrid (both in-person and online) or solely Virtual.

In all cases: you need to include a city and the country

For Virtual AND/OR Hybrid events:

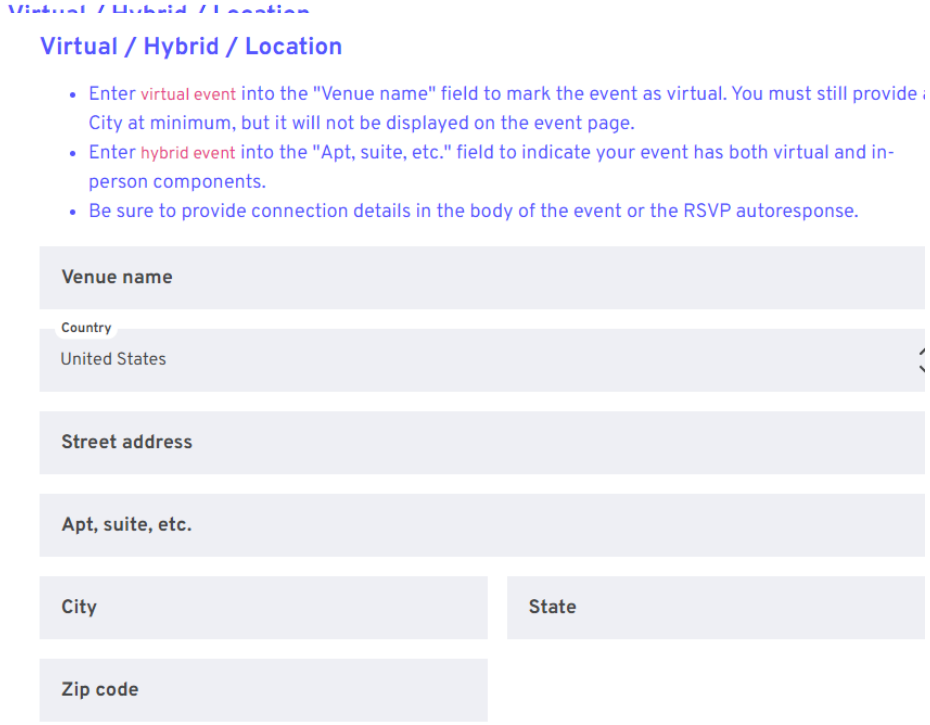
In the "Venue name" field: Enter the term **virtual event** (<- exactly as written here!) to mark the event as virtual (whether solely online or hybrid). You still need to provide a City at minimum, but it will not be displayed on the event page.

Online connection links – AND private residence venues - should ONLY be included in the Autoresponse – do not post this information publicly online.

For Hybrid events (virtual and in person):

- Enter the term **hybrid event** (<- exactly as written here!) in the "Apt, suite, etc." field to indicate your event has both virtual and in-person components.
- Be sure to provide the venue details in the body of the event or the RSVP autoresponse.

Add an event – 2.2 (In person events)



Reminder: Events can be: in-person only, Hybrid (both in person and online) or solely Virtual.

In person events:

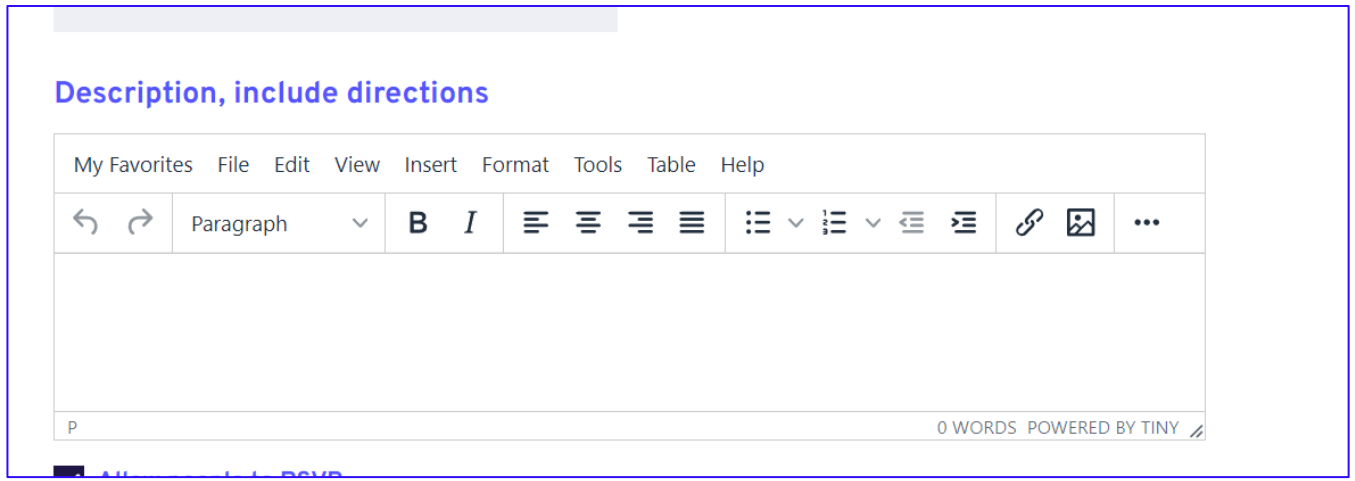
If you want your in-person (or any) event to appear on the map, you should make sure your venue's address is mappable - check it with Google.

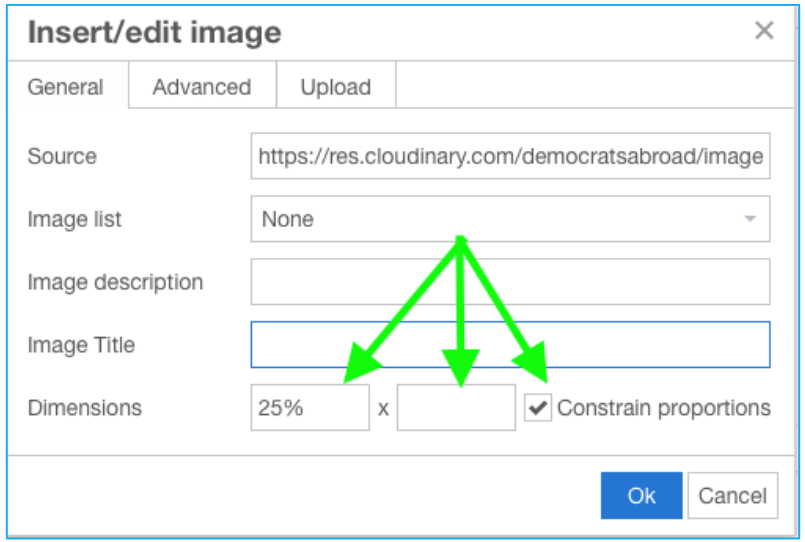
Unmappable addresses will not show up on the world map.

Protect your hosts' privacy:

If the ***in-person only*** venue is private – write something like "RSVP for Address" or private residence near … (=well-known local place or public transport stop, then as street address use that of the local train station or main square so your event will appear on the map.

Add an event – 3. (Event description)





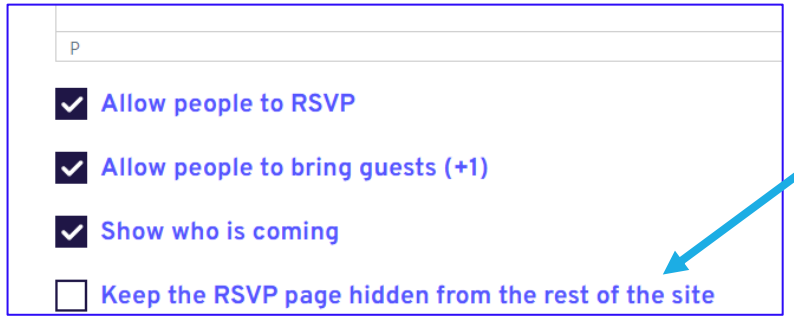
Description

See slides 17-20 for an explanation of the Editing options.

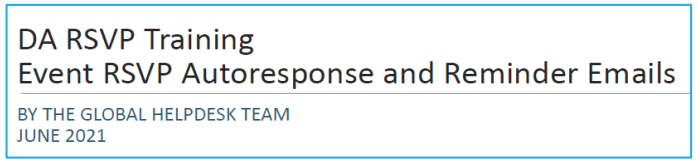
Tips:

- To create a single line space, use Shift+Enter instead of just Enter.
- Upload your images using the image icon – DO NOT COPY AND PASTE.
- Size your images using a % sign so they look good on different size screens (put the % you want in the first box, leave the second box empty).
- To add colors to text , click on the Format menu. In the toolbar you can also open the HTML editing tools

Add an event – Final check and saving



Lastly, you can choose whether to allow people to RSVP and bring guests, and show who is coming.
You can even click "Keep the RSVP page hidden…" to create an event that isn't shown: this will create a URL that you can use in emails, but the event will not appear on the website until you remove that checkmark. You can also send your post to others to proofread before publishing.
See the special mini-guide on RSVP autoresponse and reminder emails.



Final Check and Saving

After a final check that all the fields are completed correctly, click **SAVE AND POST**.
If nothing seems to happen, scroll back to the top to make sure no errors or missing info are reported. Then click SAVE AND POST again.

NEED FURTHER HELP? Contact the Helpdesk if you need help with settings like:

- selling tickets
- adjusting the RSVP autoresponse (e.g., to include a video conferencing link or location details)
- cross-posting to other groups' (e.g., to caucus or state team) event pages

Editing your event from “Your pages”

1. Go to the main sign in page
2. Mouse over your name in the top navigation and then scroll down the submenu and click “Your pages”.

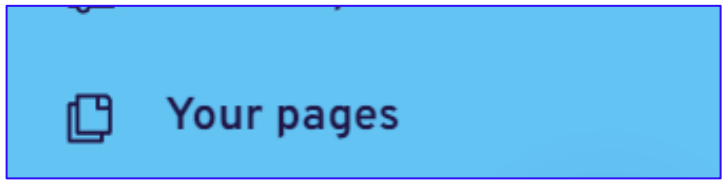
Note: you can only edit events for which you are the author.

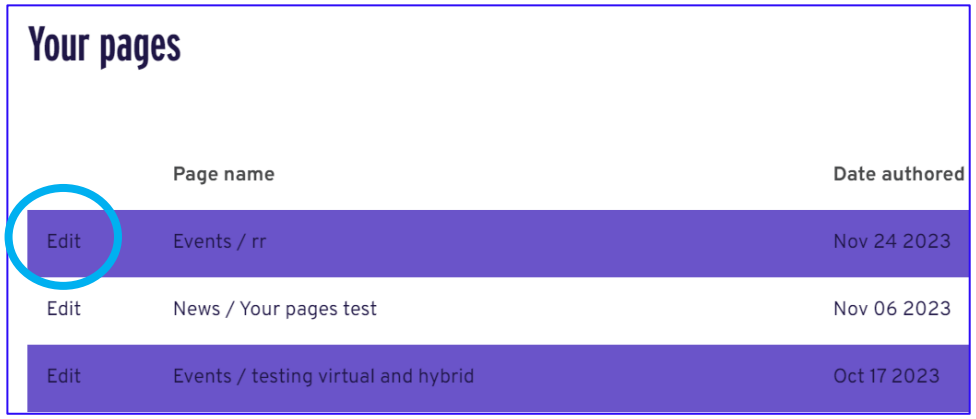
3. Click "edit" to the left of the post or event you'd like to edit.

See the next pages for details on the functions and formatting options for the text.

The EDITING page is almost identical to the EVENT CREATION page. The only difference is that you need to ask us if you want to change the headline.

For events created by someone else: email helpdesk@democratsabroad.org with the URL and information to change – or we can switch you to the author so you can edit yourself.





Finding your RSVPs in the database and more

Finding the people who RSVP

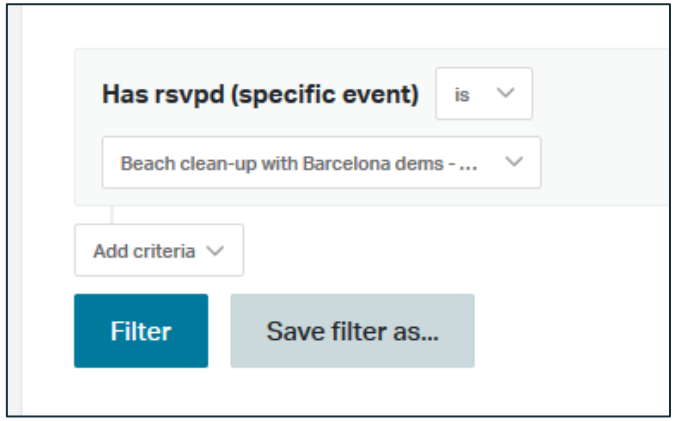
You should be receiving a notification each time someone RSVPs to an event, so you can keep track. But you can also see most people RSVPing on the page of the event.

In all cases **try to note if you get any RSVPS from people who are NOT in your country/chapter, because you'll have to communicate with them differently.**

For Membership and Emailing Admins: Filtering for the RSVPs (see below).

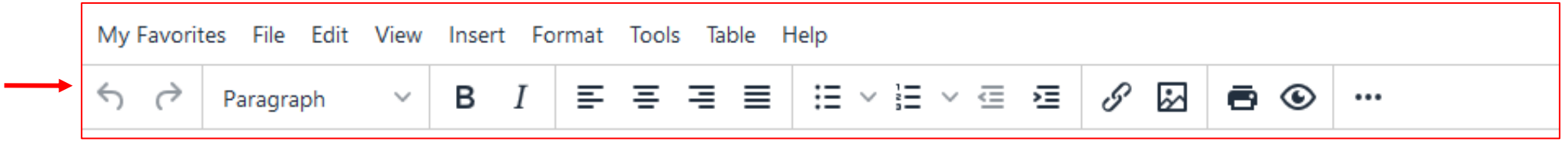
Make a filter of people who have RSVP'd - so you can send a reminder or other communication

Add criteria: **Has RSVP'd (specific event)**
Then paste in the name of the event (or begin typing significant words).
Click Save Filter As to give the filter a specific name.

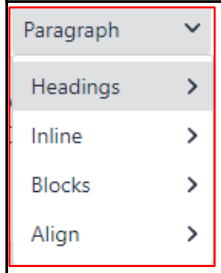


See the special mini-guide on RSVP autoresponse and reminder emails.

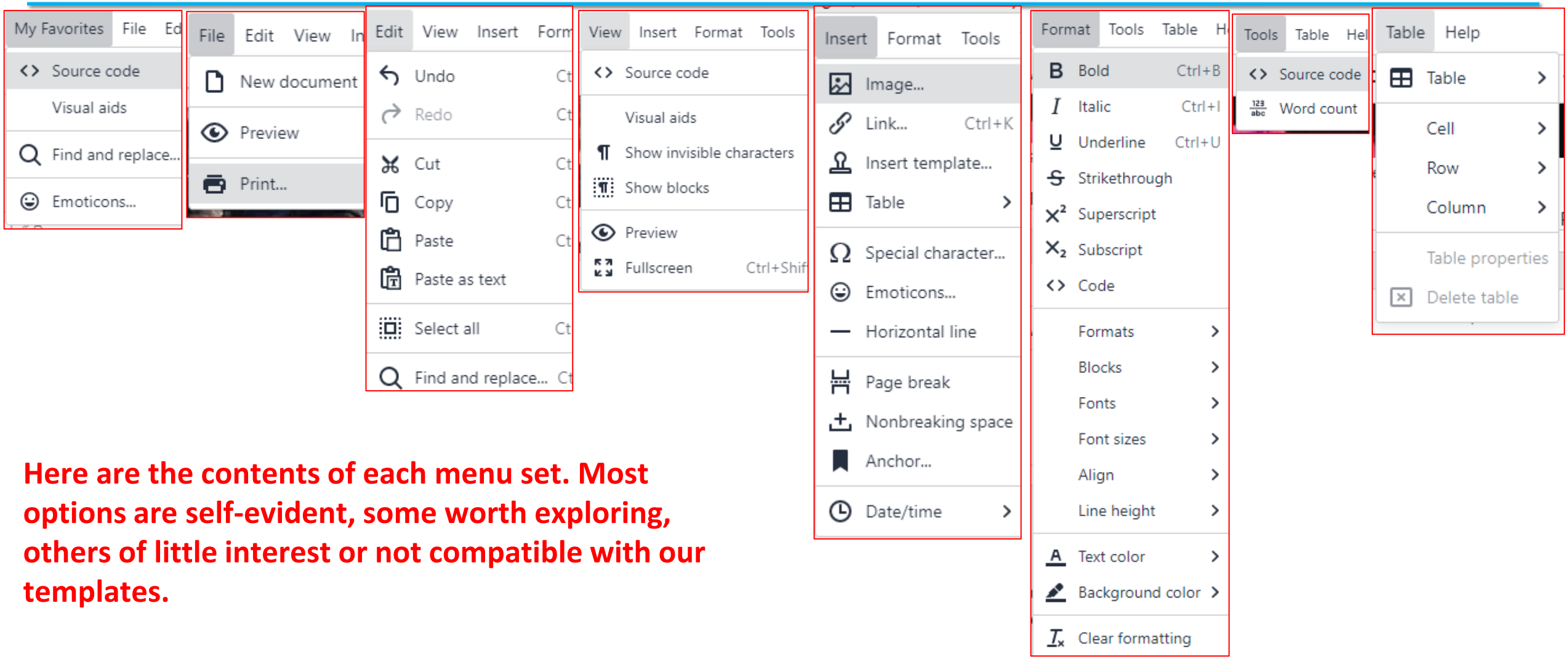
Formatting Content – the main taskbar



Most of the commands you will be using are available from an icon displayed in the taskbar. They are often repeated in the menus just above the taskbar.

	Usual Undo and Redo buttons
	**Formatting menu** (the task bar label to identify special formatting detected) **Headings**: Font styles large to smaller **Inline:** special text formatting, including Underline, Strikethrough, Super/Subscript **Blocks**: Special paragraph formatting, including some HTML commands **Align**: Left, Center, Right, Justify (same as the 4th icon section)
	The 2 most popular text formatting styles
	Alignment (same as the options given in the formatting menu)
	Format as Bullet list or Numbered list; Decrease or increase indent
	Insert/Edit hyperlink; Insert Image; Save as pdf; Full-screen preview of the window

Formatting Content – summary of the menus



Here are the contents of each menu set. Most options are self-evident, some worth exploring, others of little interest or not compatible with our templates.

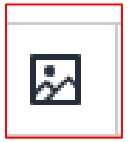
HTML coding icon: “Source code”

The html code button (in the View and Tools menu) is a useful tool but not that easy for everyone.

This tool can be interesting, for example, to copy content from an email to a news or event or vice versa:

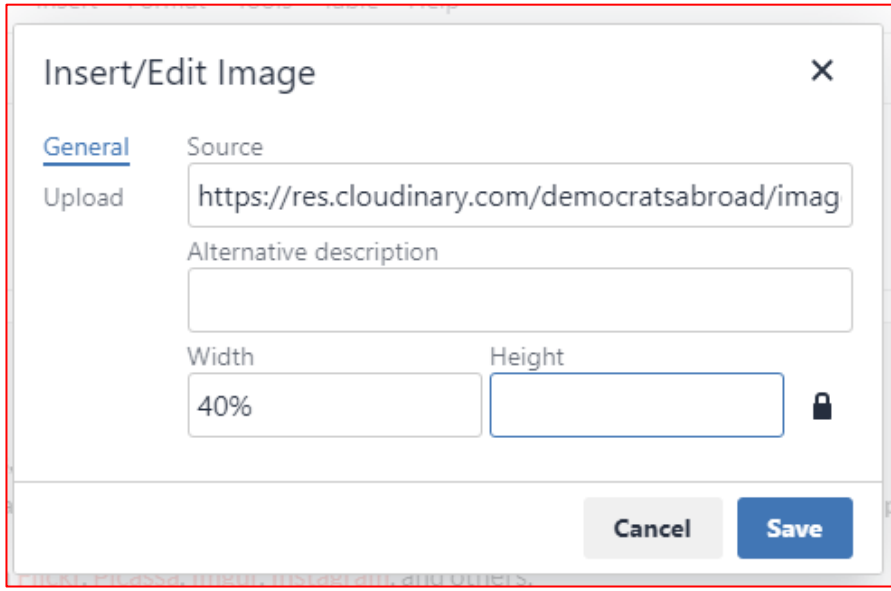
- Open the source code of your primary content, copy the code and paste it into a .txt file.
- Open your target content, click the source code button and paste in the code.
- You can now edit the content just like any other text.

Adding images to your post or event



Use the image icon on the text editor to insert an image (jpg or png) in the message screen.

- You can upload an image from your PC using the **Upload** Button**, DO NOT COPY AND PASTE**
- You can enter directly the URL of a photo that has no copyright restrictions or use a stock photo that you have paid for**.** (see slides 21-24 for best practices and other tips).
- If relevant ask the photographer for permission and give credit



Tip: Size your images using % signs they look right regardless of the viewer's screen size. Be sure the % is in the WIDTH and that the HEIGHT box is blank.

CRUCIAL PRIVACY CONSIDERATIONS!!

- ALWAYS ask permission before you post a photo of someone. (For example, use a photo permission sign-up sheet at an event.)
- NEVER post pictures of babies or children.
- NEVER post pictures of uniformed citizens without their *explicit* permission.

Adding social media to your News post: Best practices - 1

Flickr (www.flickr.com)

- Sign in to Flickr and search for your term, then drill down using Advanced Search
  - Search by size: Panorama view
  - Search by copyright: “No known copyright restrictions” OR “Creative commons”
- Creative Commons
  - Follow all attribution instructions
  - Add attribution beneath the photo
  - Consider emailing the photographer if in doubt, Flickr photographers are very friendly and often happy to share!
- Pay attention to the URL when pasting into post.
  - Use the Flickr SHARE link (https://flic.kr/p/kw6FiT)
  - The URL must be on its own line, and must not be bolded, italicized, or hyperlinked.

Adding social media to your News post: Best practices - 2

Instagram and Facebook

Avoid copyright issues - use your own feed, or your country committee's feed

- Instagram hints
  - Grab the photo's URL from the Instagram URL address field
  - Once in your post, open the "HTML" source window and add the URL there to paste clean code (Instagram adds code to the regular editor which the system can't read)
  - The URL must be on its own line, and must not be bolded, italicized, or hyperlinked.
- Facebook hints
  - Open the image you'd like to share, click "Options," then "Get Link"

Image editing tool tip: Try canva.com, it's free and easy to use!

Create an image gallery

Flickr to the Rescue! (www.flickr.com**)**

1. Create an account on Flickr.
2. Upload gallery images into one album on Flickr.
3. Make sure that your album is visible to the public.
4. Paste the album URL on it's own line in your post :
   https://www.flickr.com/photos/mitchwaxman/albums/72157660795676217
   or
   https://flic.kr/s/aHskoGdmm2
5. Save your post and enjoy.

Add a video

Youtube.com
vimeo.com
Facebook Live

In all cases, The URL must be on its own line, and must not be bolded, italicized, or hyperlinked.

Summary: What you can do yourself – What to ask the Helpdesk to do

You can/should(!) do yourself:	Ask the Helpdesk (=feel free to ask us!)
– Create news and events on any group you have posting access to – Edit pages that you created yourself (in Your Pages) – Change the headline of a news post (new option!) – Add images to posts, create hyperlinks – Paste the Source Code of an email into a news blog, to easily post a newsletter for example. – Use the link in the news/event creation or edit screen to ask the Global IT Helpdesk to help you set up things you cannot do (see column on the right)	– Set you as the author of a post/event you need to edit – Update an event autoresponse with text you provide – Update the Headline of an event – Create tickets (or suggested donation) for an event. – Prepare a list of RSVPs based on the event page – Add tags to cross-post your event

When to contact a global admin

Contact helpdesk@democratsabroad.org if you

- Have forgotten your info-* login password – do not change it yourself – this is being done centrally
- Wish to customize an event RSVP autoresponse or have us send a scheduled Event Reminder
- Need data extract (Excel spreadsheet)
- Need an import of data (must have had an export first since need the member ID in the file)
- Have questions not covered in anything on the wiki under FAQ, training video, training material – you are expected to look there before asking

•If you need to **add or remove someone's posting or database access rights**, use this request form: http://wiki.demsabroad.org/display/MembDBcnda/DA+Website+and+MembDB+Admin+Requests