

Web Publishing Basic Training

Getting Started

To ensure the security, quality, marketability, searchability and standards compliance of Samford web properties, access to the web publishing system is limited to employees with a clear, demonstrated need who [attend training](#) and use the system regularly. Colleagues without direct access can [request changes](#) any time to receive fast, accurate service from web services or email webservices@samford.edu for assistance.

Signing In

1. Go to <https://www.samford.edu/login>;
2. Select the *Self-Service Sign In* button;
3. Enter your Samford Username and Password; and
4. Select the *Login* button.

If you don't see anything listed in the left pane of the web publishing system, select www.samford.edu from the site select list at the top of the page (Fig. 1).

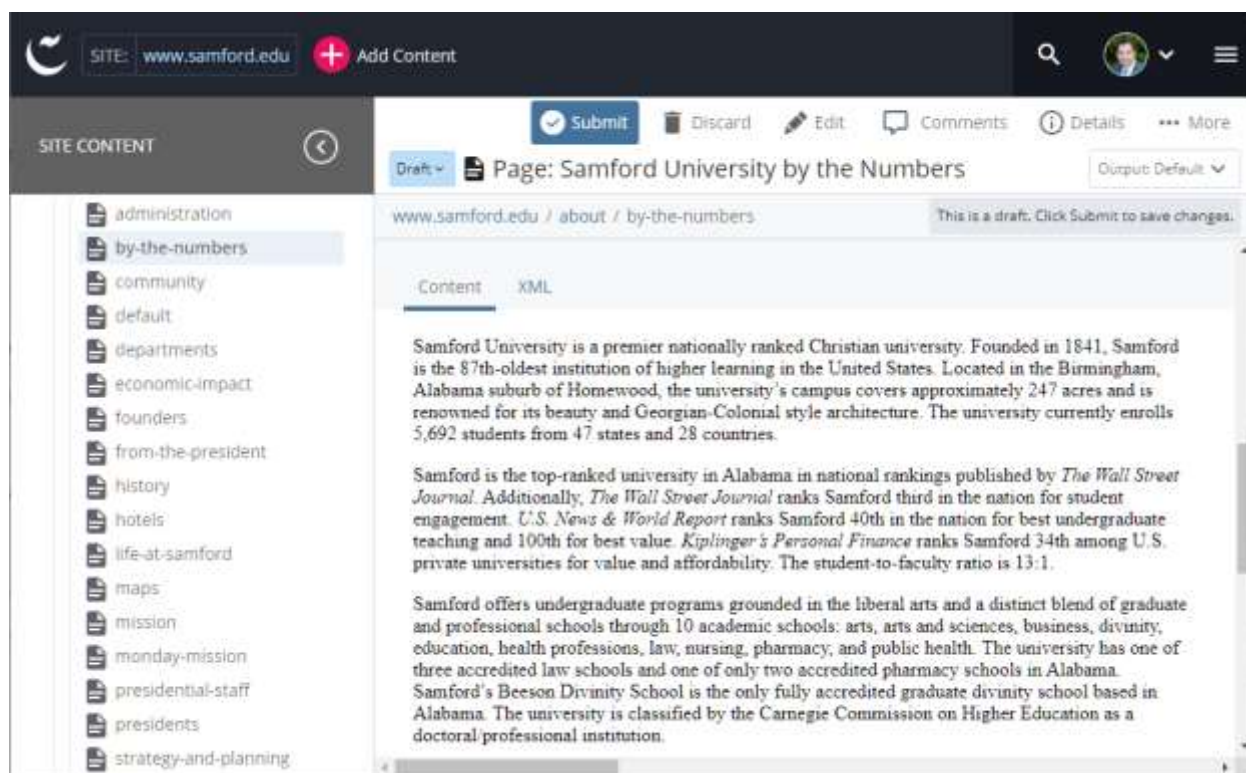


Figure 1: Web Publishing System

Finding Your Content

Content, files and folders to which you have access are displayed in the left pane of the web publishing system (Fig. 1).

- Page content is stored in the *content* folder;
- Events are stored in the *events* folder;
- Files are stored in the *files* folder;
- Images are stored in the *images* folder;
- News posts are stored in the *news* folder; and
- People (faculty, staff, students, etc.) are stored in the *directory* folder.

Creating New Content

1. Navigate to the folder in the left pane of the web publishing system (Fig. 1) where you wish to save your new content;
2. Click the folder select icon (>) next to the folder;
3. Select *Add Content* from the toolbar and choose a content type;
4. Fill in the content form;

Editing Existing Content

1. Select the item you wish to update from the left pane of the web publishing system (Fig. 1);
2. Select the *Edit* button at the top of the right preview pane;
3. Update the form fields corresponding to the information you want to change;

Saving and Publishing Content

Save Your Work Without Publishing

Select the *Preview Draft* button at the top of the editing dialog box.

Save and Queue for Publishing (nightly at 1:00 a.m.)

While previewing updated content, be sure *Draft* is selected in the select box next to the content title in the right pane, then select the *Submit* button at the top of the page to accept the draft and make the changes permanent.

Publish Immediately (MACs and Page Publishers only)

Publish news, people, images, files and events by selecting the *Publish* button at the top of the right pane. Confirm by clicking the *Submit* button. Publish page content by selecting the *More* button, choosing the *Relationships* option and then clicking the *Publish All* button.

Editing Best Practices

System Name

For events, files, images, people and posts, your folder location combined with the information in the *System Name* field will determine the Web address for your content.

- Be sure the system name describes the content inside rather than the function. (i.e. *three-female-students-singing.jpg* NOT *CTA-top-left.jpg* OR *CB100215.jpg*)
- Consider using a modified title for blog posts, news, people and events. (i.e. modifying this document's title results in *Web-Publishing-Basic-Training*)
- To allow overwriting and avoid broken links, don't include document version numbers or dates (i.e. *Student-Handbook.pdf* NOT *Student-Handbook-v15-2016.pdf*).
- Avoid using abbreviations (i.e. *standard-web-and-digital* NOT *STDWBNBDGTL*).
- Replace spaces with hyphens and remove all other punctuation (except file names).

Metadata (Search Data)

These fields optimize your content for search engines and determine when the content is available. Title should be 50 to 60 characters, and Description should be 150 to 160 characters.

Using the Web Content Editor (Fig. 2)

Use the following best practices when creating your content to ensure standards compliance, good search engine placement, consistent design and content portability.

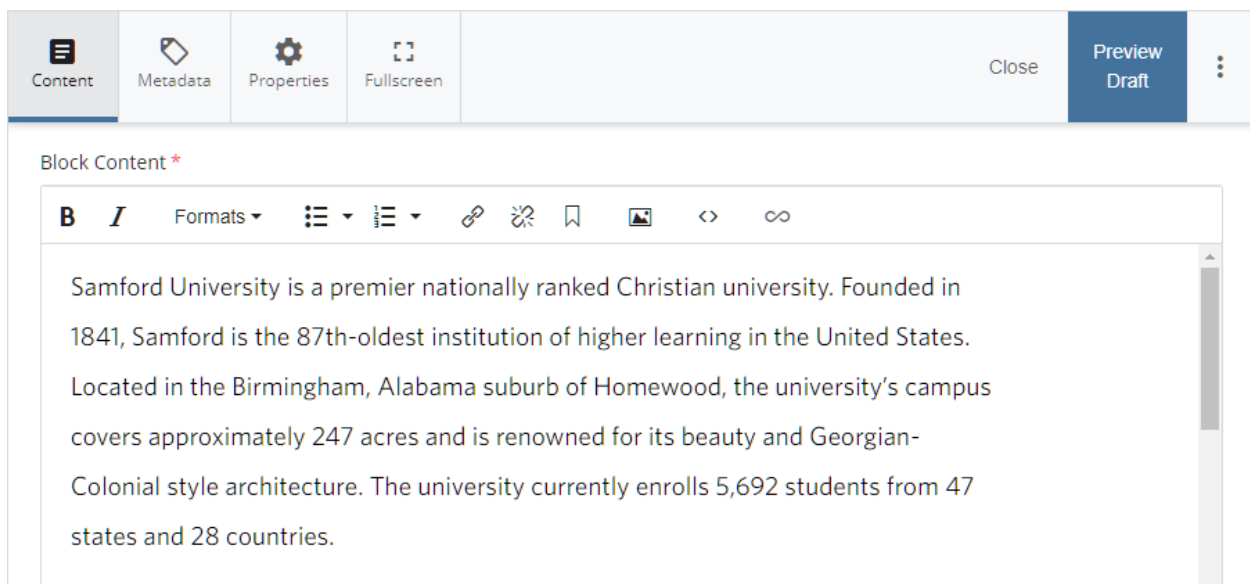


Figure 2: Web Content Editor

Do

- Use Headings, Blocks and Custom styles from the *Formats* menu to make content easier to process.
- Use bulleted or numbered lists for groups of simple (single sentence) items.
- Use spell check.

Do Not

- Use inline font sizes, colors, alignment or indents.
- Use underline or strikethrough.
- Use tables for layout; use headings and text patterns instead.

Inserting Links

Highlight the text or image you want to link and select the Insert/Edit link icon in the toolbar; fill in the information in the dialog; and select the Insert button.

- Link Type: Select the internal checkbox for files or pages located on the Samford site; otherwise choose external.
- Link Source: Select a file or page from the library, or enter the address for your link.
- Title: If you are linking an image or button, enter a full description of what visitors will see when they click your link.
- Target: For links to files (i.e. PDFs) or external sites select New window.

Inserting Images

The university requires signed photo/model releases for all images used to promote the university. Photos in PhotoShelter and photos taken by marketing and communication photographers should already have signed releases. All other photographers must use the standard [photo/model release form](#).

Select the Insert/Edit Image icon in the toolbar; fill in the information in the dialog; and select the *OK* button.

- Image Type: Select the internal checkbox if the image is on the Samford site; otherwise, select external.
- Image Source: Select a file from the library or enter the address of your file.
- Decorative: Do not check this box. Content images cannot be decorative.
- Image description: Describe the contents of your image. (Required)
- Do not use the Advanced Tab or any of the other settings.
- Size images appropriately using an image editor like Photoshop, [Pixlr](#) or [Squoosh](#).

Suggested Image Sizes

Image Use	Dimensions (px)	Size (kB)
Slider/Full Banner	1920-by-1080	130-250
Alternate Banner	1920-by-720	120-230
Content	640-by-480	50-150
Directory	400-by-600	40-100
CTA/Thumbnail	480-by-320	25-50

Photos generally compress best in JPG format while graphics typically compress best in 24-bit or 8-bit PNG format.

Inserting Audio or Video

Email webservices@samford.edu with the address of your audio or video file. We will manually insert your media to ensure that it displays properly on mobile devices and meets ADA requirements.