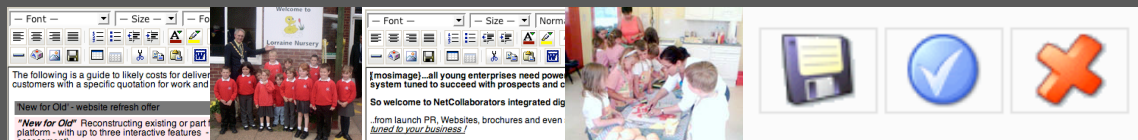


Website Editing - Overview



April 2007

NetCollaborator websites use CMS (Content Management System)

“Content Management System” web sites - can be updated online by anyone with access to a web browser (e.g. Internet Explorer or Firefox) and the appropriate permissions anywhere and anytime. Articles are edited by entering a pre-established username and password into the website and selecting the article to be edited.



A little bit of jargon:-

Website Administrator

One individual within your organisation will be named as your “Website

Administrator” and will be responsible for making sure the system is running properly for you. This person will have extended training and authority - and be given direct contact to NetCollaborators to resolve any problems should they arise.

Web Browser

This is simply the way in which you access the internet when working on a computer. Common browsers are Internet Explorer and Firefox, but you don't need to know this to run your website - many think of it as simply the window that opens up when you click on an internet link.

Setting up your website

What do you get when you switch on?

Your website will be delivered in a shape and design agreed with you in advance. Some items will have words and pictures added to give a feel for what is intended. Other items are left as a blank canvas for you to complete - it's your site, after all!

Set-Up Stage

There will be a short set-up stage during which the empty canvasses are completed and checked. Once the site is ready to launch, you are ready to announce your new website to the world!

Who owns which items?

We'll agree with you and establish, as part of the set-up process, names of those who will be able to log on to the website. As to who does what, this is down to you to decide.

Website Group

Agree your local management rules

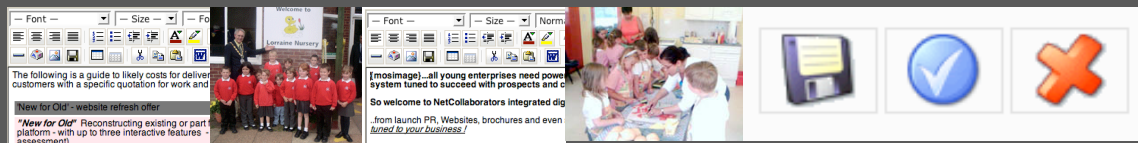
We recommend agreeing editing / update responsibilities before entering the set-up stage - perhaps you will set up a small website group to manage this.

Keeping your site up to date

The very best way of keeping the site up to date is to embed the website into the very way you do your work - not a trivial task, but one that will pay dividends. The key rule is to enter data once - you don't want to be typing everything twice - the site should save you work, not create it.


NetCollaborators will be happy to advise you on ways of achieving this “Holy Grail”. See “Usage Hints & Tips” **on page 6** as a starter!_

Editing a Webpage Article



April 2007

This section sets out how to edit an article within your site

Most articles are editable, although some areas of the website require special access. After you have logged in to the website, all editable areas will be marked with a small edit sign . If you don't see this sign, ask your Website Administrator.

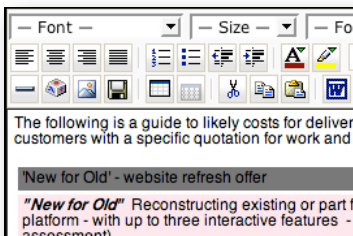
There are a few ground rules:-

It is assumed that you have already undergone some basic training and have "editor" permissions (check with your Website Administrator if you're not sure).



Editing your page

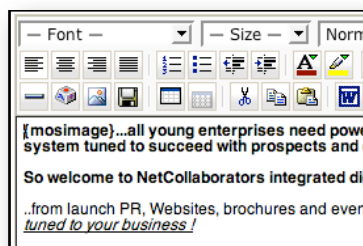
Once you've logged in, just find your article and then click on the little edit icon after the article title. You will then be presented with an edit screen that looks similar to the one here.



Usage of this editor should be self explanatory to those familiar with a word processor.

Training Point!

do not be tempted to edit the {mosimage} that might appear on some pages - this is a placeholder for pictures placed on your page, using ! Changing or removing it, will remove your picture from the website!!



Saving or cancelling your work

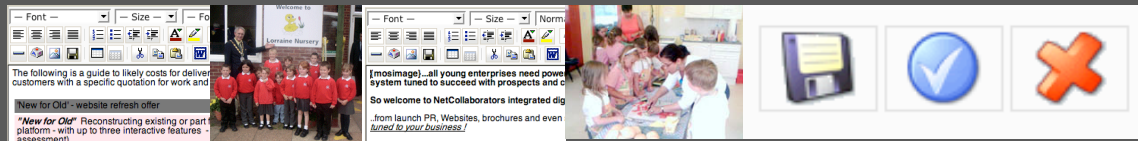
To save your document, just click on the disk icon. The changes will appear on your website for 'all' to see

To cancel your changes, click on the cross.

The blue tick saves your work, but leaves the edit screen open, allowing you to carry on working.



Adding a Picture



April 2007

Overall Approach

In addition to adding text to your articles and editing it, it is also very simple to add images that you might have taken with your digital camera - or captured using a scanner. The process is straightforward, but it is more complex than text-editing - and there are also one or two important things to look out for to keep your site looking good and running smoothly. This might be something you decide to ask your Website Administrator to handle for you.

Image Considerations

Image size

In order for your website to load quickly, it is very important that your images are of a small size in terms of the amount of data - it's not good enough to take a large image and re-size it using the "drag" handles - you'll need to use a photo-editing program to reduce the image in data terms at the same time as reducing its visual size.

A file size of around 20 kilobytes (KB) or less is about right - if you find you are approaching 100 kilobytes, your web page will start to suffer! Note standard digital cameras tend to produce pictures that are between 350- 500 kilobytes so this is an important consideration

Image format



Without going into huge detail, the most common type of image file found on the web is a "jpg" file and we recommend saving your file in that format for best compatibility.

Uploading and placing your Image

Once you have your image in the right size and format, it's time to upload it to the site. This is done as a two-part process:-

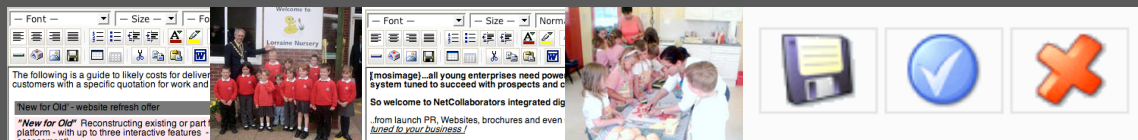
- 1) Upload the image
- 2) Place it in your article.

Uploading your image

- 1) Open the article as you normally would for editing, by clicking on the  edit icon.
- 2) Click on the  insert/amend image icon.
- 3) Next, click on the "Browse" button and find the image file you wish to upload from your computer. Click on "Open"
- 4) Once the image file appears in the Upload: selection box, click on the "Upload" button.
- 5) Your image should now appear in the display as a thumbnail (small version).
- 6) Select the image thumbnail (You should also select width / height* and alignment parameters at this stage) and click on "OK".
- 7) Your image appears in your article!

* The standard measurement used is a pixel (or dot on the screen). As a guide, the total width you have available is 410 pixels, so if you were to size your image width to 200 pixels, that's a pretty good guide to allow for both the image to appear and have some text on the left or right (depending on the alignment you choose for the image).

Uploading a Document



April 2007

“Important Documents” area - Approach to Uploading documents

This process requires not only an understanding of the techniques involved, but must also take account of the organisation’s publishing policy and naming conventions. It might be that the ability to upload documents is therefore given to those who have undergone additional training and/or are in a position of some authority within the organisation (e.g. Administrative Officer, Company Secretary, Clerk to the Governors).



Overview

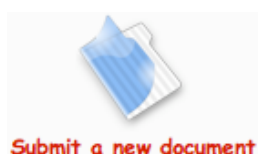
The website comes complete with a dedicated area for storing your documents - it will be available under a menu item called “Important Documents” or similar.

Within this area documents are stored under key folders (or Categories).

Permissions / Authority

In order to upload documents, your account must be given the right level of permission, or authority. Please see your Website Administrator about this.

Once you have been set up, the documents page will show an upload icon at the foot of the page like the one on the right.



Uploading

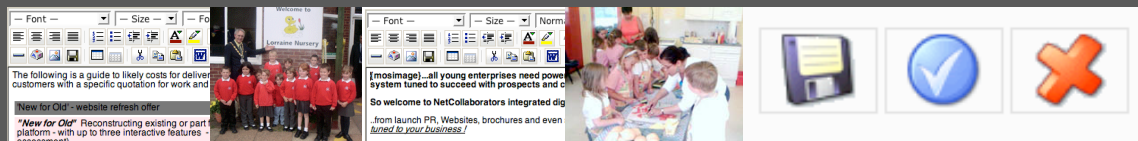
- 1) Click on the “Submit a new document” icon
- 2) Make sure “Upload a file from your computer” is highlighted and then press “Next >>>”.

- 3) On the next screen, click on the “Browse” button and find the file that you wish to upload on your computer.
- 4) Highlight the file and click on “Open” (or double-click the filename) and then “Upload”.
- 5) In the screen that appears;
 - select the Category (i.e. folder) in which you wish the document to appear
 - add a short description if required
 - ****Very Important**** If the document is to be viewed only by a selected group, don’t forget to select “permissions at the foot of the page and choose the required group, otherwise your document will be view by anyone logged on to the website!
 - press the save icon.
- 6) Your document will now be listed in the chosen folder.

Document Types

Don’t forget that not everybody will be able to open documents of the type you use (e.g. MS Word). We therefore recommend saving your document in an “open standard” for which there are free viewers available - PDF is the natural choice for this.

Administrator Responsibilities



April 2007

Administrator Overview

It is recommended that one individual is nominated as the organisation's Website Administrator. This person will be responsible for specific actions that can be undertaken as outlined below, but will also be responsible for communicating with NetCollaborators if assistance is required.

Tasks that fall to the Administrator:-

Depending on the way your organisation is structured, this role could fall across a number of different positions - and, depending on the support agreement reached, the actions might be carried out directly by yourselves or by NetCollaborators on your behalf.



Administrational Activities

1. Removing or adding users and specifying their level of permissions

As people join or leave your organisation, they will need to be added to or removed from your website. For new users there are varying levels of authority available:- Author, Editor, Manager. NetCollaborators will be happy to expand on the power of each of these roles.

2. Carrying out or arranging training

For new users or just for refresher training for established users, we hope that this is something you will feel able to carry out for yourselves. If not, NetCollaborators are always able to assist. Our standard rates would apply in this case.



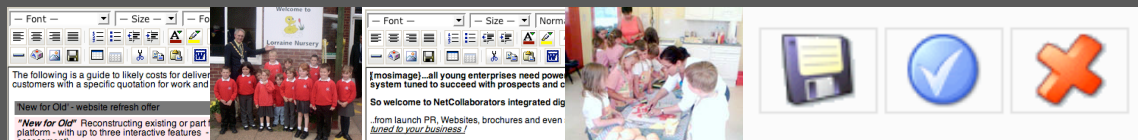
“Super-Editor” Activities

The Administrator will be called on to carry out some “Super Editor” tasks. These are likely to cover the following main areas:-

- **Setting up and editing certain items on the site (typically, items that fall within a Section, Category or NewsFlash)**
- **Setting up and removing polls**
- **Approving articles for publication**
- **Checking spelling, grammar etc.**
- **Checking and correcting image sizes**

As before, we hope that this is something you will feel able to carry out for yourselves. If not, NetCollaborators are always able to offer assistance. Our standard rates would apply in this case.

Usage Hints and Tips



April 2007

Welcome to the 'give and take' world of a Community Website!

Why become a good Webster?

Your website offers you and your colleagues a whole new set of opportunities to publish material and interact with different groups.

BUT...

To work really well for the school community, the website needs to be an interesting and worthwhile place to visit.

The wider the range of subjects, the broader the spread of visitors.

So the website needs your input to be successful, and if it is successful it becomes a very powerful publishing tool to help you with your work.

Some Golden Rules

- ▶ Think everyday – how can I use the website to help me ?
- ▶ Remember - no item of work is finished unless it is published on the website in some form or another.
- ▶ The site is set up to publish material in a variety of ways:
 - Short, sharp news headlines or announcements
 - Information articles reached via menu buttons labeled under predetermined subjects
 - Rolling calendar or diary
 - Archived or reference material such as policies or formal reports on projects and outcome for download.

So please keep these in mind as you produce new material so that you end up with the minimum of re-typing or format changes to get it on to the website.

PUSH information and PULL interest

Pushing information out is an obvious use of the site BUT using the site to PULL (or engage) people in projects or themes is even more powerful because it can help you build voluntary and interactive audience.

Take every opportunity to promote the site to help it get established

Ensure that all projects have a presence on the website – and ask people to visit it to find out the **full story** – it attracts people to the site where it is easy and low-cost to provide lots of information and links to more resources.

Online voting service – democracy in your school ?

Your site has an easy to use 'preference' online voting facility, which is a great icebreaker to launch a new topic because people are always interested in hearing about how 'they' think on a subject. Each subject area of the site can carry a dedicated vote facility so you can make it relevant to your particular audience or focus group. Results are automatically updated and people can only vote once in every 24 hours

World-wide audience

Your audience may well stretch beyond the schools local community including : Other Schools, Teacher Groups, Authorities and outside providers or potential users of the school facilities. It's an opportunity to share your work and hopefully encourage feedback and new ideas.



Writing for Websites

Getting to grips with publishing material on the web means getting the best out of the website's ability to help the reader navigate the content without getting

lost or too bored or both!

The basic controls for websites are becoming more standardised – which makes it easier for all that use them to get to the content they need. Your website is very visitor-friendly, with easy to use standard controls. However the number of different ways of presenting material does make it a little more complex when producing material for the site.

People linger longer on sticky sites !

In the commercial world its reckoned that once a site is opened, you have a minimum of three clicks to interest your visitor sufficiently to stay on your site! This is the measure of your site's 'stickiness', your aim is to encourage visitors to linger longer. So the idea is to ensure that, in addition to the initial focus of interest, s/he has lots of relevant options to click onto, which should keep unfolding with each click!

Content Navigation

Each major subject is reached by a bold menu key. As with newspapers, the text needs to have a bold heading, rich with interest and a short introduction of no more than 40 words to the subject with an invitations for the reader to either click to see more of the 'article' or to click to go to other related subject areas. It's a good idea to use more sub-headings to act like signpost to the reader. Each click should take the reader deeper into the subject and become richer in detail. You can insert these links fairly easily.

(Important warning - you can send people off your site BUT not to unknown sites which may have, or lead to, material not suitable for children.)

Lengthy items

Most existing texts need heavy editing to achieve the above, although good summaries are an excellent place to start.

It is probably advisable to use the summary to introduce lengthy items and put the complete item in the download area

With downloadable files it pays to think carefully about the file name and title as this becomes a key link for visitors looking for and identifying information; the website search function is then likely to pick them up.

For example;

You may have a really useful report and collection of material following a project or training programme you want to share with others.

Simply upload the lengthy document and supporting attachments in to the download area and use the newsflash service to promote the fact that the information is available.

Newsflash Service;



Drop the Dead Donkey

This is a great opportunity to come up with some 'drop the dead donkey' type headlines! Have fun, but don't forget to make sure the 'flash' links to some more detailed information. The newsflash content can be set to automatically rotate with different headlines – so you could produce a series of headlines on the same subject if it's really important or has lots of different facets or just vary subject.

Each area of the site can have its own newsflash but please note, it's the Home Page which is pole position

Powerful search function

Finally, don't forget; your site has a powerful search function which operates on all content on the site (but not inside the articles that are held as downloadable files).