ACTIVE CONTENT MANAGER (ACM)

An Introduction
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
Content Management

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

editors / approvers -> webmaster -> web site (http://someurl.ubc.ca/) -> site visitor

web designer -> content contributors
Content Management Systems

How CMS Works

- **design managers** (full rights)
- **content contributors** (limited rights)
- **editors** (moderate rights)
- **approvers** (moderate rights)

- **CMS** (hosted application)
  - FTP

- **web site** (http://someurl.ubc.ca/)
  - site visitor

**Design Managers** create templates (editable content regions and non-editable design / navigation features) within the CMS.

**Content Contributors** write or place content in the page templates.

**Editors** and **Approvers** review and edit the information as necessary.

Once approved, the web page is published to the **Web Site** (the server), where **Site Visitors** can access it.
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
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
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
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
Getting Started

- Logging into ACM
  - www.ubc.ca/okanagan/cms
- My Page
  - View/update personal information
  - Change Your Password
- The Admin toolbar
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.
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
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 **p** (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 **New** 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 website.
  - **Survey (form)** page type is used for creating forms for your site that your users can fill out and submit.
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. 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.
QUESTIONS?
Practice Session

- Login to the ACM Content Management System at [www.ubc.ca/okanagan/cms](http://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](http://www.google.ca)
  - Image