

WELCOME TO TERMINAL FOUR (T4) SITE MANAGER VERSION 8

WHAT IS IT?

At a basic level, T4 is a **Content Management System** (CMS).

It's an organizational structure for websites and is used for building and maintaining large amounts of website content. You can add new pages, create content on those pages, make changes to existing content and add news and events to promote your department.

Think of T4 like a file cabinet where you store all of the information on a website. A file cabinet has drawers, folders inside of those drawers and papers inside of those folders. Every page of content gets filed in a folder inside of a drawer of the **Texas Wesleyan University website** file cabinet.

WHO DOES IT?

You do, of course. All content goes through an approval process that begins at your department's level. After you make changes, you and/or another T4 user in your department will fact check the content, review for grammar and spelling issues and the tone and readability.

The marketing team receives your content after it's approved at the departmental level. Someone from the marketing team will review your content and approve it to "go live" on the website.



4 TIPS TO REMEMBER BEFORE YOU GET STARTED:

1. You CANNOT break the site

You can start to feel the pressure when you're making changes to the university's website, but don't worry. Nothing you do is published without being double-checked by the marketing team first.

2. Use Google Chrome

You can access T4 using other browsers, but you're going to encounter functionality issues. Avoid them all together and use Google Chrome.

3. Don't use the "back" button

Using the "back" button in your browser could duplicate content you've already created and cause other functionality issues within the site. We know it's tempting, but don't do it. If you need to retrace your steps, use T4's navigation options.

4. Access T4 from anywhere

You're out sick and can't be on campus? You can log on to T4 from your computer at home and update content from the comfort of your couch.

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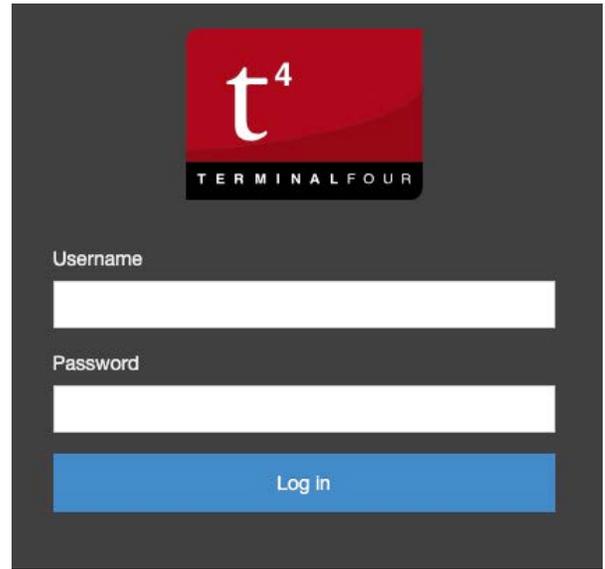
HERE ARE FEW IMPORTANT TOOLS YOU'LL USE:

-  This “insert media” icon allows you to add images and PDFs to your content.
-  Use the "create link" icon to link to a page either on the Texas Wesleyan website or an external website. Click on "insert section link" to link to an TXWES website page. Use "insert/edit external link" to connect to a page not on the TXWES website. The text will be highlighted in blue and underlined if successful.
-  Use the format drop down menu to make text stand out in content like headings, sub-headings, etc. Use the format drop down to select different text styles.

GETTING STARTED

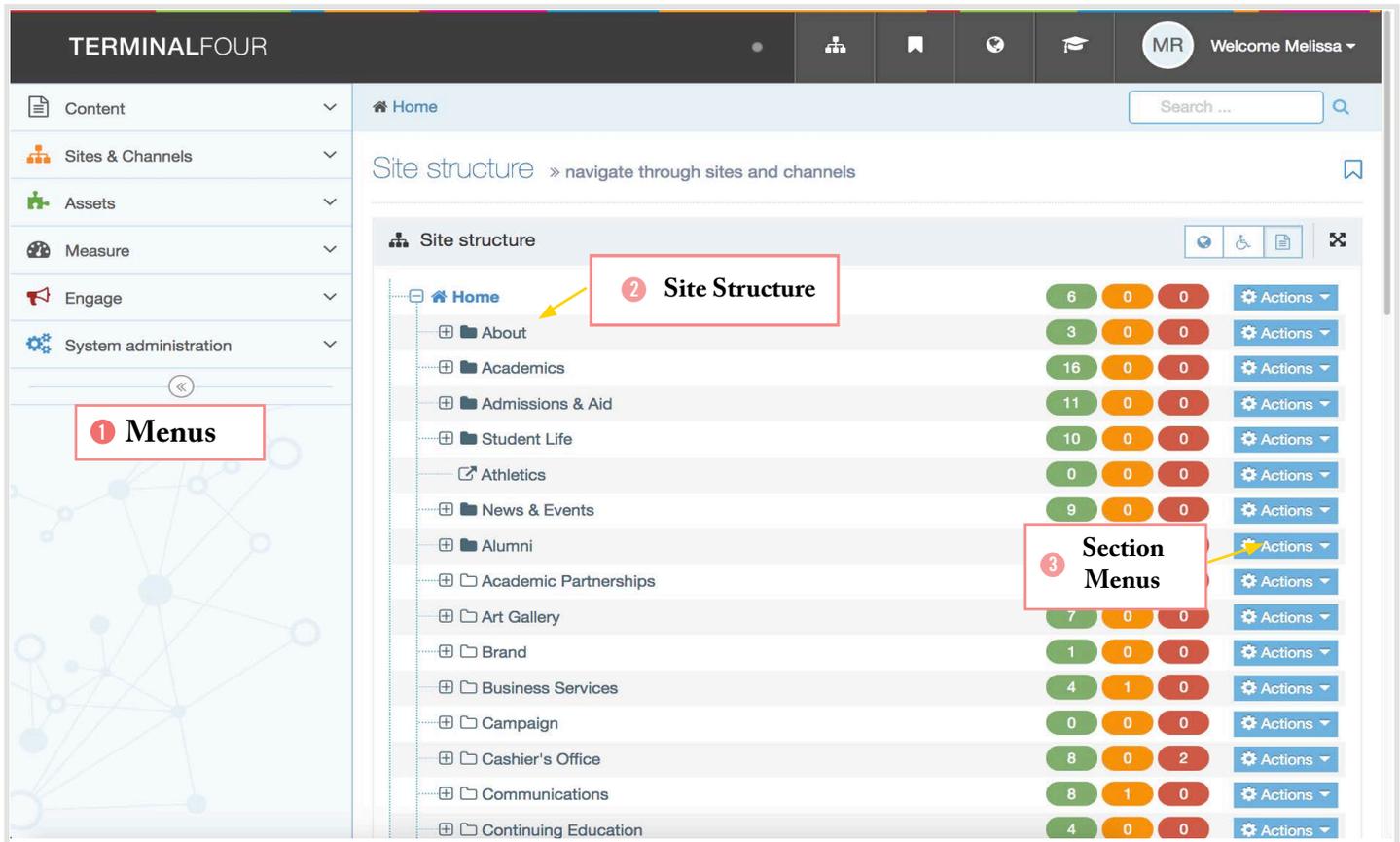
LOG INTO YOUR ACCOUNT

- Open your **Google Chrome** web browser
- Visit cms.txwes.edu/terminalfour to log in (Note: bookmark this page in your browser to quickly locate it the next time you use T4).
- Type in the same username and password you use to log into your University computer and email.



GET FAMILIAR WITH T4

Now that you're logged in, let's go through and identify all of the features you see.



1. Menus

These drop down menus labeled “Content,” “Sites & Channels,” etc. are where you’ll find T4 features that you’ll use often. You’ll use them to navigate to the media library, approve your content and more.

2. Site structure

You'll spend most of your time here. This is the order and organization of sections that represent the structure of the website and gives you an idea of how to navigate to the pages you want. Do you remember the file cabinet analogy?

3. Section menus

These blue drop down menus contain many useful actions like **adding**, **duplicating** and **mirroring** content. You'll be using them often. Take a moment to browse the options you have here.

NEWS & EVENTS

ADDING NEWS STORIES

Topics can be anything from an event overview to an award announcement to a policy update or anything else that's going on in your department. There's always something happening in your area of the university and no one knows what's going on better than you. So we'll leave the updating to you.

Step 1: Create a section in the appropriate category

Find your department's "News and Events" section, expand it by clicking on the "plus" button on the left and then expand the news section. Within this section, find the category folder and then category archive where your story topic fits the best (Note: If there are no categories in your department's news section, skip this step). Then, click the blue "Actions" button of the folder where your story belongs and click "Create Section".

The screenshot shows the TERMINALFOUR interface. On the left is a navigation sidebar with categories like Content, Sites & Channels, Assets, Measure, Engage, and System administration. The main area displays the 'Site structure' for 'Home'. The structure is as follows:

Item	6	0	0	Actions
Home	6	0	0	Actions
Web Training	3	0	0	Actions
Ignore This Folder	1	0	0	Actions
Static Content	3	0	4	Actions
Faculty & Staff	3	0	0	Actions
Department News	2	0	0	Actions
Community Outreach	0	0	0	Actions
Student Success	0	0	0	+ Create section
Upcoming Events	2	0	0	Edit section
Simple tips and tools	1	0	0	Preview section
Inactive	1	0	0	Move section
Melissa Rivera	0	0	0	Duplicate branch
				Delete section
				+ Create content
				Edit content
				Delete content
				Direct edit
				Bookmark section
				Expand all

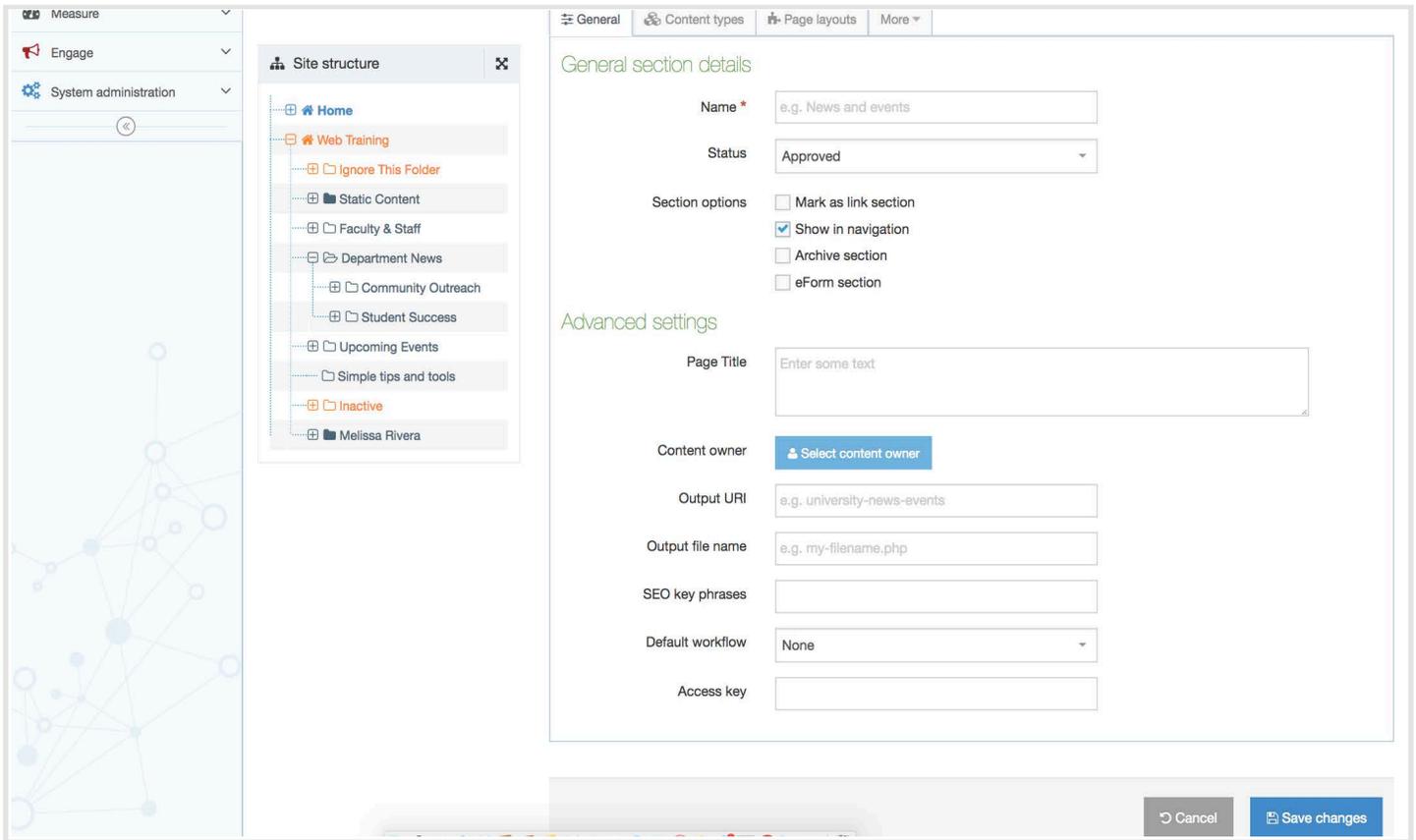
The 'Community Outreach' folder is highlighted in yellow, and its 'Actions' menu is open, showing options like '+ Create section', 'Edit section', 'Preview section', 'Move section', 'Duplicate branch', 'Delete section', '+ Create content', 'Edit content', 'Delete content', 'Direct edit', 'Bookmark section', and 'Expand all'. A red arrow points to the '+ Create section' option.

URL: <https://test.txwes.edu/terminalfour/page/section#add/14781/fb/ise>

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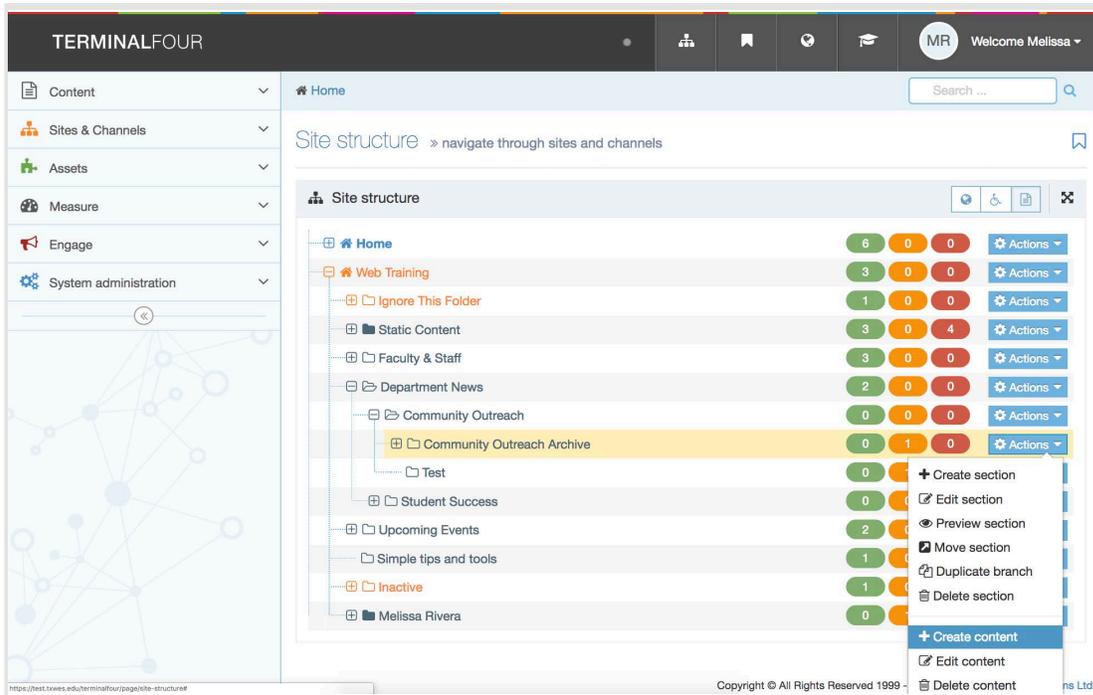
Step 2: Name the section you just created

Fill in the "Name" and "Page Title" with the name of your news story, then **uncheck** the box next to "Show in Navigation." Select "Save Changes" and you're taken back to the main site structure.



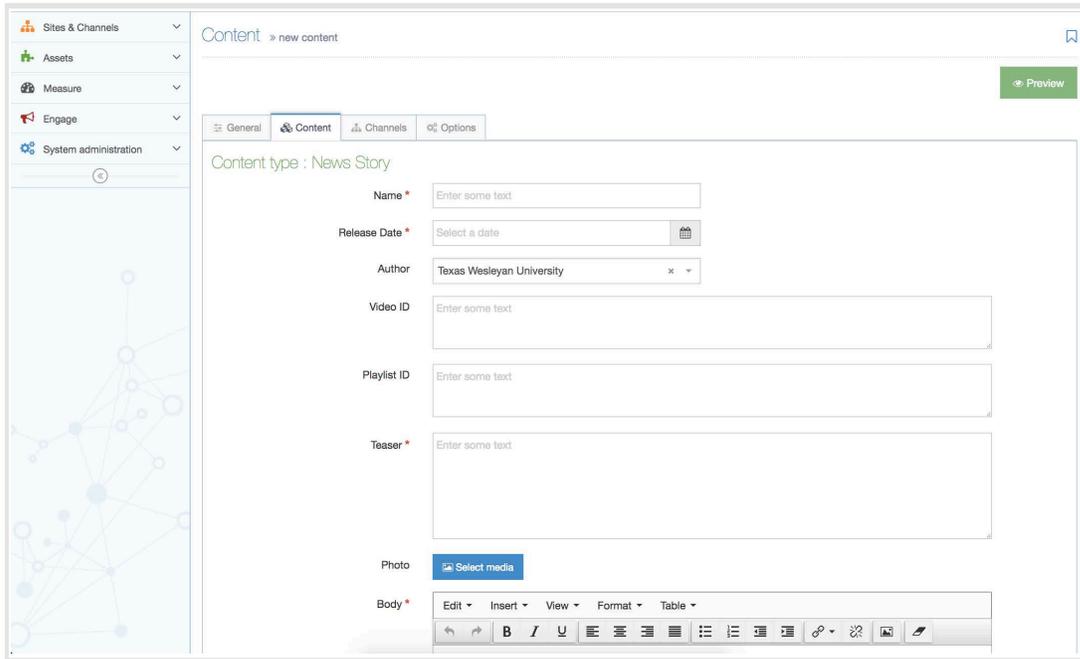
Step 3: Add your content item

Find the section you just created in the “News and Events” folder and click on the blue “Actions” button of the section. Select “**Create Content.**” You’ll be taken to another page where you’ll choose “**News Story**” from the list of content types. You can scroll through the list, or use the “Filter” box on the right to search.



Step 4: Fill in the name and author

Use the **same headline** for the “Name” as you did for the section title and then select your own name from the author drop down menu. If you don’t see your own name, you can leave it as “Texas Wesleyan University.” You can leave the release date as is.



Step 5: Add your teaser, photo and story

Type your story teaser, select a photo from the library and add your text for the news story. You may also add a video by copying and pasting the **video ID** from the Youtube.com URL (this is the sequence of letters and numbers *after* “v=” at the end of the video’s URL once uploaded to youtube.com).

Step 6: Choose your categories

First, select the “**Title Category.**” This is your primary category and determines the text that displays above your headline on the live website. Next, choose your “**Linked Categories.**” This allows you to add your story to more than one place on the website if more than one category fits your content. The more linked categories you select that apply, the more coverage your story will get on the website.

Step 7: Choose your display options

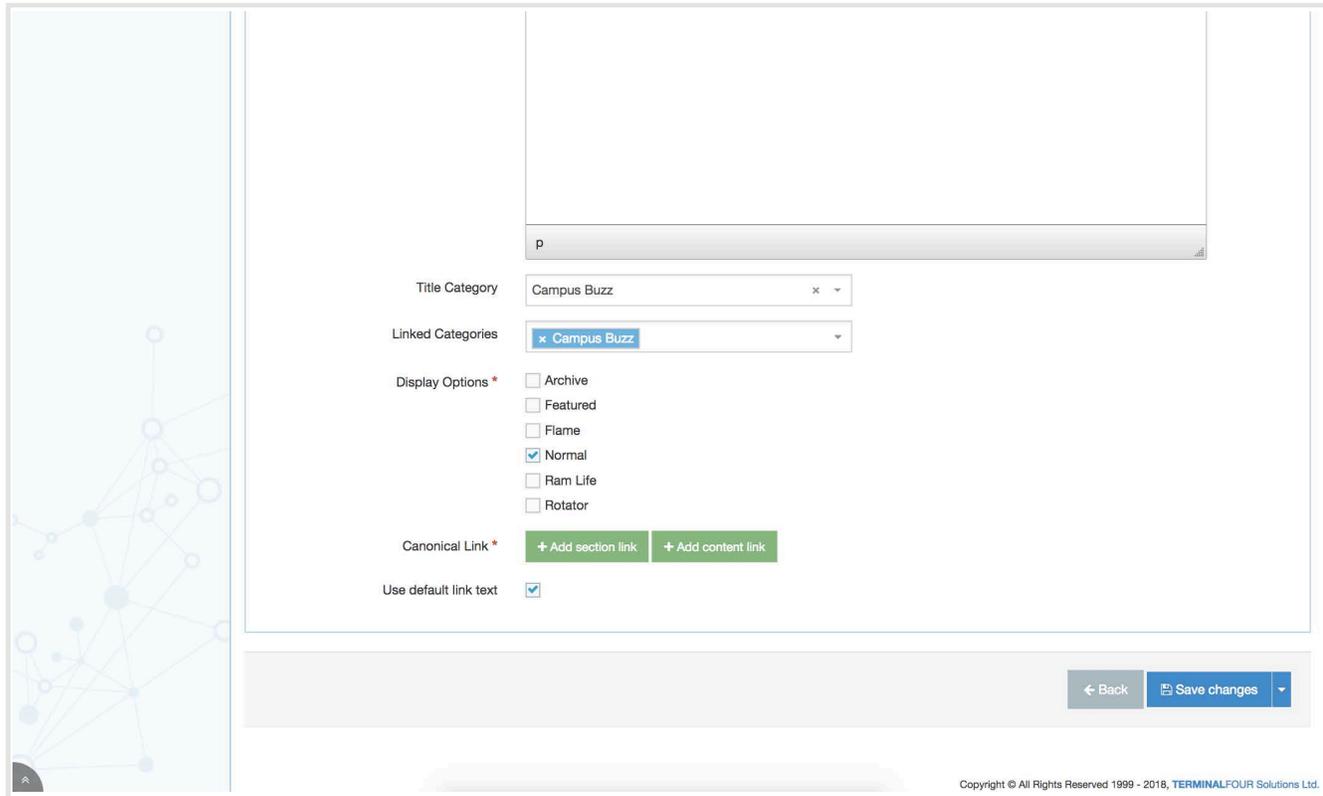
Your options are “Featured”, “Rotator”, “Flame” and “Normal.” You always want to select “**Normal**” so your story appears on your news and events page, but you can also select Flame if you want your story to be considered for the semiweekly faculty/staff email. Select “Featured” when you want your story to appear in the news feed of your department’s homepage.

Step 8: Set your canonical link

Click “**Add section link,**” and a pop-up box with the site structure will open on the screen. Navigate to your news & events section and select the section you created for your story (Note: It’s very important to select your canonical link correctly or else the link to your story will go to the wrong page).

Step 9: Add your story

Select “**Preview**” to view what your story looks like on the website and check out your formatting. When you’re ready, click “**Save Changes.**”



The screenshot shows a web-based form for adding a story. On the left is a vertical sidebar with a network diagram. The main area contains a large empty text box at the top. Below it is a text input field containing the letter 'p'. The form includes several sections: 'Title Category' with a dropdown menu set to 'Campus Buzz'; 'Linked Categories' with a dropdown menu set to 'Campus Buzz'; 'Display Options' with checkboxes for 'Archive', 'Featured', 'Flame', 'Normal' (checked), 'Ram Life', and 'Rotator'; 'Canonical Link' with two green buttons labeled '+ Add section link' and '+ Add content link'; and 'Use default link text' with a checked checkbox. At the bottom right, there are two buttons: a grey '← Back' button and a blue 'Save changes' button with a dropdown arrow. A copyright notice 'Copyright © All Rights Reserved 1999 - 2018, TERMINALFOUR Solutions Ltd.' is visible at the bottom right of the interface.

3 RULES TO REMEMBER WHEN ADDING NEWS STORIES:

1. Make sure your title is unique

Page titles determine the URL of your story so make sure it’s unique. If it’s a recurring news story like recapping an annual event, use different language to describe the same news story topic. When page titles are the same and the URLs are the same, it can cause issues if you want to post the link in other places like an email or on social media.

2. Feature photos are 690 x 460 pixels

Your feature image *must* be 690 x 460 pixels to fit properly in the space provided on your news and events homepage. Use pixlr.com to easily edit images. The marketing & communications team has to approve your photo before you can use it in your content.

3. Proofread your work

Use the "preview" function on the T4 page to proofread your work for spelling.



NEWS STORY CHECKLIST:

- Did I put my news story in the right category?
- Is the story title unique and descriptive?
- Do the section title and headline match?
- Did I fill out every content area of the news story?
- Is my feature image relevant and engaging?
- Does my news story have complete information with who, what, when, where, why and how?
- Have I chosen the correct canonical link?
- Does my news story contribute to one of the key message pillars?
- Did I proofread my work before approving?

ADDING EVENTS

Events are happening on or around campus on a daily basis, make sure yours doesn't get missed by posting it to the University's calendar for everyone to see. You can add event details, the location, specific times and more.

Step 1: Create a section in the appropriate category

Find your department's "News and Events" section, expand it and then expand your department's "Upcoming Events" section. Within this section, find the category where your event topic fits the best (Note: If there are no categories in your department's event section, skip this). Then click on over the blue "Actions" button of the folder where your event belongs and choose "Create Section."

The screenshot shows the TerminalFour content management system interface. The main content area displays a 'Site structure' tree with the following items:

- Home (6 items)
- Web Training (3 items)
- Ignore This Folder (1 item)
- Static Content (3 items)
- Faculty & Staff (3 items)
- Department News (2 items)
- Upcoming Events (2 items)
- Sample Event (0 items)
- Marketing Canned Food Drive (1 item)
- Team Dynamix Training (1 item)
- Deadline for accepting your student loans May 1 (1 item)
- Reading Class May 14th (0 items)
- Theatre Competition June 4 (0 items)
- LRAP Enrollment Day June 1 (0 items)
- MSNA Orientation 2018 (0 items)
- Library Anniversary (0 items)

The 'Upcoming Events' folder is selected, and its 'Actions' menu is open, showing options: '+ Create section', 'Edit section', 'Preview section', 'Move section', 'Duplicate branch', 'Delete section', '+ Create content', 'Edit content', 'Delete content', and 'Direct edit'. A red arrow points to the '+ Create section' option.

Step 2: Name the section you just created

Fill in the “Name” and “Page Title” with the name of your event. **Uncheck** the box next to “Show in Navigation” and select “Save changes.”

TERMINALFOUR

Content > Home > Site structure > Section > Create new

Section » configure sections and their associated content

General Content types Page layouts More

General section details

Name * e.g. News and events

Status Approved

Section options

- Mark as link section
- Show in navigation
- Archive section
- eForm section

Advanced settings

Page Title Enter some text

Content owner Select content owner

Output URI e.g. university-news-events

Site structure

- Home
- Web Training
 - Ignore This Folder
 - Static Content
 - Faculty & Staff
 - Department News
 - Upcoming Events
 - Sample Event
 - Marketing Connex
 - Team Dynamix Tr
 - Deadline for acce
 - Reading Class Me
 - Theatre Competiti
 - LRAP Enrollment
 - MONA Creati

Step 3: Add your content item

Find the section you just created in the “News and Events” folder, click on the blue “Actions” button of that section. Select “**Create Content.**” You’ll be taken to a new screen where you’ll choose “**Event - TXWES**” from the list of content types. You can scroll through the list, or use the “Filter” box on the right to search.

TERMINALFOUR

Content > Home > Content

Content » new content

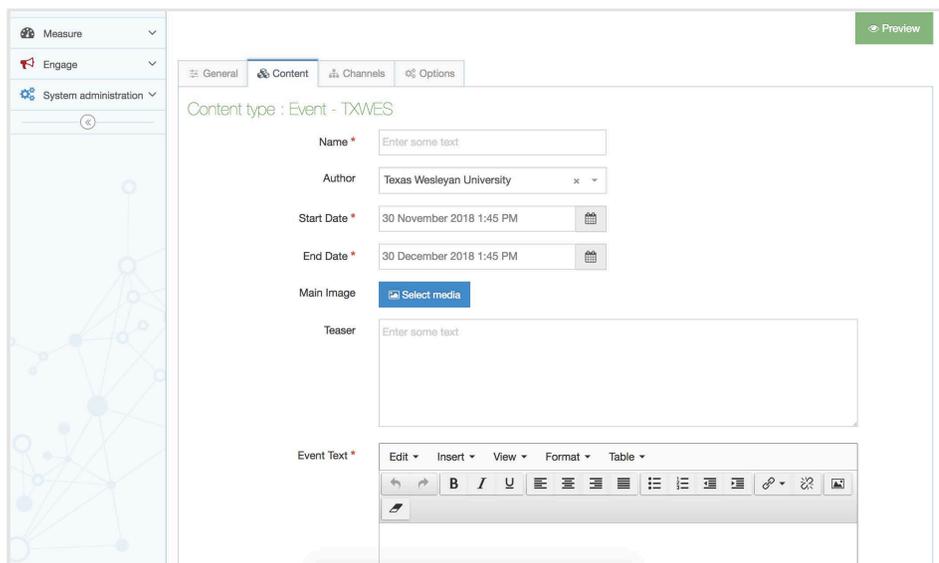
Choose content type

Display 10 records Filter: event

Content type	Content description	Group
Calendar Events Keywords		Texas Wesleyan University: Main
Event - TXWES Used to add events to your website	Used to add events to your website	Texas Wesleyan University: Main +8
Events - Horizontal List		Texas Wesleyan University: Main
Events Calendar - Global		Texas Wesleyan University: Main
Events Calendar - Section		Texas Wesleyan University: Main

Step 4: Fill in the name, author and date

Use the same title here for the event as you did for the section title and select your name from the author drop down menu. Choose a **start date** and **end date** with specific times.



Step 5: Add your teaser, photo and event details

Type your event's teaser, select a feature image from the library and add your text with the details of the event such as what to bring, what to wear and more.

Step 6: Select a location

Scroll through the list of locations both on- and off-campus to find the one for your event. If you don't see a location, then type a custom location into the box below the list.

Step 7: Choose your display options

Your options are "Featured", "Flame" and "Normal." **Normal** is automatically selected so your story appears on your department's calendar, but you can also select Flame if you want your event included in the semiweekly faculty/staff email. Select "Featured" when you want your event to appear in a featured spot in your upcoming events list feed on your department's website.

Step 8: Choose your categories

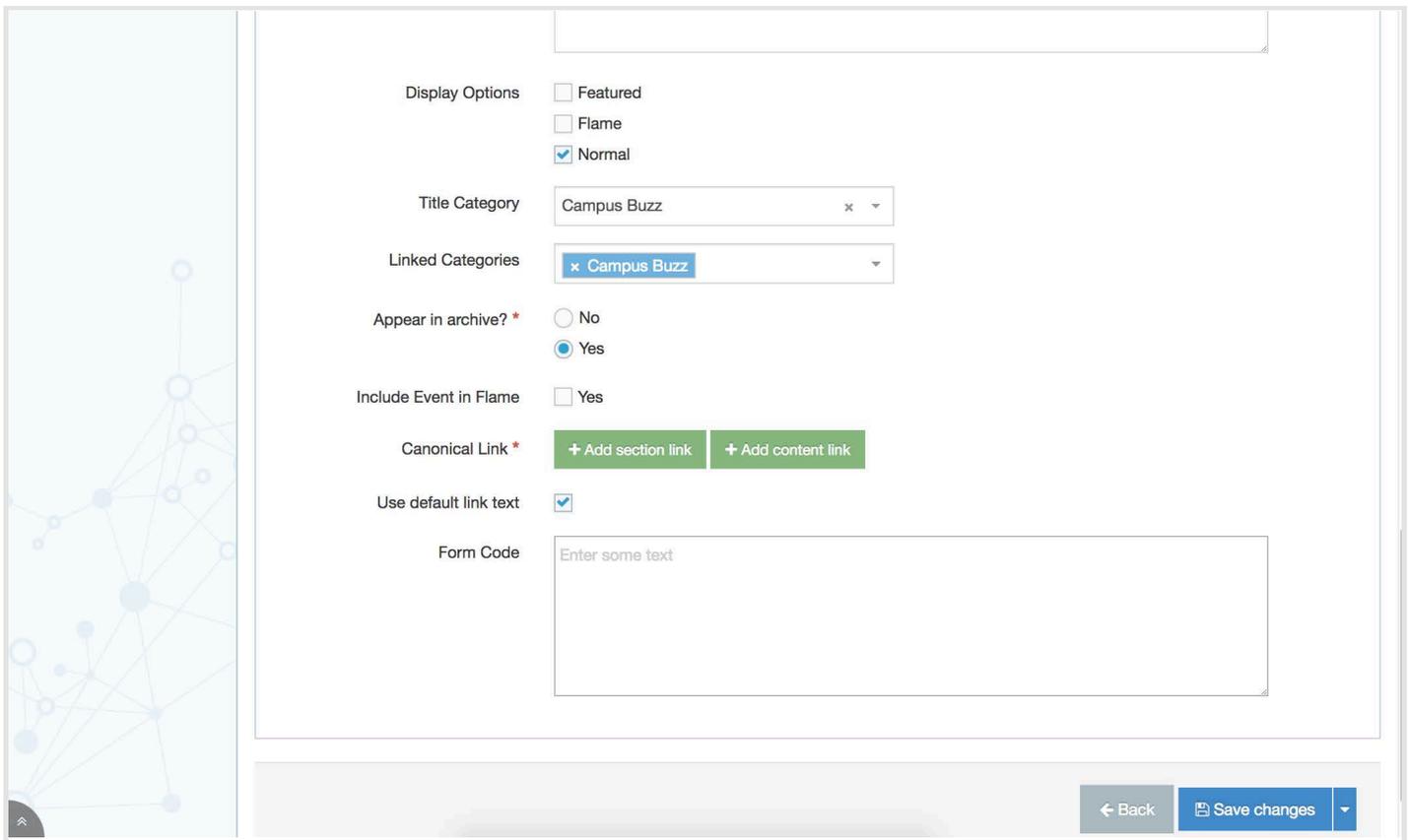
First, select the "**Title Category.**" This is your primary category and determines the text that displays above your headline. Next choose your "**Linked Categories.**" This allows you to add your story to more than one place on the website, if more than one category fits your content.

Step 9: Set your canonical link

Click "**Add Section Link,**" and a pop-up box with the site structure will open on your screen. Navigate to your events section and select the new section you created for your event.

Step 10: Add your event

Select “**Preview**” on the top of the page to view what your event looks like on the website. Double check the date, time and location. When you’re ready, click “**Save changes.**”



The screenshot shows a web form for adding an event. On the left is a vertical sidebar with a light blue background and a network diagram of nodes and lines. The main form area contains the following fields and options:

- Display Options:** Three checkboxes: Featured, Flame, and Normal.
- Title Category:** A dropdown menu with "Campus Buzz" selected and a close button (x).
- Linked Categories:** A dropdown menu with "x Campus Buzz" selected and a close button (x).
- Appear in archive? ***: Two radio buttons: No and Yes.
- Include Event in Flame:** A checkbox Yes.
- Canonical Link *:** Two green buttons: "+ Add section link" and "+ Add content link".
- Use default link text:** A checkbox .
- Form Code:** A large text input field with the placeholder text "Enter some text".

At the bottom right of the form, there are two buttons: a grey "← Back" button and a blue "Save changes" button with a dropdown arrow.

2 TIPS WHEN ADDING EVENTS:

1. Make sure your title is unique

Page titles determine the URL of your event so make sure it’s unique. If it’s a recurring event such as an annual ceremony, try using dates to make the title unique. When page titles are the same, it can cause issues if you want to use the link on social media or to send in an email.

2. Feature photos are 690 x 460 pixels

Your feature image has to be 690 x 460 pixels to fit properly in the space provided on your news and events homepage. Use pixlr.com to easily edit images. The marketing team has to approve your photo before are able to use it in your content.



EVENT CHECKLIST:

- Did I put my event in the right category?
- Is the event name unique?
- Do the section title and event title match?
- Did I fill out every content area of the event?
- Do I have the correct date and time listed?
- Is my feature image relevant and engaging?
- Does my event have complete information such as what's happening at the event, what to bring, how to dress, etc.?
- Have I chosen the correct canonical link?
- Did I proofread my work before approving?

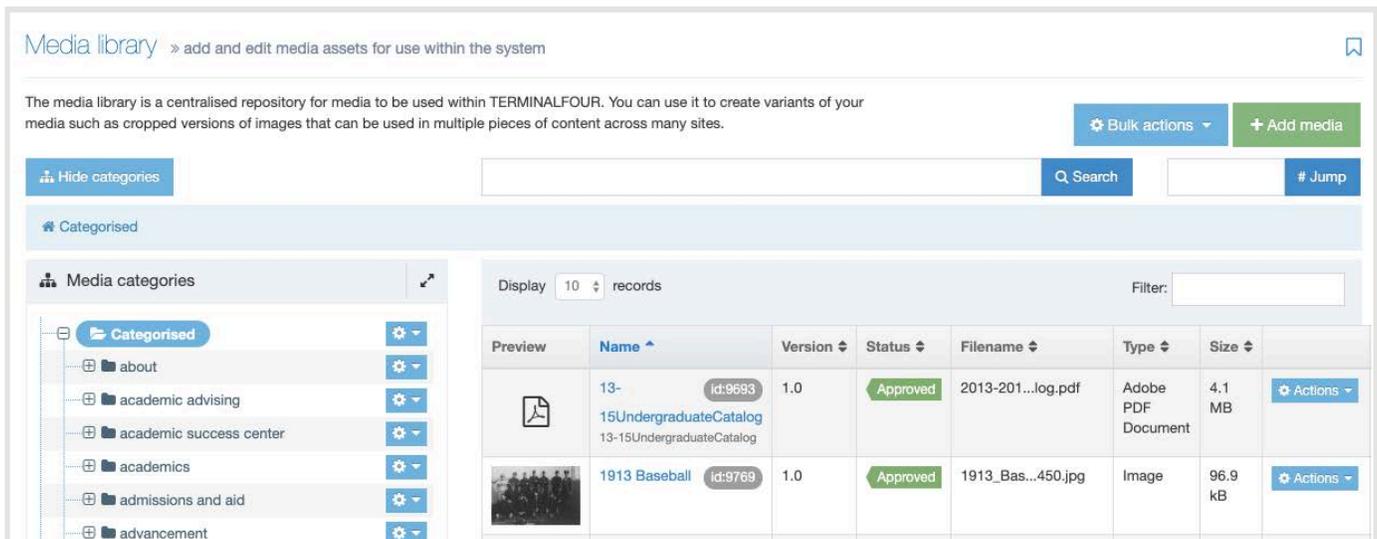
MEDIA LIBRARY

Images capture people’s attention. Whether that’s a photo, logo, video or PDF document. Snap a picture of your event to upload or add your organization’s logo to your page. Media helps make your content more engaging for users.

UPLOAD MEDIA

Step 1: Find the media library

Click on “Content” in the T4 menu on the left side of your browser. In the dropdown menu, you’ll find the “Media Library.”

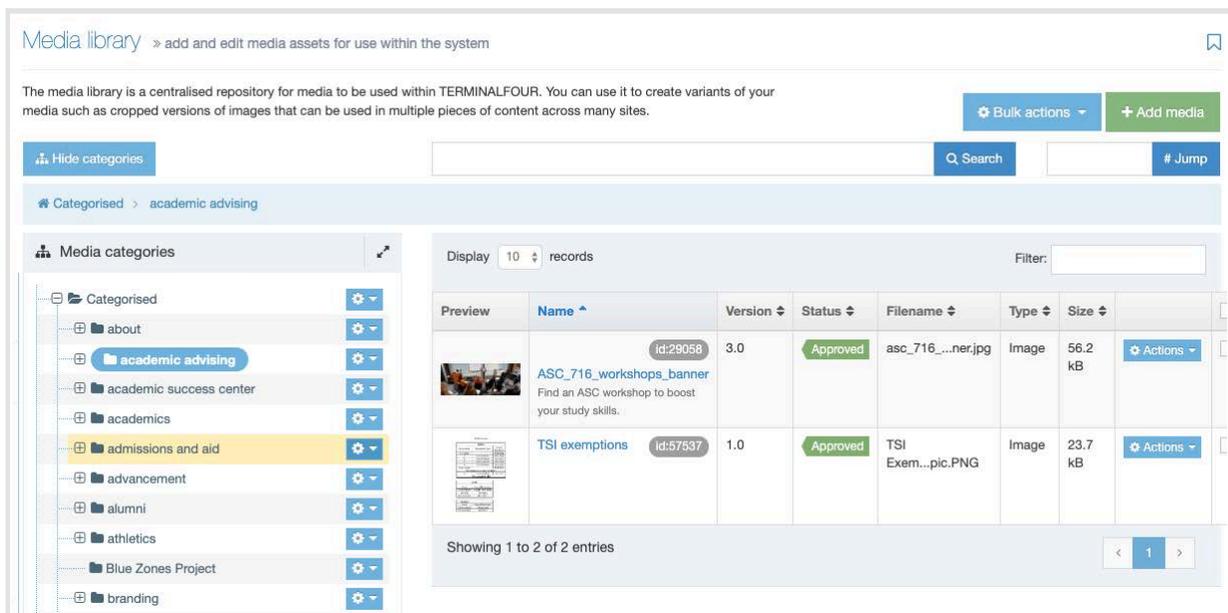


The screenshot shows the Media Library interface. At the top, there's a header "Media library" with a subtitle "add and edit media assets for use within the system". Below this is a description: "The media library is a centralised repository for media to be used within TERMINALFOUR. You can use it to create variants of your media such as cropped versions of images that can be used in multiple pieces of content across many sites." There are buttons for "Bulk actions" and "Add media". A search bar is present with a "Search" button and a "# Jump" button. On the left, there's a "Media categories" sidebar with a tree view showing "Categorised" and several sub-folders like "about", "academic advising", "academic success center", "academics", "admissions and aid", and "advancement". The main area shows a table of media items with columns: "Preview", "Name", "Version", "Status", "Filename", "Type", "Size", and "Actions". Two items are visible: a PDF document "13-15UndergraduateCatalog" and an image "1913 Baseball".

Preview	Name	Version	Status	Filename	Type	Size	Actions
	13-15UndergraduateCatalog 13-15UndergraduateCatalog	1.0	Approved	2013-201...log.pdf	Adobe PDF Document	4.1 MB	Actions
	1913 Baseball	1.0	Approved	1913_Bas...450.jpg	Image	96.9 kB	Actions

Step 2: Select the appropriate folder

On the left side of the screen you’ll see the library folders. Locate either your department’s or office’s media folder. Choose “Add Media” from the top righthand corner of the media library window. You *will not* see the “Add Media” option until you’ve selected a folder.



This screenshot shows the Media Library interface with the "academic advising" folder selected in the sidebar. The breadcrumb path is "Categorised > academic advising". The table of media items now shows two items: "ASC_716_workshops_banner" and "TSI exemptions".

Preview	Name	Version	Status	Filename	Type	Size	Actions
	ASC_716_workshops_banner Find an ASC workshop to boost your study skills.	3.0	Approved	asc_716_...ner.jpg	Image	56.2 kB	Actions
	TSI exemptions	1.0	Approved	TSI Exem...pic.PNG	Image	23.7 kB	Actions

Showing 1 to 2 of 2 entries

Step 3: Drop in the file and fill in its name, description and keywords

Double-click the box next to "Media file" at the top of the page, or drag the file and drop it in the box. Type the "Name" and add a "Description" as if you're looking up your image in Google. Descriptions also help keep the site accessible for those with disabilities. Make sure the name of your image has no punctuation. Scroll down and fill in "Keywords" that someone might use to look up your image internally. Keywords will make the photo easier to find in the media library.

The screenshot shows the 'Create new' form in the TERMINALFOUR Media library. The form is titled 'Media details' and includes the following fields and options:

- Media file (Max: 50000000KB) ***: A dashed box with the text 'Drop file here or click to choose' and a cloud upload icon.
- Media type**: A dropdown menu set to 'Image'.
- Name ***: An empty text input field.
- Description**: A text input field with the placeholder text 'e.g. A student sitting under a tree.'
- Syntax highlighting language**: A dropdown menu set to 'HTML/XML'.
- Media language dependence**: Three radio button options: 'Fully independent' (selected), 'Independent media file', and 'Fully dependent'.

The left sidebar shows navigation options: 'Content', 'Sites & Channels', 'Assets', 'Measure', 'Engage', and 'System administration'. The top navigation bar includes 'Home > Content > Media library > Create new' and a search bar.

Step 4: Choose your media type

If the "Type" is not already filled in for you select the appropriate option (Note: For a photo you'll select "Image" and for a PDF document you'll select "PDF document"). Horizontal photos are preferred.

Step 5: Add your media

When you're ready, click "Save changes" and your image will be in the media library. Someone from the marketing team will approve your media then you can insert it into your content or select as a feature photo (Note: Media approvals follow the same time table as content approvals).

MODIFY MEDIA

Step 1: Find the appropriate media in the library

Navigate to the media library and find the folder where your media is located.

Step 2: Modify your media file

Click on the name of the file you want to edit. You can also click on the blue "Actions" button corresponding to the file you want to edit and click **"Edit."** Similar to adding a new file, double-click the box and navigate to the file, or drag the file and drop it into the box. When you're ready, select **"Save changes."**

6 IMPORTANT RULES FOR ADDING AND CHANGING MEDIA FILES:

1. Correct image size is 690 x 460 pixels

Photos used for feature images must be 690 x 460 pixels. Using high-quality images with large file sizes make website pages load slower.

2. Resize images before uploading

Images should be the correct size *before* they're uploaded into T4. Use [pixlr.com](https://www.pixlr.com) for simple and free photo edits like cropping, resizing and basic lighting changes. Launch Pixlr Express, select your image from your computer and then make adjustments all in your browser.

3. No executable files

Do not upload executable files such as Word documents, Powerpoint presentations or Excel spreadsheets.

4. Pay attention to file names

When you're uploading PDFs be mindful of the name of the document, both in the title of the document and the name in T4. The name of your PDF media file is inserted into the content you add it to. The name of your document file is also seen when website users open or download the file to their computers.

5. PDFs do not replace web content

Do not use PDF files when it seems like entering the content into T4 is too time consuming. Consider how you want information presented to you when you're browsing through the internet.

6. Don't re-upload your media, modify it

Modifying media is used to correct images that were uploaded at the wrong size and update old PDF documents from previous years or that are outdated. You don't want to upload another version because it will decrease searchability and clutter the media library.



MEDIA CHECKLIST:

- Did I put my media in the proper folder?
- Did I fill out all the necessary fields?
- Does my image name have any punctuation?
- Image – Is it the right size for the web?
- PDF – Is the file name descriptive and informational?

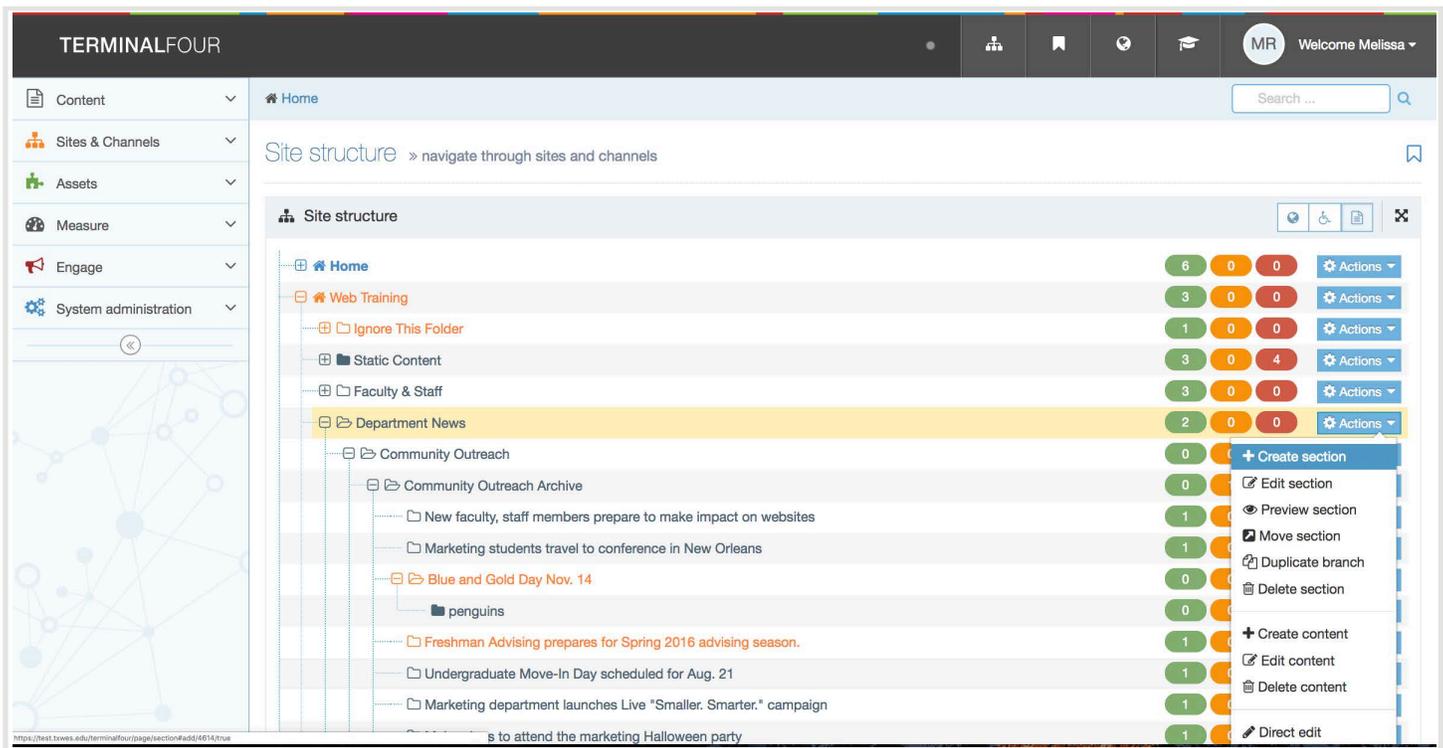
CREATING PAGES

Most of the time you will be editing pages that already exist, but every once in a while you'll need to create a whole new page on your website. This might happen when new organizations are started, new information is available or things are being reorganized on the website. Whatever the occasion, you'll be ready for the task.

CREATE A PAGE

Step 1: Create a section in the appropriate category

Navigate to where it makes sense for you to create your new page in the T4 site structure. (Note: If you're not sure where to create your new page, email Neph Rivera at rivera@txwes.edu to talk through website structure strategy). Click on the blue "Actions" button and click "Create Section".



Step 2: Name the section you just created

Fill in the "Name" and "Page Title" of the section with something that website users will recognize and immediately understand. **Uncheck** the box next to "Show in navigation" and when you're ready, select "Save changes."

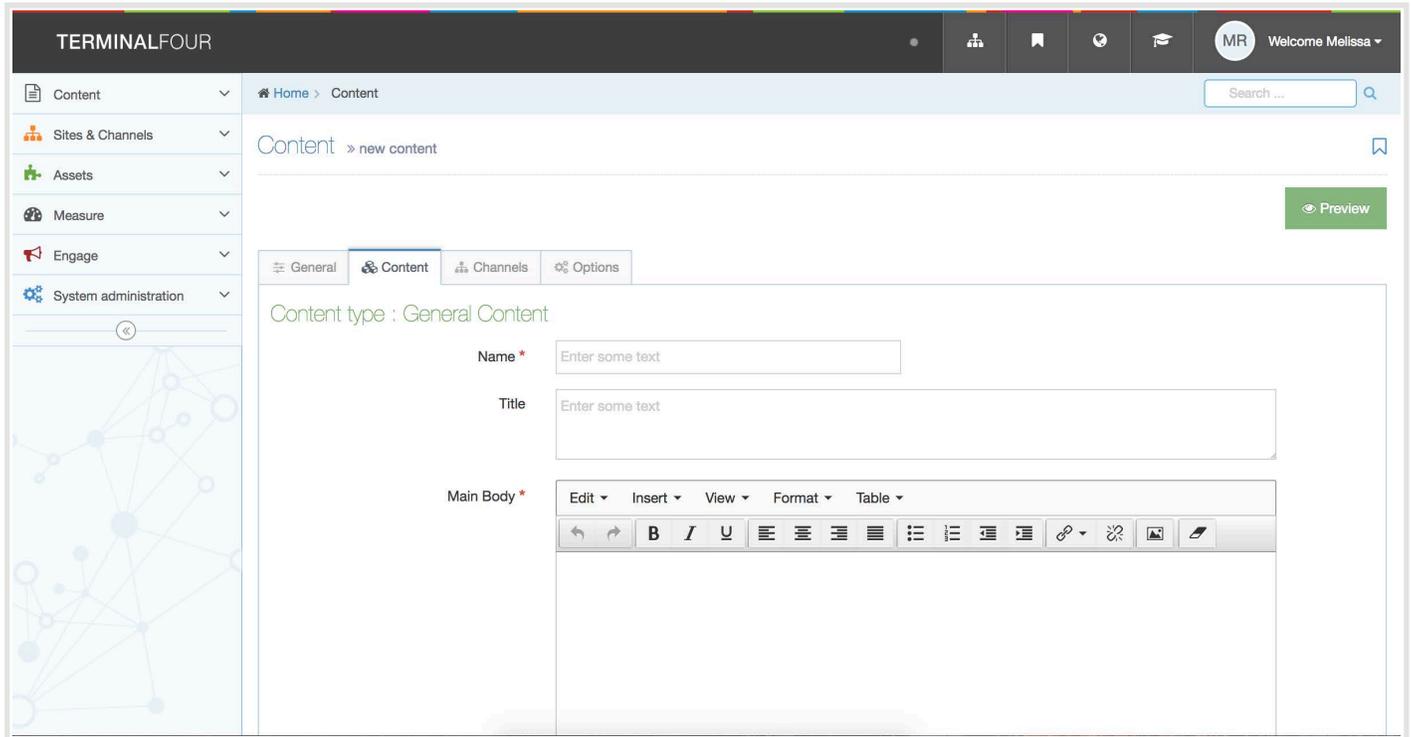
Step 3: Add your content item

Find the section you just created in the site structure and hover over the yellow drop down menu of the section. Select **“Create Content”** and then choose **“General Content”** from the list of content types (Note: using “General Content” is a great place to start, but if you find your page needs a more complex solution, try other types. You may refer to the “Content Types” option on the left side of your site structure under "Assets").

Section Name	Green Count	Yellow Count	Red Count	Actions
Home	6	0	0	Actions
Web Training	3	0	0	Actions
Ignore This Folder	1	0	0	Actions
Static Content	3	0	4	Actions
Faculty & Staff	3	0	0	Actions
Department News	2	0	0	Actions
Community Outreach	0	0	0	Actions
Community Outreach Archive	0	1	0	Actions
New faculty, staff members prepare to make impact on websites	1	0	0	Actions
Marketing students travel to conference in New Orleans	1	0	0	Actions
Blue and Gold Day Nov. 14	0	0	0	Actions
penguins	0	0	0	Actions
Freshman Advising prepares for Spring 2016 advising season.	1	0	0	Actions
Undergraduate Move-In Day scheduled for Aug. 21	1	0	0	Actions
Marketing department launches Live "Smaller. Smarter." campaign	1	0	0	Actions
Make plans to attend the marketing Halloween party	1	0	0	Actions
TXWES marketing office giving back with food drive	1	0	0	Actions
Theatre Wesleyan heads to NYC for play competition	0	0	0	Actions
Celebrating Literacy at Mitchell Blvd. Learning Academy	0	0	0	Actions
Final MSNA class orientation	0	0	0	Actions
LRAP Comes to Wesleyan	0	0	1	Actions
	0	1	0	Actions

Step 4: Fill in the name and title

Fill in a “Name and Title” for your content (Note: your “Title” will show up at the top of the page in a grey gradient bar. Be conscious not to have repetitive titles in your content).



Step 5: Add your text, images and more

Fill in your text, images and other content in the content box of the general content type. You can add more than one piece of content to a single section to easily move them around and change the order (Repeat steps 3-5 to create another piece of content in this the section).

Step 6: Add your content

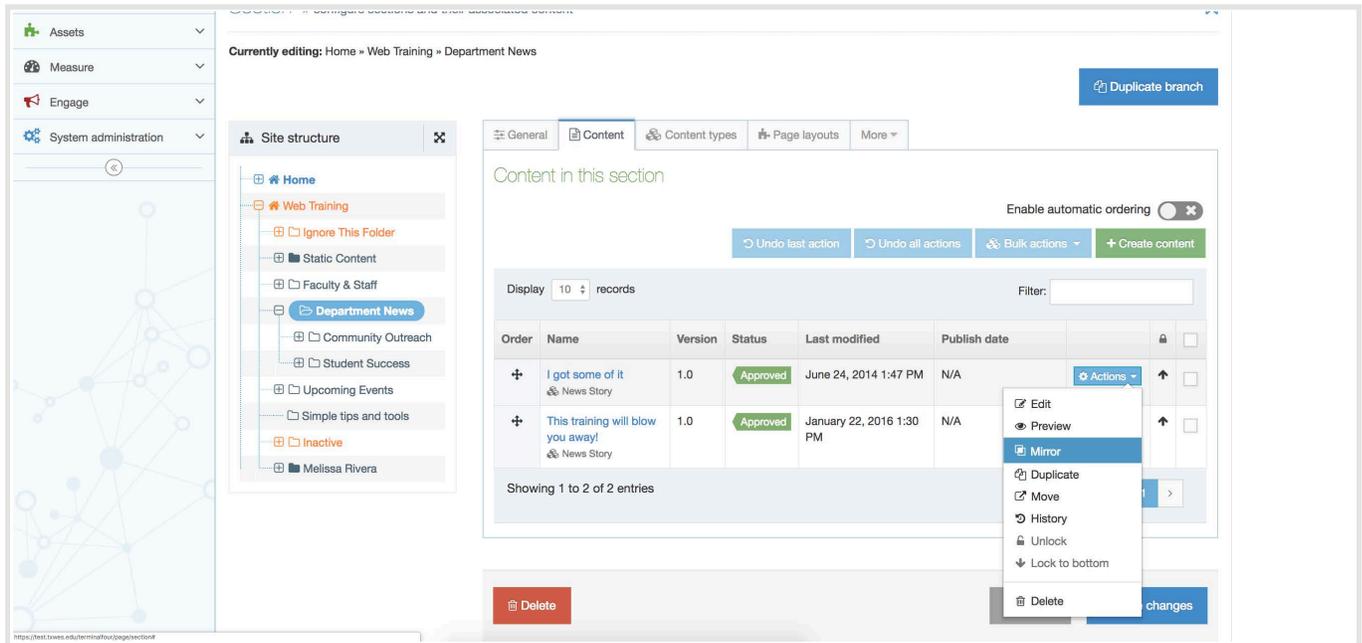
When you’re finished entering and formatting the content select “Save changes.”

MIRRORING CONTENT

Mirroring content is useful when you want the exact same content to appear in multiple places. Conveniently, it lets you change all of the mirrored content by only updating it in one place. It’s commonly used for department contact information, but can be used for other things as well.

Step 1: Find the appropriate folder

Find the piece of content you would like to mirror to another section on the website, click the blue “Actions” button and select “Mirror.”



Step 2: Mirror to another section

You'll be taken back to the main site structure. Select the section you want to mirror your content into.

Step 3: Double-check

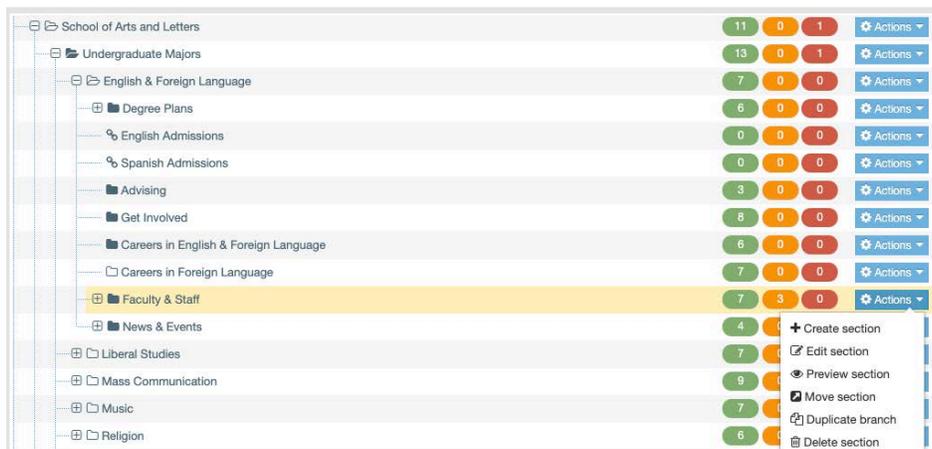
Navigate to your destination section and double check that your mirrored content is there.

YOUR AUTHOR PAGE

Anyone who reads a news article or event you've posted can learn more about you by visiting your author page. The purpose of an author page is to establish you as an expert in your field. Your author page can have the courses you teach, where your work is published, academic accomplishments, links to your personal website, publications and more.

Step 1: Create a section in the appropriate category

Navigate to the Faculty & Staff section of your department or office, click the blue "Actions" button of that section and select "Create section."



Step 2: Name the section you just created

Fill in **your first and last name** for the “Name” and “Page Title” of the section. **Uncheck** the box next to “Show in navigation.” When you’re ready, select “Save changes.”

The screenshot shows the 'Section' configuration interface. On the left is a 'Site structure' tree with 'Home' as the root, containing 'Web Training', 'Ignore This Folder', 'Static Content', 'Faculty & Staff', 'Department News', 'Community Outreach', 'Student Success', 'Upcoming Events', 'Simple tips and tools', 'Inactive', and 'Melissa Rivera'. The 'Faculty & Staff' folder is expanded, showing a new section being created. The main area is titled 'Section' and contains 'General section details' and 'Advanced settings'. The 'General section details' section includes: 'Name' (e.g. News and events), 'Status' (Approved), 'Section options' (Mark as link section, Show in navigation, Archive section, eForm section), and 'Advanced settings' (Page Title: Enter some text, Content owner: Select content owner, Output URI: e.g. university-news-events, Output file name: e.g. my-filename.php).

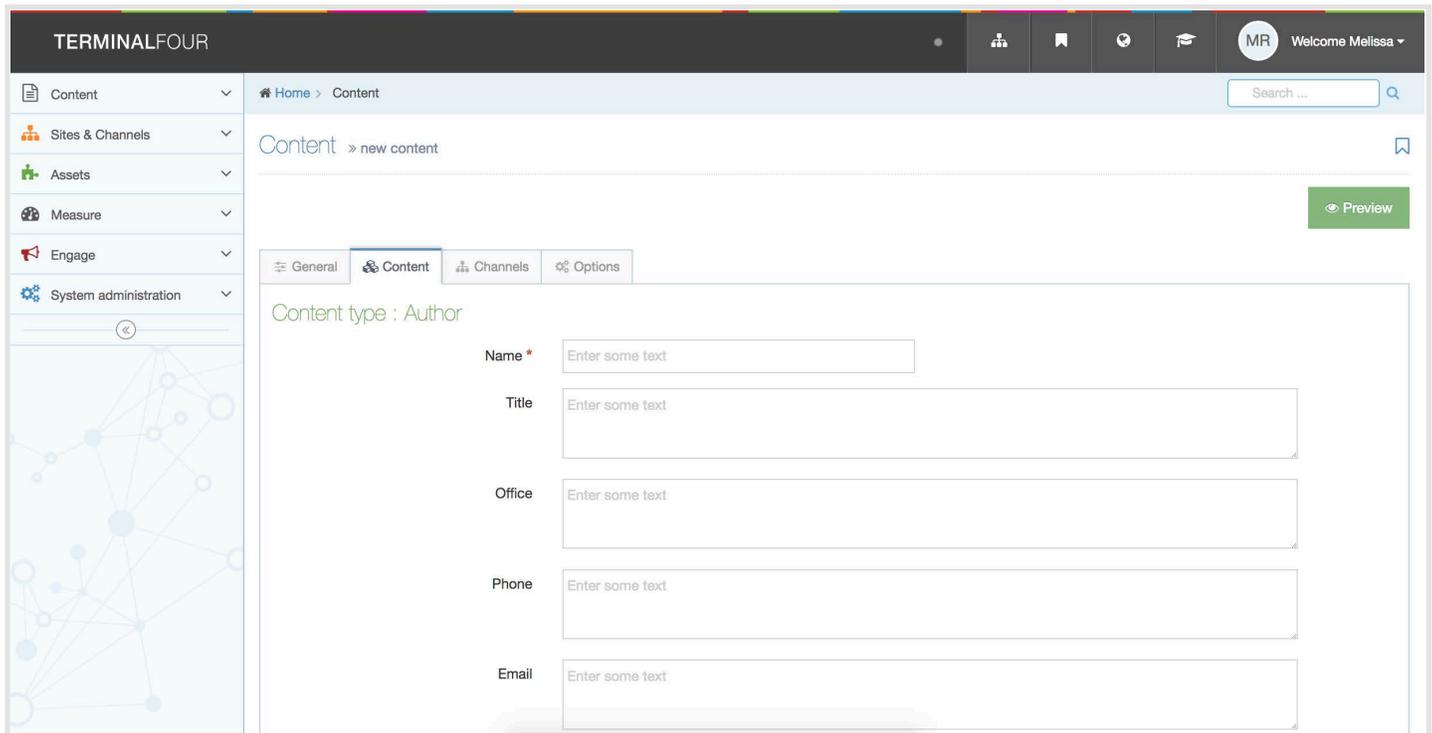
Step 3: Add your Author content

Find the new section you’ve just created under Faculty & Staff with your name on it. Click on the blue “Actions” button, and select “Create Content.” You’ll be taken to a new page where you’ll select “Author” from the list. You can also search for “Author” using the filter search function on the right.

The screenshot shows the 'Site structure' page. The 'Faculty & Staff' folder is expanded, showing a new section named 'Sample author page' highlighted in yellow. The 'Actions' button for this section is highlighted in blue. The 'Actions' menu is open, showing options like 'Create section', 'Edit section', 'Preview section', 'Move section', 'Duplicate branch', 'Delete section', 'Create content', 'Edit content', 'Delete content', 'Direct edit', and 'Bookmark section'. The 'Create content' option is selected, and a sub-menu is visible with options like 'Author', 'Page', 'Form', etc.

Step 4: Fill in your name and title

Type your name in the “Name” content area and your title within your department for “Title.”



The screenshot displays the TERMINALFOUR user interface. At the top, there is a dark navigation bar with the logo and user information. Below it, a light blue sidebar contains a menu with categories like 'Content', 'Sites & Channels', 'Assets', 'Measure', 'Engage', and 'System administration'. The main content area shows a breadcrumb trail 'Home > Content' and a search bar. The primary form is titled 'Content » new content' and has tabs for 'General', 'Content', 'Channels', and 'Options'. Under the 'Content' tab, it specifies 'Content type : Author'. The form contains five text input fields: 'Name *', 'Title', 'Office', 'Phone', and 'Email', each with the placeholder text 'Enter some text'. A green 'Preview' button is located in the upper right corner of the form area.

Step 5: Fill out contact information

Type the official name of the building where your office is located (including the room number), your full desk phone number and your Texas Wesleyan email address.

Step 6: Link to social media accounts

Copy the URL of your Facebook or Twitter accounts and paste it into the field provided (Note: You can use social media accounts for your department as well).

Step 7: Select a photo

Click “Select media” and choose a professional photo of yourself to feature on your author page (Note: We want this to be a professional photo. If you need to have a headshot taken, contact communications@txwes.edu).

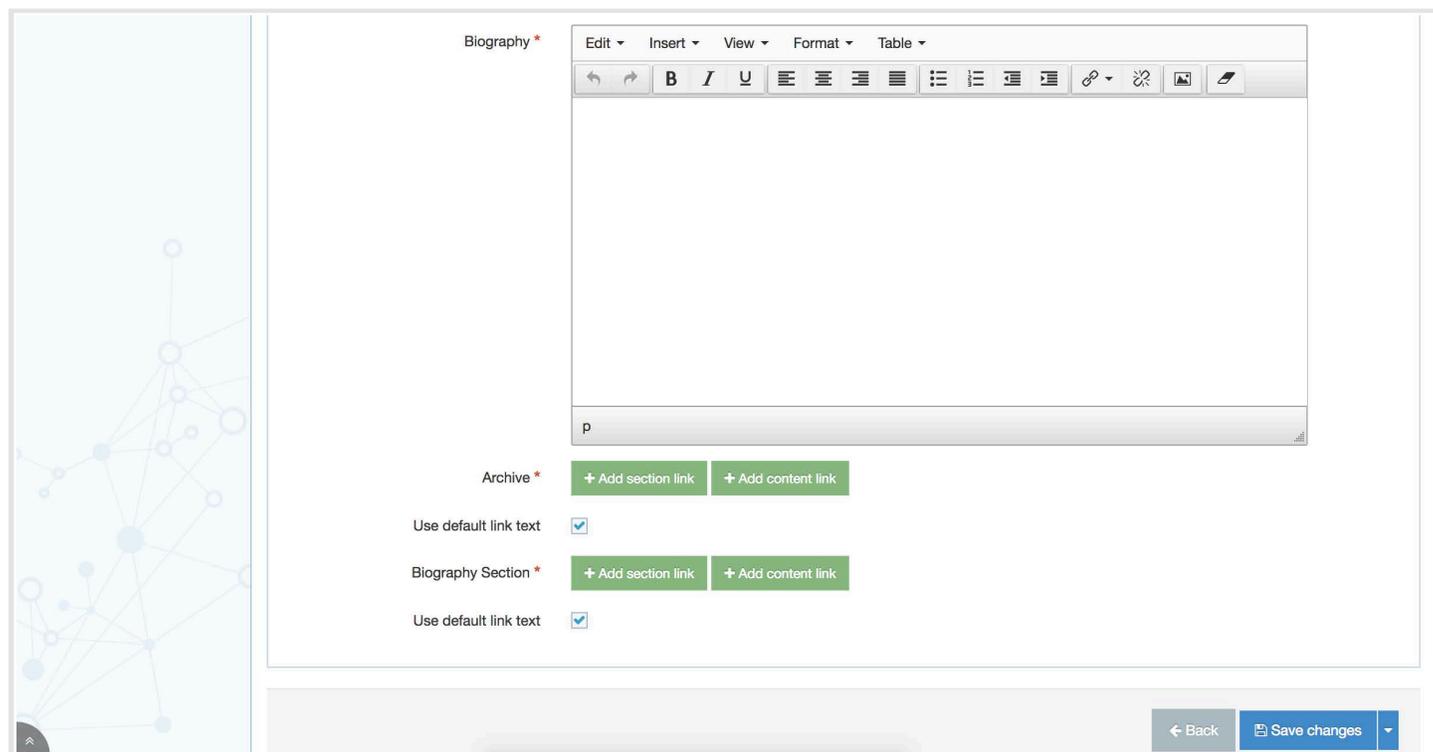
Keep in mind that your headshot must be in your Media Library and approved before you can select it.

Step 8: Add a description

Type in a short description of your role at the university as if someone is trying to look you up in Google.

Step 9: Add your biography

Fill in content with your academic history, the courses you teach, research interests, etc. Consult with your department or office to make sure that the formatting and content is consistent with other author pages.



The screenshot shows a web editor interface. On the left is a vertical sidebar with a light blue background and a network diagram of nodes and lines. The main area is titled "Biography *". At the top of this area is a rich text editor toolbar with menus for "Edit", "Insert", "View", "Format", and "Table". The toolbar includes icons for undo, redo, bold (B), italic (I), underline (U), bulleted list, numbered list, decrease indent, increase indent, link, unlink, image, and a text color picker. Below the toolbar is a large, empty text input area. At the bottom of the main area, there are two sections: "Archive *" and "Biography Section *". Each section has two green buttons: "+ Add section link" and "+ Add content link". Below each section is a checkbox labeled "Use default link text", which is checked. At the bottom right of the editor, there are two buttons: "← Back" and "Save changes" with a dropdown arrow.

Step 10: Select an archive and biography section

Choose “**Add section link**” and find the new section you’ve just created in the site structure under Faculty and Staff.

Step 11: Add your author page

Select “**Preview**” to see what your content looks like on the website and when you’re ready, select “**Save Changes.**” If you have several citations from published works, you may want to add cross expanders under your author content so the page doesn’t get lengthy.

Step 12: Go back and link to your personal website

Click on the blue “**Actions**” button next to your department’s “**Faculty & Staff**” page and select “**Create Content**”. Use the type “**Contact a Professor**” and fill in your information. Click on “**Select media**” to search for the thumbnail version of your headshot (this should be sized 75x75) and select it. At “**Bio Page**”, select “**Add section link**” and select the section where your author content is located. You can preview if you’d like. Once you are ready, select “**Save changes.**”

General Content Channels Options

Content type : Contact a Professor

Name *

Photo [Select media](#)

Department

Title

Email

Phone

Building and Office

Bio Page [+ Add section link](#) [+ Add content link](#)

Use default link text

[← Back](#) [Save changes](#)

2 THINGS TO REMEMBER WHEN CREATING CONTENT:

1. Set pages to pending until you're ready to "go live"

Creating pages can take more time than you have in one sitting, but you don't have to do it all at once. Set the page status to pending using the drop down on the "General" tab until you're ready for the page to "go live" on the website.

2. Create your section in the right place

When you create a new section in the site hierarchy, it does not have to be approved by the marketing team. Be sure you're creating sections for your content in the correct place within the site structure and that it's ready to be live.



CONTENT CREATION CHECKLIST:

- Is my page in the right place in the site structure?
- Is my content complete and helpful for users?
- Do all of the links I created work properly?
- What is the Call to Action (CTA) of my page? What do I want people to do next?
- Is my content broken up into small, scannable paragraphs?

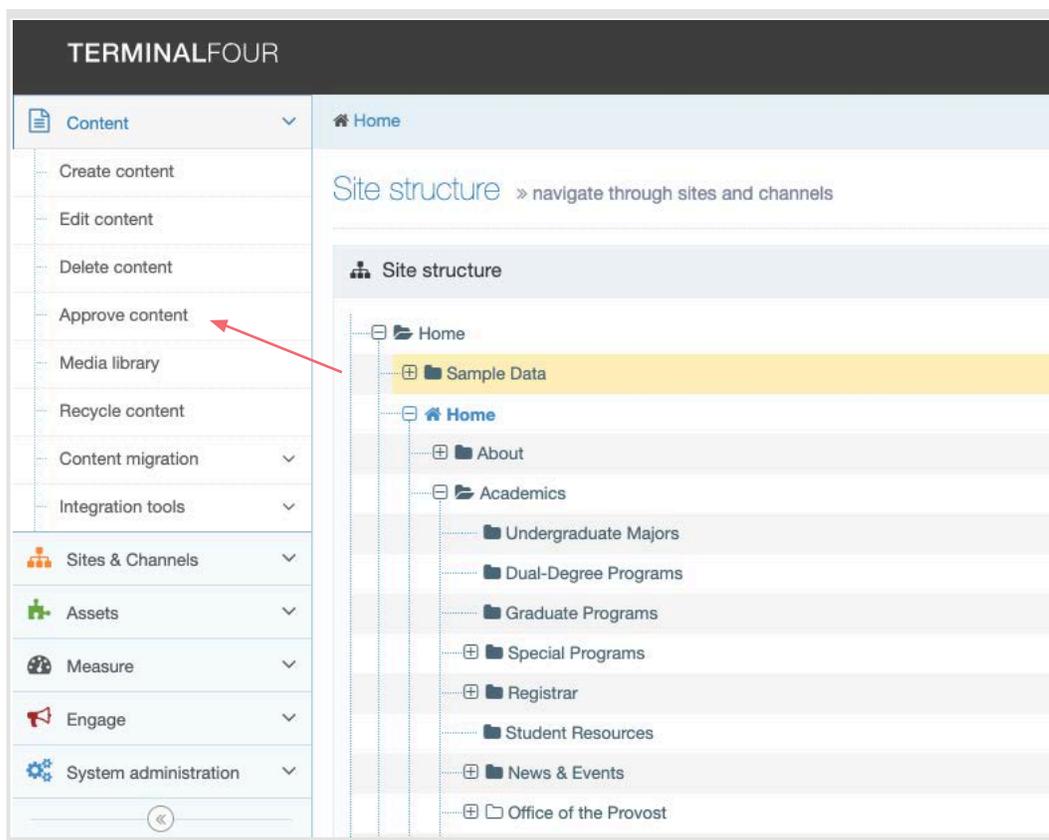
APPROVAL QUEUE

After you have finished entering, formatting and submitting your content you still have to **approve it at the department level**. After it's approved at the department level, it's pushed to the Office of Marketing & Communications to review before approving as well. No content you enter will be immediately available on the site. Again, you **cannot** break the website so don't hesitate to contribute content.

APPROVING CONTENT

Step 1: Navigate to the approval queue

Go to the main site structure and find the **"Content"** tab in the menu, hover over the drop down and select **"Approve Content."**



Step 2: Approve your content.

Find the piece of content you are ready to approve, click the blue **"Actions"** button and select **"Approve"**. That will submit the content to the Office of Marketing & Communications for final approval.

Name ^	Version ^	Last modified ^	Last modified by ^	Workflow (Step) ^	
Kelly Anderson Home>>Home>>Academics>>Academic Advising & Student Success>>Deleted content>>ASC Staff>>Kelly Anderson	id: 10060 7.2	September 7, 2016 2:26 PM	Kelly Anderson	Web Content Approval (1)	<input type="checkbox"/> Actions Approve History Reject
Loraine Sylvestro Home>>Home>>Academics>>Academics New>>Business Administration	id: 62094 0.1	August 11, 2017 3:34 PM			<input type="checkbox"/>
Misti Sparks Home>>Home>>Academics>>Academics New>>Business Administration	id: 62077 0.1	August 11, 2017 3:28 PM		Web Content Approval (1)	<input type="checkbox"/> Actions

If you'd like, you can approve multiple pieces of content at the same time. Just click on the box on the far right to select the content, then scroll to the bottom of the page and click "Approve." That will send all selected content to the Office of Marketing & Communications.

2015 Alumni Scholarship recipients announced Home>>Home>>Alumni>>Alumni News>>All News>>Your Gifts at Work>>Your Gifts at Work News Archive>>2015 Alumni Scholarship recipients announced Home>>Home>>News & Events>>All News>>Advancement and Alumni News>>2015 Alumni Scholarship recipients announced	id: 29158 8.2	September 6, 2016 2:11 PM		Web Content Approval (1)	<input type="checkbox"/> Actions
2018 Dec. 5 closed 5:00 p.m. Home>>Home>>Admissions & Aid>>Undergraduate>>Admitted Students>>Placement Exams>>Placement Exam Modification Dates	id: 80211 0.1	November 9, 2018 12:45 PM	Kelly Anderson	Web Content Approval (1)	<input checked="" type="checkbox"/> Actions

Showing 1 to 10 of 862 entries, 4 items selected

< 1 2 3 4 5 ... 87 >

Approve

2 RULES TO REMEMBER WHEN APPROVING CONTENT:

1. Submit your content before 11 a.m.

Content must be submitted to the marketing approval queue **before** 11 a.m. to ensure that it will go live on the site at some point that business day. This does not mean immediately, but before the day is over. All content submitted after 11 a.m. will go live on the site the follow business day. This is the same deadline for content submitted for the Flame.

2. Communicate with those around you

Be sure to only approve content that you enter. Communicate with other members of your office or department to ensure that content is not pushed through the approval queue before it's ready.

WRITING AND STYLE GUIDELINES

It's crucial that you follow the carefully crafted and established Texas Wesleyan branding guidelines. To avoid confusing site users, all of the content on the website has to look and sound like it comes from the same person that is Texas Wesleyan.

CLEAR AND CONCISE WRITING

Holding people's attention is hard. Your writing should be clear and concise, using as few words as possible. Make sure the most important details of an event, news story or other content are at the beginning of your content to get your point across before a user stops reading. Journalists call this an inverted pyramid style of writing. Just in case users don't finish reading your content, they already have the most important information.

ALWAYS, ALWAYS USE AP STYLE

Follow the Associate Press (AP) style of writing for grammar, punctuation and formatting. For you, this will mostly apply to dates, times and titles. This is the style format TXWES uses across all materials to keep university publications consistent.

In the back of your training manual there is an AP Style Quicksheet (page 32) that lists common AP style mistakes that are made when writing content. If you ever find that your AP Style Quick Sheet doesn't answer all of your questions, you can purchase the most recent Associated Press Stylebook.

USE BRANDED VOICE AND TONE

The wording you use in your content matters. Texas Wesleyan has a specific voice and style of writing when talking to prospective students, parents, donors, alumni and anyone else who uses the website.

Your writing needs to be conversational, not academic; confident, not cocky; accessible, but not exclusive. Try reading your content out-loud to see if it's conversational and flows easily.

REMEMBER THE KEY MESSAGE PILLARS

As you brainstorm ideas of what to write about, keep in mind, the Texas Wesleyan brand's six key message pillars. Every piece of content we put on the website relates to one or more of these values.

- 1. Intentionally Small**
- 2. Engaging Educators**
- 3. Critical Thinkers**
- 4. Movers and Shakers**
- 5. Top-Tier Value**
- 6. Texas-sized Reputation**

Visit the university's resource toolbox for the entire Brand Style Guide and other important resources: www.txwes.edu/brand/resource-toolbox

IS THE T4 MANUAL JUST NOT ANSWERING YOUR QUESTION?

Having a hard time finding an answer? Contact a Neph Rivera by emailing rivera@txwes.edu or by calling 817-531-4271.

DO YOU WANT TO START A DIGITAL PROJECT?

Maybe you're not having an issue, but you want to start a project that requires help from the digital marketing & strategy team. Take your first step and submit a project request to the Office of Marketing and Communications by emailing communications@txwes.edu.

Whether you need to redirect a URL, design or to strategize a Facebook advertising campaign, we want to help. Visit txwes.edu/communications for more information on submitting a project request and the project request process.

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GLOSSARY

“Back end”: [noun] the secure part of the website used by content contributors to add their content. You must have login credentials to have access.

Browser: [noun] the software program of your choice that’s used to search the internet. i.e. Google Chrome, Safari, Firefox, etc.

Center-channel: [noun] the area in the middle of the website that contains the main site structure of the website.

Content: [noun] the combination of text, media, links, etc. that make up a page on the website.

Content Management System (CMS): [noun] an organizational system to manage content from the back end of a website.

Content type: [noun] the classification of a piece of content by its format and purpose. i.e. general content, news story, event, cross expander, etc.

Copy: [noun] the text portion of content on a page.

Executable file: [noun] any file that can change once opened. i.e. Word document, Excel spreadsheet and Powerpoint presentation.

“Front end”: [noun] the part of the website that users see and use.

“Go live”: [verb] when a piece of content is visible on the official university site.

Media: [noun] visual content like images, PDF, video, etc.

Navigation: [noun] the main items you use to classify and organize information in the site structure to help users find the pages with the information they want.

Parent section: [noun] the section under which your section is classified in the site structure.

PDF: [noun] static file format that does not allow changes.

Publish: [verb] action taken to update the website in order for all changes that are made to be visible on the test server.

Section: [noun] the equivalent of a page that contains content on the website.

Sidebar: [noun] a column either to the left or right of the center-channel.

Site structure: [noun] organization of information on the back end of a website that is reflected in the user experience. It’s also known as the “site hierarchy.”

Sync: [verb] action taken to update the website in order for all changes that are made to be visible on the live site.

Tab: [noun] organizational system for information in the same section. A section of content contains multiple tabs such as “general,” “content,” “page layouts,” etc.

Teaser: [noun] a 1-2 sentence summary of a news story or event that is seen on the News and Events landing page of each department.

Ticket: [noun] what’s submitted to the digital marketing & strategy office when you have a problem with Terminal Four.

Website menu: [noun] items at the top level of navigation on a website’s front or back end.

AP STYLE QUICK SHEET

Dates

Abbreviate months when naming a specific date. With an exception for the short months from March to July. Use numbers for days without st, nd, rd or th.

“Attend the Education Conference on Feb. 15.” ✓

Best practice says the date is ordered by time, month, day and then year and then the location. Also note that time of day is denoted by lowercase letters and two periods.

“Join The Provost’s Office at 3 p.m. Thursday, Nov. 22, in the Baker Building.” ✓

Names

Use a person’s first, last name and title the first time they are mentioned. The second reference only uses their last name.

“Professor Charlotte Humphrey is giving a lecture on European literature during free period on Wednesday. Humphrey specializes in romantic poetry.” ✓

Job Titles

Only capitalize a title if it comes before a person’s name.

“Vice President of Enrollment, Marketing and Communications John Veilleux...” ✓

“John Veilleux, vice president of enrollment, marketing and communications...” ✓

Department Titles

“The Department of Religion would like to invite you to...” ✓

“I am a professor in the religion department.” ✓

Academic Degrees

Dr. is only used when talking about a medical doctor (M.D.)

“John Smith, Ph.D. is the...” ✓

Use an apostrophe and spell out academic degrees

“She is getting her bachelor’s degree.” ✓

PUNCTUATION

- Use only one space between sentences, not two.
- In a list of three or more items, don’t use a comma before the conjunction.
- Periods and commas go inside quotation marks.