
NORTH SLOPE BOROUGH SCHOOL DISTRICT

WEB CONTENT MANAGEMENT GUIDE



Reference this guide online at <http://www.nbsd.org/how-do-i>

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SECTION I: GETTING STARTED

URLs to Bookmark:

NSBSD Admin Panel: <http://www.nsbsd.org/wp-login>

Web Training Tips (*How do I* page): <http://www.nsbsd.org/how-do-i>

Web Calendars: <http://www.google.com/calendar>

Introduction

The NSBSD Website is designed to allow Staff to fully manage the content for each one of their departments and/or schools pages. The following guide will walk you through the basic steps of using WordPress to edit and add content to your assigned web pages.



What is WordPress?

WordPress is a Web 2.0 Content Management System for the NSBSD Website. It is a powerful platform that comes with a great set of features designed to make your experience as easy, pleasant and appealing as possible.

Before You Get Started

In order to revise and make additions to the website, you must first access the WordPress Admin Panel. Before logging on however, there is some basic information that is helpful to understand. Please review the following key points:

- Roles and Responsibilities
- Who to contact for Help
- Understanding the On-line Directory/Your Profile
- Website Permission Structure
- Difference between a Page and a Post
- Style Guide –Rules to Follow

Roles, Responsibilities and Who to Contact for Help

It is important to understand the basic role structure of the website project, the part that you play, your basic responsibilities and who to contact for assistance.

The Website Team

On-line Directory Management & Web Content: Natasha Itta, natasha.itta@nsbsd.org.

Please contact Natasha regarding your Staff/Department Directory or for basic technical questions related to web content.

Training & Technical Assistance: Linda Frink, linda.frink@nsbsd.org.

Please contact Linda regarding Web Training or basic technical support.

Communication Management: Susan Hope, susan.hope@nsbsd.org

If you have a general question, would like to see something added to the site or just need basic web-related information Susan can point you in the right direction.

Technical Expertise:

Daniel Hall, daniel.hall@nsbsd.org and Everett Haimes, everett.haimes@nsbsd.org NSBSD IT Department, Ph: 907-852-9632.

Daniel and/or Everett are to be contacted regarding high-level technical questions or ideas.

Managing Contributors/Site Editors

As a Principal, Department Director or designated staff contributing to the site, you have a significant role to play. Your responsibility as a managing contributor is to ensure that the content on your school or department pages are current, accurate and up to date. It is your job to keep an eye on the site and either revise content or designate a staff member to make necessary changes.

As a Department Director or Principal, your responsibilities are:

1. Appoint one person in your department or school to be the “administrator” for your portion of the website.
2. Schedule Website Training and/or refer to the Training Resources available at: <http://www.nsbsd.org/staff/how-do-i>
3. Refer to the checklist below for basic responsibilities related to web content.
4. When adding or editing content, please follow the style guidelines to ensure consistency throughout the site.

Basic Website Responsibilities of each School and/or Department

Ensure that the following content is current

	Principals		Department Directors		Overall District
√	School Calendar Dates	√	Calendar Dates	√	District Calendar
√	Welcome Letter	√	Current Dept. Information	√	Current News
√	Current Newsletters	√	Current News/Posts	√	Lunch Menu
√	Staff Directory	√	Current Forms	√	Directory
√	Events	√	Staff Directory	√	Home Page
√	SAC – info/contacts	√	Functioning Links	√	Popular Links
√	Photos			√	Countdown Timer
√	Popular Links			√	School Closure Notification
√	Featured News Box				

Understanding the On-line Directory/Your Profile

The online directory, or the *Contact Us* tab on the home page, is structured with dynamic back-end feeds that link your name and contact information to your specific department and/or school’s individual directory page. Your registration to the on-line directory is also your login to the WordPress content management system.

NSBSD Website Permission Structure

The Website is set up to allow NSBSD Staff to contribute and manage content at different levels. The access you have to view and edit website content is determined by the *permission structure* that has been set in place.

NSBSD Site Permissions are structured as follows:

ADMINISTRATORS – The IT Department and Website Project Manager have Administrator status. This status allows Top Level/Full Access to the site. Allows for full administrative access to add/change/edit/delete pages and content.

EDITORS - Most department directors, principals and designated website managers will have 'Editor' status. This access allows for adding, editing & publishing content to the editors assigned web pages. This access also allows for adding Posts to assigned Categories.

CONTRIBUTORS - This will include teachers and other key staff members. This access allows for adding new posts (uploading class related content for example), but does not allow "publishing" capabilities. *Contributors will upload content and send to "Editors" to approve and publish.*

SUBSCRIBERS - This will include support people and staff. This access will have a login and allows for changes to the profile (updating contact info, profile photo, etc). There has been discussion of some potentially private content that will not be viewed by the public (a list of site administrators for example or additional staff contact info, etc). Subscribers would also have "read" access to content.

Note: If there is a page you need to edit that you do not have access to, please either contact your IT Department or the Web Project Manager so that we can adjust your permissions.

Style Guidelines - Rules to Follow

The presentation and accuracy of the website is of crucial importance. Please pay special attention to these style guidelines so that we can maintain a consistent look throughout the site.

Attention to Detail

- Please pay special **Attention to Detail** while managing content on the site.
- Double check your work for spelling & grammatical errors
- Be sure that your document Titles are in a presentable format with Capital Letters.
- Be aware of presentation – be sure that spacing between lines is consistent and that font is the correct size (see font information below).

Font Size and Style

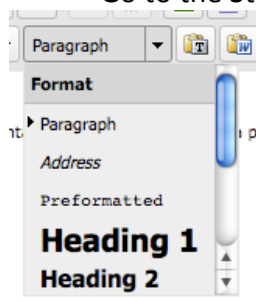
- **Font Size** – Font size is programmed to default to **10pt**. Please do not change unless for a Title or Heading.
- **Font Style** – Font style is programmed to default to **Verdana**. Please do not change the font style.
- **Color** – In general, please keep Font color **black** with the exception of Headings or to highlight a specific word or phrase when appropriate.

Headings

Under the Style drop down on the tool bar, you have the option to select either Heading 1 or Heading 2. In general, Heading 1 should be used only at the very top of the page (it is the larger of the two headings). Heading 2 is a Sub-Heading to divide sections, etc. Please stay consistent as you build your pages.

To edit content so that it displays as a heading:

- Highlight the word/title
- Go to the Style drop down menu and select either Heading 1 or Heading 2.



Note: Adjust the format drop down to display default in order to type normal size font in the body of the page.

Customizing Pages

As you build and customize your pages, please keep color scheme, font, headings and general style consistent with the rest of the website.

Check your work on the NSBSD Website

Always check your work on the actual Website after making changes in WordPress

- Double check presentation
- Double check that Links work correctly

Save/Upload documents as PDF vs. Word

As a general rule, it is always best to save your Word document as a PDF before uploading it to the website. This reduces the risk of documents being altered and also ensures style consistency.

Optimizing PDF Documents for the Website

Reducing the size of PDF files will ensure a functional web link.

1. To save a Word document as a PDF: Open the Word Document, Click on *Save As* and Select *PDF* as the Format.
2. **To reduce the size of a PDF file:** Open the PDF file and click on *Save As*. In the Save Box, select *Reduce Size* from the Quartz Filter Drop Down

SECTION II: CONTENT MANAGEMENT

Logging on to WordPress

To log on you will need a WordPress Profile. Most of you have already been entered in the On-line Directory and have an existing profile. You can check the 'Contact Us' link to see if you are listed: <http://www.nsbds.org/contact-us>. If not, contact the Web Project Manager or IT Team.

- Click on the Admin Panel URL to sign on: <http://www.nsbds.org/wp-login>
- Enter your Username & Password/Log-in

Note: Most usernames are set up as firstname.lastname. If that does not work, try entering your full NSBSD email address. Temporary passwords have been set up as the word *password*. Once you log in for the first time you can change this.

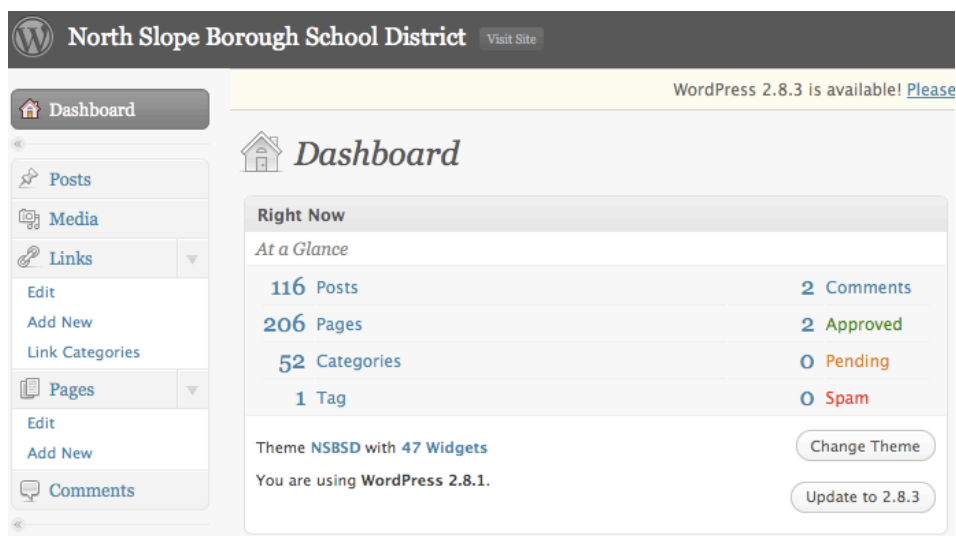


- Once logged in, you will be directed to the **WordPress Dashboard**.

Dashboard

The first thing you see when you log in to WordPress is the Administrative Panel Dashboard.

The Dashboard provides you with links to start adding and revising content on the site. Your view of the Dashboard will be pared down based on your *site permissions*. As a site 'Editor', you will only see the page links that you have permission to edit (see site permission structure below for more detail).



Dashboard Subpanel: On the left side of the screen is the main navigation menu detailing each of the administrative functions you can perform. The expand/collapse arrows allow the navigation menu to collapse to a set of icons, or expand (fly-out) to show an icon and description for each major administrative function. Within each major function, such as *Posts*, a pull-down arrow is presented upon hovering your mouse over the title area. A click of that arrow expands the menu to display each of the sub-menu choices. Clicking that arrow again collapses the sub-menu.

Work Area: The large area in the middle of the screen is the work area. It is where the specific information relating to a particular navigation choice, such as *adding a new post*, is presented and collected.

ON-LINE DIRECTORY/YOUR PROFILE

To Add a New Staff Member to the On-line Directory

- Most permission levels only allow for individuals to edit their own profile
- To add new staff to the Directory, please contact the Website Project Manager

To Update Your Existing Web Profile or Add a Photo

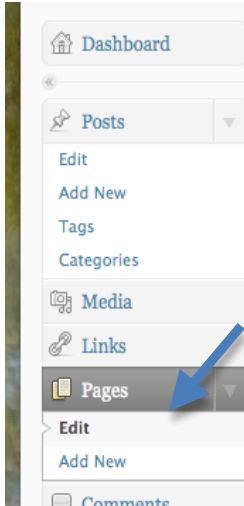
- Log on to WordPress - <http://www.nsbsd.org/wp-login>
- Under Users (Left Dashboard Side Panel)
- Click on **Your Profile** to edit contact info, password, add a photo, etc.
- Update your Contact Info and/or Password
- Change/add **Your Photo** by clicking on the browse button next to the upload image file
- Click on **Update Profile** to save changes

HOW TO EDIT CONTENT ON WEB PAGES

Editing Content on Department or School Web Pages

* Once logged on to Wordpress – Select PAGES from the Sidebar

1. Under **PAGES**/select **Edit** on Left Sidebar of the Dashboard



2. A list of Page Links will appear on the Right hand side

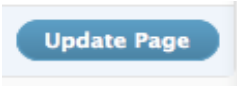
a. **Note:** if the page you are looking for does not appear in the list, you may not have permission to edit it. Contact the Web Project Manager if you need access to an additional page.

3. Locate the Page you want to edit & select **Edit** (below the page Title)

4. Make changes or add content directly to the text box that appears on the Page (works like a Word document)

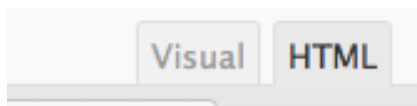
a. See details below for tips on Font size, color, uploading documents, links, etc.

5. IMPORTANT: Click on the blue **Update Page** button (Top/Right Sidebar) to save your changes.

A blue button with the text 'Update Page' in white.

TIPS FOR EDITING CONTENT ON PAGES

VISUAL vs. HTML View:




Visual vs. HTML View: The Visual view on the WordPress Editor looks and acts just like a Word document (eliminates the html code).

Copy/Paste from a Word Document: You must be in the **Visual view** to copy/paste content from a Word Document.

HTML View: If you need to view the HTML code, or copy and paste HTML coding, you will need to change to HTML view by clicking on the **HTML** tab at the bottom of the Editor box.

Creating a LINK to another website

- **To create a link**, type the name of the website you would like to link a URL to (ex: NSBSD Website)
- Highlight the word you want the URL to link to – NSBSD Website
- Click on the **link image** button on the toolbar 
- Type in the URL (<http://www.nsbds.org>) and click OK.


Reminder: Don't forget to Save Changes/Update the Page every time you edit something.

Uploading a Word/PDF Document to a Page

Note: In general, it is best to **save Word documents as PDF files** before uploading to the website. Please refer to the *Style Guide* in Section I for more details. To save a document as a PDF, open the Word Document, Click on *Save As* and Select *PDF* as the Format.

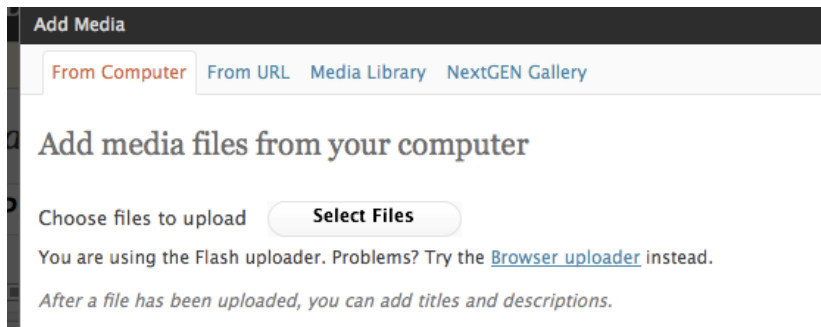
Please refer to the style guidelines for details on optimizing your PDF document (resizing).

Uploading a PDF Document to a Web Page:

1. Follow the steps above to open a Page (On the Left Sidebar of the Dashboard, Go to **Pages** and then select **Edit**)
2. Locate the Page you wish to edit/add the document to
3. Put your cursor in the Page Text box directly where you would like the link to the PDF document to appear
4. Click on the upload/insert media icon (Star on far right) 



5. The 'Add media files from your computer' box will appear



6. From the tabs at top, select **From Computer** – meaning you will locate the document from a file on your computer
7. Click on the **Select Files** button to choose the file to upload
8. Locate the document on your computer
9. You will notice the *file crunching* as it downloads
10. Once complete you will see the box pictured below
11. **Edit the Title** so that it looks exactly how you want the link to appear on the page
12. **Link URL:** Be sure to click on the **FILE URL button** under the Link URL box
 - a. The File URL button ensures that the Link is structured correctly, it should end in .PDF or .DOC

After a file has been uploaded, you can add titles and descriptions.

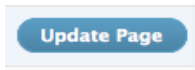


The screenshot shows the WordPress media editor interface for a PDF file. On the left, there is a small thumbnail of the PDF. To the right, the file name 'testing.pdf' is displayed along with its MIME type 'application/pdf' and upload date '2009-07-16 12:54:15'. Below this, there are input fields for 'Title' (containing 'Testing'), 'Caption', and 'Description'. A 'Link URL' field contains the URL 'http://www.nsbsd.org/wp-content/uploads/2009/07/testing.pdf'. Below the URL field are three buttons: 'None', 'File URL', and 'Post URL'. A note below these buttons says 'Enter a link URL or click above for presets.' At the bottom of the editor are two buttons: 'Insert into Post' and 'Delete'. A 'Save all changes' button is located at the bottom left of the entire form area.

13. Click the **Insert into post** button

14. You will now see the link to the document appear on the WordPress Page

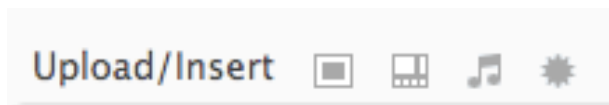
15. **Final Step:** Click on the **Update Page** button (top right side bar) to save you changes



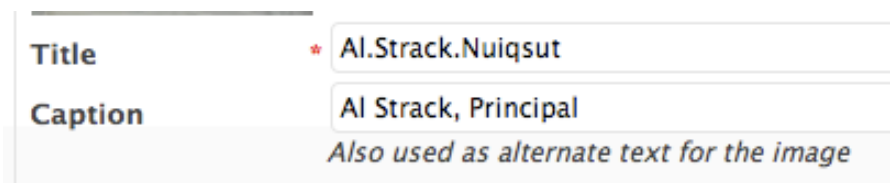
Uploading a Single Photo to a Page

Uploading a single JPEG photo to display on a page is basically the same process as uploading a PDF file (detailed above). The only difference is that rather than selecting the

upload media/star icon, you click on the 'add an image' square icon.



- If you would like a caption to be displayed underneath the photo, be sure to add the caption (under the title) when you upload the photo. *See example of a Caption below.*



The screenshot shows the WordPress media editor interface for a photo. The 'Title' field contains 'Al.Strack.Nuiqsut' and the 'Caption' field contains 'Al Strack, Principal'. Below the caption field, there is a note: 'Also used as alternate text for the image'.

- While uploading, you also have the option to select the size and alignment of your photo.

Note: For instructions on uploading a series of photos to be displayed as a gallery, please refer to the *Managing Photos* section below in Section IV.

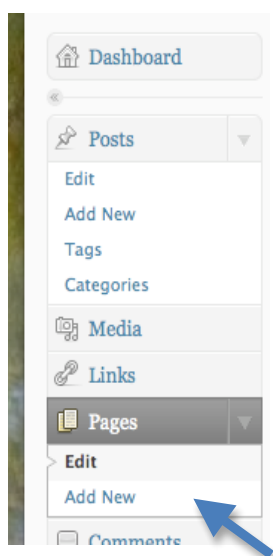
Uploading a PowerPoint to a Page

Uploading a PowerPoint presentation is done exactly the same as uploading a PDF document. See process above (use the add media function) for details.

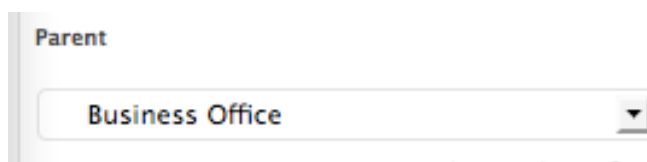
Creating a New Page

If you would like to add a new page or change the navigation of your department or school site, please contact the Website Project Manager for assistance.

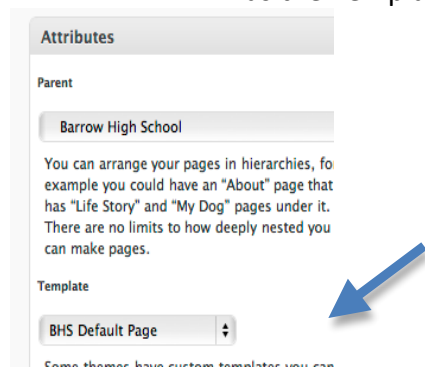
Adding a New Page to a School or Department:



1. On the Dashboard, select Pages/[Add New](#)
2. Create the Page Title
3. Add Content to the Text Box
4. **Important:** Select the **PARENT PAGE** from the Drop Down Menu under Attributes/Parent on the right Side-bar. For example, if this page is an addition to the Business Department, select the Business Department as the Parent.



5. **Important:** Select the **PAGE TEMPLATE**. When you add a new page this will auto-default to the *default template page*. This is ok for Department pages. **School pages must have the correct SCHOOL DEFAULT page selected.** For Example, if adding a new page for BHS. Select BHS as the parent and BHS Default as the Template.



6. **Save/Publish the Page**

Publish

SECTION III: CONTENT MANAGEMENT/POSTS

In general, most content management takes place on department & school Pages. However, there are a few distinct purposes for creating a Post. This section defines the difference between a Page and a Post.

Posts are used in the following Scenarios

- Employment Opportunities
- Scholarship/Financial/Grant Opportunities
- District News/Press Releases (Posted on the District Home Page)
- School Newsletters (Posted on School Home Page)
- School News/Press Release (Posted on School Home Page)
- School Closure Notification

The Difference between a PAGE and a POST

The difference between a Page and a Post in WordPress is important to understand. The most general distinction is that Pages contain *Static* content. Posts on the other hand are associated with *News* and time sensitive announcements.

In WordPress, you can write either *posts* or *pages*. When you're adding information such as News, Job Announcements, Scholarship Announcements or Blogs, you write a **Post**.

When you are adding static content such as About the Slope, Department Information, Contact Info, etc, you work directly on a **Page**. Pages are used to present information on the site that is less time sensitive. The following bullets point out several of the key distinctions between a page and a post.

Pages in a Nutshell:

- Pages are for static content that is less time-dependent
- Pages can be organized into pages and sub-pages
- Pages can use different Page Templates, which can include full page, templates w/a side bar, etc.
- The organizational structure for Pages comes only from their hierarchical interrelationships. For Example: *The Employment Opportunities* Page falls under the *Human Resources Department* page
- You can use Pages to organize and manage any amount of content

Posts in a Nutshell:

- **Posts** appear as **News** and are tied to a news-feed either on the home page, school page, employment page, etc (depending on the category you specify)
- Posts are linked to the websites News Feed.
- Posts can be associated with Categories and assigned Tags.
- Posts are meant to display smaller amounts of content (one newsletter for example)

Example to Help Clarify:

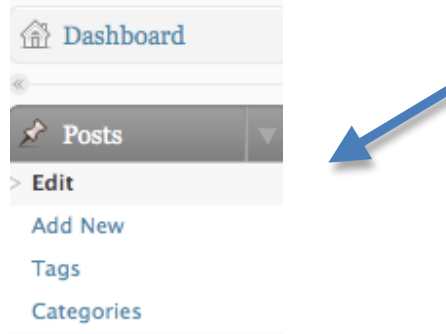
- If you refer to the Website, the Employment Opportunities section is an example of a list of **Posts** (job announcements)
- The Human Resources Department is an example of a **Page**

Adding/Editing a POST

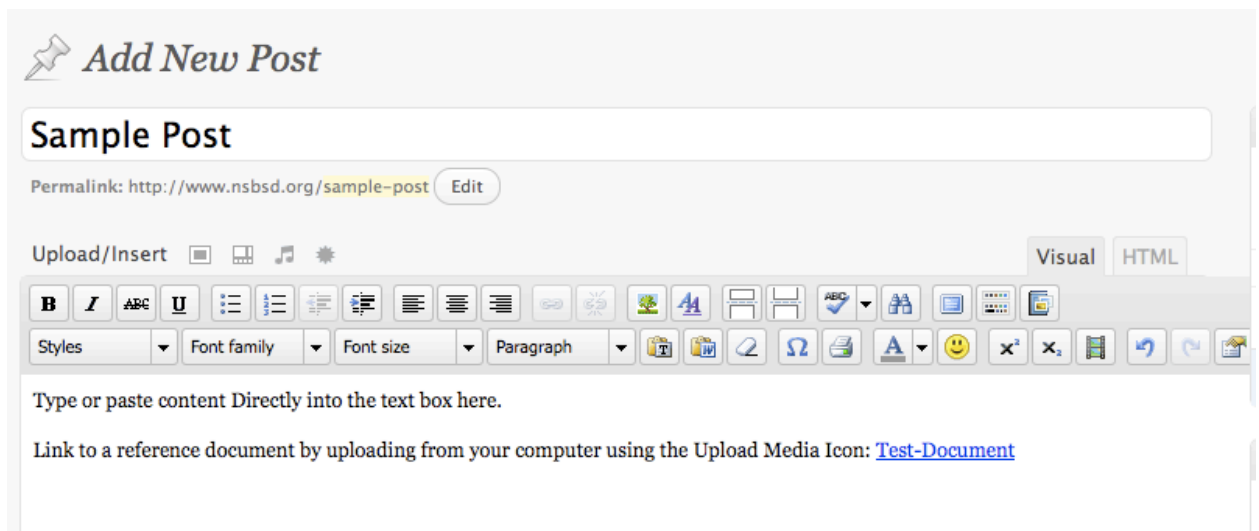
Adding a post is very similar to adding a PDF/Word document to a Web Page. The biggest difference is that a *Post* is a piece of News or a Spotlight that is tied to the News feed on the NSBSD Website. Examples of Posts include District-Wide News for the Home Page, School Newsletters, Employment Opportunities and Scholarship Opportunities. Please refer to the ‘Difference between a Page and a Post’ section above for more details.

To Add a New Post:


1. Select **Posts** (on left side of the Dashboard)
2. Select **Add New** (beneath Posts)

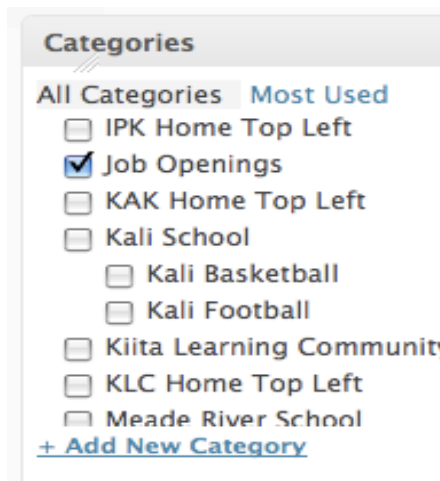


3. The following ‘Add New Post’ text box will appear:



4. Add Title of the Post as you want it to appear on the site (Ex: Sample Post)
5. Add Content directly in the text box (Type or copy/paste from Word)
6. To Link to a reference document (a Job Announcement for example) follow the steps to upload a Word/PDF document detailed above

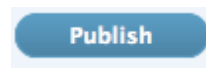
- a. Click on the Upload Media/*Star icon* 
 - b. Locate document *from your computer* (PDF is best)
 - c. Revise the Title of the Document to appear as you want to see it on the site
 - d. Click on the '**FILE URL**' button
 - e. Click on the '**Insert into post**' button
 - f. The link will now appear in the Post Text Box
7. **Important:** Select the **Category** where post will be located on the site on Right hand side bar of the Dashboard (*Job Openings* or *Scholarships* for example). This should auto-default for most schools and departments. If not, be sure to select the right category and/or contact the Project Manager for Assistance.



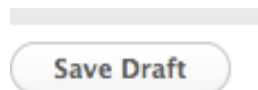
Example categories include:

- **Job Openings** (for HR only – job postings)
- **School Main Page** (Alak School) – this category is the NEWS column on each school’s home page (for school newsletters and news posts)
- **Emergency School** (Emergency IPK) – this category is to be selected only for an emergency school closure notification. It shows up in RED BOLD on the school home page.

8. Click on the Blue **Publish** button to save/publish the post to the site



Note: If you are not ready to Publish but want to save your Work. Click on **Save as Draft** so that you can revise and publish later.



To Edit/Revise a Post:

1. Select **Posts** (on left side of the Dashboard)
2. Select **EDIT** (beneath Posts)
3. Locate the post from the List
4. Once you have located the post you wish to edit, hover over the Post title and select/click on *Edit*
5. Make necessary changes to the Post
6. SAVE changes by clicking on the **Update Post** button

A blue button with rounded corners and a white border, containing the text "Update Post" in white.

To Delete a Post:

1. Select **Posts** (on left side of the Dashboard)
2. Select **EDIT** (beneath Posts)
3. Locate the post from the List (Search by Title or Filter by Category)
4. Hover over the Post title and select/click on *Delete*
5. Or, edit and change from Published to *Draft*

To Remove a Post/Save as Draft:

If you want to *remove a Post from the Live Site* but save it for future reference, you can save it as a Draft rather than Delete it.

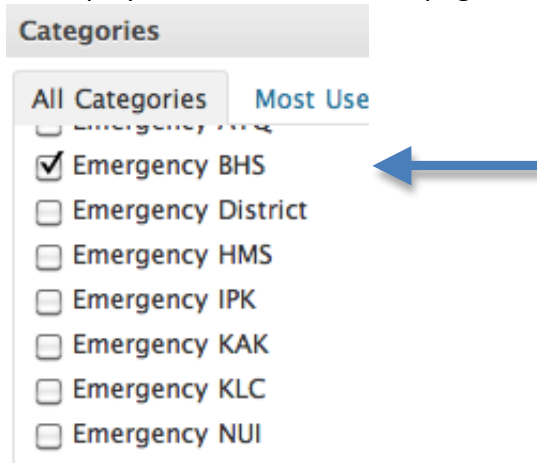
1. Select **Posts** (on left side of the Dashboard)
2. Select **EDIT** (beneath Posts)
3. Locate the post from the List (Search by Title or Key Words)
4. Hover over the Post title and select/click on *Edit*
5. On the Right Side-Bar, Next to Status, Click on [Edit](#)
6. From the Drop down menu, change from Published to **Draft**
7. Click on the OK button
8. Save/Click on the Update Post Button

A small, light gray button with rounded corners and a thin border, containing the text "OK" in a dark gray font.

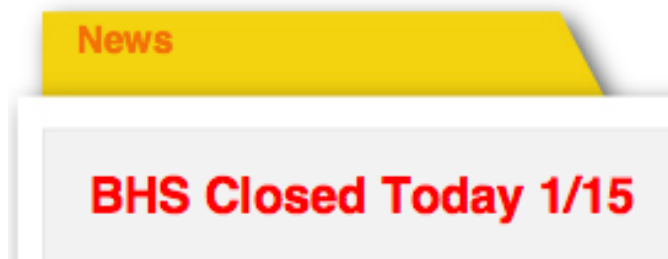
Emergency/School Closure Posts

There is a Post-Category for Emergency closure information. To Post news that a school is closed due to weather or other cause you:

1. Go to Posts→Add New
2. Create the Post Title, Ex: BHS Closed Today 1/15
3. Select the **Post Category titled Emergency/School Name**
 - a. Note: There is also an Emergency District Category. If you want the news to display on the District Home page, contact the Web Project Manager.



4. Publish the Post
5. This Emergency News will display in Bold/Bright Red letters on the School Home Page.

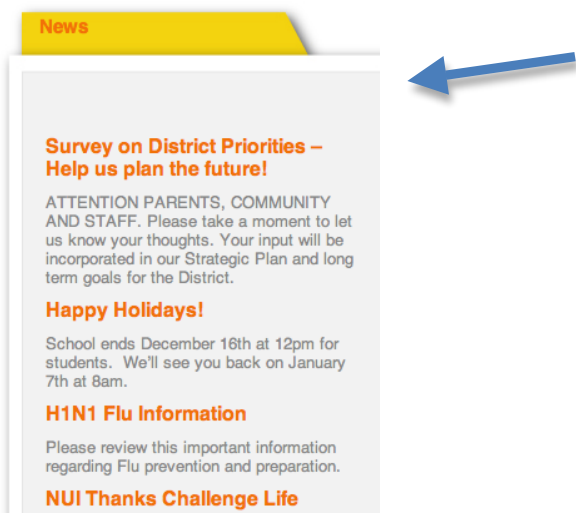


6. Contact the Web Project Manager to Post an Emergency Notification to the District Home Page.

SECTION IV: SCHOOL WEBSITE MANAGEMENT

This section refers to information specific to the Management of School Websites.

UPLOADING SCHOOL NEWS AND/OR NEWSLETTERS



To upload News to the School home page, under the **NEWS** column you have to create a News Post. Please follow the instructions above in **Section III: Adding/Editing a News Post.**

1. Go to POSTS → Add New
2. Create the Post Title (Ex: December Newsletter)
3. Enter the Text Directly into the Text Box (Ex: Click here to read our December Newsletter)
4. If you need to upload a PDF Newsletter – click on the Upload/Insert Media Icon (See instructions in Section III) and locate the PDF File from your Computer
5. Once the File has been uploaded, be sure the correct **CATEGORY** is selected for your school's specific News Column
 - a. Categories are listed on the Right Side Bar of the Post/Editor Page
 - b. For BHS for example, the CATEGORY should say Barrow High School
6. Click on PUBLISH
7. Your News snippet will appear on the home page
8. Once you click on the News Link Title – a Link to the PDF newsletter will appear

FEATURED NEWS CORNER

Each school has a Featured News Box on their home page. This is designed to highlight special events, featured students, etc. Hopson Middle School, for example/see below, is using this space to feature the *Student of the Week*.



Editing the Featured News Box

To Add/Edit Content on the Featured News Section you have to use **the Secondary HTML Content Box** . This shows up just below the main Editor box on the School's Home Page in WordPress.



Adding Content to the Secondary Editor/FEATURE BOX

The **Secondary HTML** editor box functions just like the main Editor box. It is just programmed to input the data to the Featured News area on your school's home page.

- Add Text just the same as you would on the main editor. Refer to **Section II** of this Manual: [How to Edit Content on Pages](#) for detailed instructions.

Adding a Photo to the Secondary Editor/FEATURE BOX

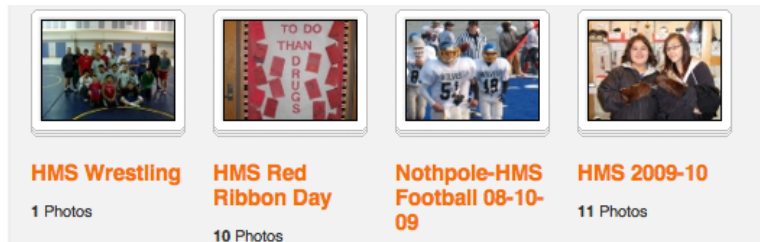
- To Add a Photo, you go through the same process detailed above in **Section II: [Adding a Single Photo to a Page](#)**
- **** IMPORTANT: There is buggy trick to adding a photo to the Feature Box. You have to actually upload the photo (through the upload Media Function) in the [Main Editor Box First](#)**
- **Once the photo has been uploaded – you **Switch to HTML View** (Tab at the top of the page) and [Copy the HTML code](#) for the photo link**
- **[Paste the HTML Photo code into the Secondary HTML Box](#)**
- **[Save Changes/Update the page](#)**

Adding a NEW PAGE to the School Navigation

Note: It is best for the Web Project Manager to add new pages to the navigation

- When a New Page is added to the school navigation, it is very important that the correct **PARENT PAGE** is selected (BHS-Academics, for example)
- It is also important that the correct **PAGE TEMPLATE** is selected (BHS-Default Template, for example)

Adding Photos to the Thumbnail Photo Album on your Home Page



Please refer to **Section V: Photo Management** of this manual for details on adding photos to your school site and to understand the difference between a photo gallery and album. In short, an ***Album is a collection of Galleries.***

Home Page Photo Album

There is an HTML snippet on each School's Home Page:

[album id=9 template=compact]

The **Album ID #** is specific to each School. You can find your photo galleries and main Album ID# under the Gallery section of WordPress. Any time you add photos to an existing gallery that has been linked to the school album, they will automatically appear on your home page. *For instructions on managing your school photo album, refer to Section V.*

Note: If the above html snippet gets accidentally removed from your home page or you notice that photos are not showing up. Simply copy the above html code, change the school ID# to match your Album ID#, and paste into the WordPress Editor (on your home page).

Apple Camp Videos

Some Basic information on video file conversion and upload can be found in **Section VI: Photos and Media.** ** Please work with the Website Project Manager and IT team if you have a video to upload to your School website.

SECTION V: CALENDARS

Calendar Structure

All of the NSBSD Calendars are set up on-line as **Google Calendars**. Each school has its own (main) calendar as well as a separate calendar for athletics. There is a main District Calendar and District Athletics calendar. Most Departments also have their own calendar.

District Calendar

The following calendars **feed** into the main District Calendar which is displayed on the NSBSD Website home page as well as the Calendar page: <http://www.nsbsd.org/calendar>

- Holiday Calendar
- Testing (Assessment)
- School Board
- District Calendar (This is a single Google Calendar that is set up for misc. events that need to be displayed on the main District Calendar)

Department Calendars

Separate Department calendars include the following. Department calendars stand-alone and do not feed (will not be displayed) on the main District Calendar.

- Lunch Menu
- District Library
- Assessment and Accountability
- Inupiaq Education/Curriculum Calendar
- Inupiaq Values
- Special Education

Schools

Each School has it's own Calendar as well as a separate Calendar for Athletic Events.

Athletics

Each school has a separate calendar set up in Google Calendar for each sport. All of these individual sport calendars feed into the Main *School* Athletics calendar.

Each School Athletic calendar also feeds into a single *District* Athletics calendar. The purpose of this is to have a single place to look to see all athletic events across the district.

** To add a new calendar to the website, contact the Web Project Manager.*

Adding and Revising Calendar Events

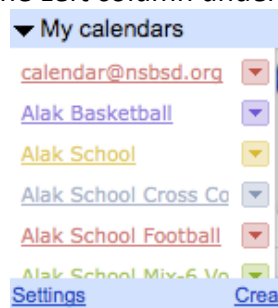
Adding and revising calendar events does not take place on WordPress like the rest of the website content. As mentioned above, all of the NSBSD Calendars are set up on-line as **Google Calendars**. Calendars are only as good as their accuracy. We need your help to keep your calendar current and we have a simple way to do so.

To add an event to your Department/School's calendar,

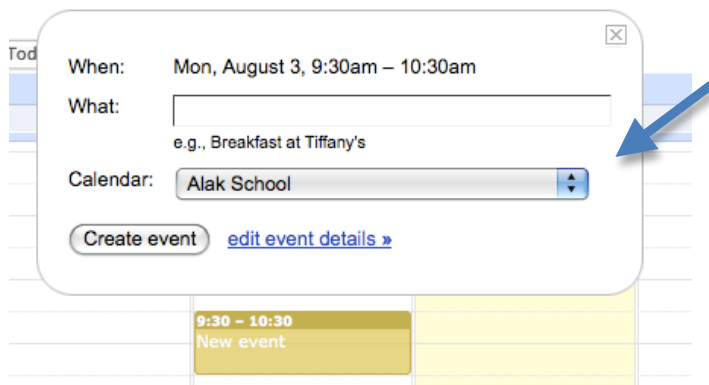
1. Log on to Google Calendars at: <http://www.google.com/calendar/>

Login: nsbsd.org@gmail.com * **Password:** Inupiaq12

2. Select your specific Calendar on the Left column under the **MY Calendars** sub-heading



3. Change view to month (top right corner)
4. Add/edit/change events by double clicking on the **calendar day** or existing event
5. When the box pops up add the event details (When/What)
6. **Select the appropriate calendar from the drop down menu**



7. Click on *Edit Event Details* to double check accuracy & correct calendar name
8. Click on *Create event*
9. The event will automatically be saved on the website

Important: Please be careful to avoid adding/changing anything to the **Other Calendars** section.

SECTION VI: PHOTOS AND MEDIA

Photo Management

Photo Management takes place under the **Gallery** section of the WordPress Dashboard/Left Side-bar.

Difference between Photo Galleries and Albums

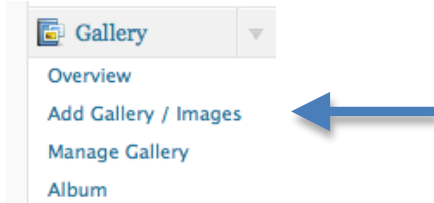
It is important to understand the difference between Managing Galleries and Albums in WordPress.

- Galleries are a collection of *Photos*.
- Albums are a collection of *Galleries*.

Adding Photos and Galleries

To add a series of photos to an existing or new Gallery:

1. Go to the Add Gallery /Images Category on the Left Column of the Dashboard



2. If adding a few photos to an **existing photo gallery**
 - a. Select the **upload Images** Tab and browse/locate each individual photo from your computer and click on add images.
 - b. Select the **import image** folder if you have a folder of images saved on your computer (this will upload the entire folder of images to the gallery).
3. Select the Gallery Title from the Drop Down menu (ex: Trapper Athletics)
4. **To create a NEW Photo Gallery**
 - a. Select Add new gallery
 - b. Name the Gallery (Title)
 - c. Click on the Add Gallery button (see screen shot below)

Add new gallery Upload a Zip-File Import image folder Upload Images

Add new gallery

New Gallery:

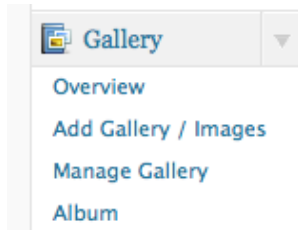
Create a new , empty gallery below the folder wp-content/gallery/
(Allowed characters for file and folder names are: a-z, A-Z, 0-9, -, _)

Add gallery

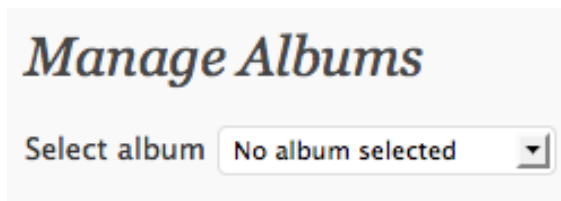
Important: Once you have created a new gallery you need to link it to an ALBUM to ensure that it shows up on the live website.

Managing Photo Albums – a collection of Galleries

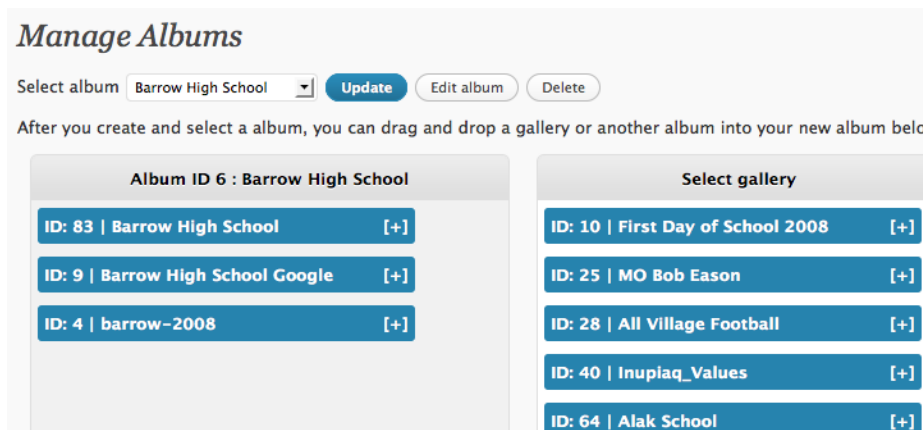
1. Under Gallery (on left side bar of the main Dashboard), select ALBUM.



2. At the very top of the Album page, you must select an Album from the Drop Down. For schools – this will likely be the School Main Album (Barrow High School, for example)



3. Once you select the Album (Barrow High School, for example) it will pop up with a list of existing Galleries (on the left).
4. To add a new Gallery to the Album, simply locate the gallery on the Right (under where it says Select gallery) and **drag it** over to the Album on the Left.
5. Click on **UPDATE** and you are done. Your new gallery will now show up in the appropriate Album or collection of photos/galleries.



DISPLAYING ALBUMS AND GALLERIES ON THE WEBSITE

In order to display a photo collection on your web page, there are a few options. The html codes below simply need to be copied/pasted on to your page (in the WordPress Editor)

1. Copy the html code for either an Album Thumbnail display or a Gallery Slideshow (see below).
2. Paste into the WordPress Editor directly on the Page you want the photos displayed on (Note: You must be in HTML view to do this).
3. **Change the Album or Gallery ID #** to match the Album or Gallery you wish to display
4. Save/Update the page.

Album Thumbnails (To display a collection of thumbnail galleries)

[album id=9 template=compact] ID# = Photo ALBUM ID#

- Example: All of the school home pages display an example of a Thumbnail/Album display.

Gallery Slideshow (To display a Gallery Slide Show)

[slideshow id=32 w=500 h=500] ID# = Photo GALLERY ID#

- For an example of a Gallery Slideshow – see the Athletics across the Slope/District Highlights page: <http://www.nsbds.org/departments/athletics/highlights>

Image Browser

[imagebrowser id=112] ID# = Gallery ID#

- See Hopson Middle School Feature Box (Wolves of the Week for a sample of this)

Revolving Film Strips

Please contact the Tech/IT department if you would like to change or add a photo to one of the revolving filmstrips on the District or School home pages.

Uploading a Video

** Please work with the Project Manager and Tech/IT team if you have a video to upload to your School website.

Video Conversion: Apple Camp and other Videos should be converted to FLV format before downloading to the website.

Video Export: There are many export options from both iMovie and Final Cut. Typically Apple teaches students to export using QuickTime in the .mov file format.

*** The key step to uploading and displaying videos correctly on the website is the conversion to FLV format.*

Video Conversion to FLV: The best solution to convert video to FLV is to use a conversion website, like www.zamzar.com <<http://www.zamzar.com>>. This is free and fairly easy. At the site you can upload all kinds of things and they will convert it to any format you want and then make it available for download when the conversion is done.

Uploading the Video to the Website: Once the movie is in FLV format, you can use the download feature to upload the video to the website. *Please work with the Project Manager and IT Team.*

Access Web Training Information On-line

- Just a reminder that web training information can be accessed on line, via the Staff tab from the District Home Page: <http://www.nsbsd.org/staff/how-do-i>
- Log on to this secure page using your WordPress Login/Password
- Download the most current version of this Training Manual