

Using united-church.ca

Guidelines for managing website content

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The Basics

You will be working on a LIVE site, which means any changes you make will be live to the world when published. Please be careful!

Login at <https://united-church.ca/user>

Managing your Account

Once you are logged into the website, you can manage your profile to modify your password and view a list of any content you've scheduled. To manage your account, select your username in the green bar at the top of the website.

Viewing your Workbench

Workbench displays an overview of website content that you own or have recently modified. You can also create new content from this area.

Creating New Site Content

Select Manage > Content and select the type of content you want to create. You can also create content in the Workbench section.

Types of Content

The pages on the website are created using templates we call "content types." These content types consist of various fields that are then translated into something "pretty" for the public facing website. Each content type will have some variation in fields depending on their purpose, but a lot of fields are repeated across the different types. Common fields include title, intro text, images, summary, body, resources, tags, and keywords. The content type may also dictate where on the website the webpage will appear.

See [The Content Types](#) for detailed information about the various content types.

The types of content that you can create/edit:

Basic Page

The bulk of the pages on the website. Can be published to almost any section on the website. For the most part, creation of new Basic Pages is left to the Web Services team, but editing them is common practice for editors.

Blog

Appear on <https://united-church.ca/blogs/round-table> and the homepage.

Personal experiences and opinions from individuals in the United Church and beyond (should be written in first person, with "I" statements). Typically posted by the digital media team. Revisions to existing posts should be kept to a minimum; it's not good web etiquette to modify a blog post. If changes are required and are significant (correcting wrong information, etc.) consider writing a new blog post as an update. If new content has been published, these items are also distributed daily at 7am to subscribers via e-mail.

Event

Appear on <https://united-church.ca/events>

For timely events or webinars. If new content has been published, these items are also distributed daily at 7am to subscribers via e-mail.

Jobs

Appear on <https://united-church.ca/opportunities>

For job or volunteer opportunities. This template is shared by various people in-house: job openings are posted by HR, committee vacancies are posted by Nominations, other opportunities are posted by CIM. If new content has been published, these items are also distributed daily at 7am to subscribers via e-mail.

News

Appear on <https://united-church.ca/news> and the homepage.

For general news, from the moderator or press releases. Revisions to existing posts should be kept to a minimum; it is not good web etiquette to modify a news post. If changes are required and are significant (correcting wrong information, etc.) consider writing a new news post as an update. If new content has been published, these items are also distributed daily at 7am to subscribers via e-mail. Note that changes to existing pages will not be sent in the e-mail.

Prayers

Appear on <https://united-church.ca/prayers>

For prayers. Commonly used to populate the Worship Resources section, but also used for any kind of prayer content. If formatting is important and not possible in HTML, a downloadable version (PDF/DOCX) can also be attached to this type of content.

Stories

Appear on <https://united-church.ca/community-and-faith/welcome-united-church-canada/stories-our-faith>

Reports and non-personal dispatches from United Church-related programs, organizations, and initiatives. (No "I" statements.) Typically posted by the digital media team.

Other Site Content

You will find other kinds of content types throughout the website, like Landing Page, Ministry, etc. These content types can only be created or edited by members of Web Services. If edits are required to pages you cannot access, please forward the request to Web Services.

Adding Background Images and Primary Media

Background image

- Minimum size 1600 x 400px. Scales and crops based on screen size.
- Displays behind the page title.
- Not required; a default one is automatically displayed.

Primary Media

- Minimum size 700 x 480px.
- Displays between the Intro Text and the Body of the content. Also displayed on various pages through the site (as needed) and when shared on social media.
- Not required, but highly recommended.

See [Managing Media/Resources](#) for more information about image sizes and formats.

Working with the Body Content

Content in the Body field needs to be formatted properly. Use proper headings, bulleted lists, blockquotes, etc. to ensure the content is easy to understand and meets accessibility requirements. Headings in the Body field begin with Heading 2 and can be nested from there as needed. Use the Format dropdown to apply headings and other buttons in the editor toolbar to apply formatting as needed. Remember: headings are for structure, not for style. The website will automatically style your content based on your headings and other formatting once the page is saved.

Things you CAN do:

- add/edit page titles
- edit/add page descriptions/summaries
- edit/add/delete body copy
- edit/add/delete/replace downloadable files
- edit/add/delete/replace images
- edit/add/delete remote videos

Things you CAN'T do:

- Insert tables
- Add/edit/delete Landing Pages
- Add/edit/delete content in the Find a Location section, including UCC staff

Adding a Page Description/Summary

This is a short summary of what the page is about, and if crafted well can also be used as the Intro Text. The Summary field is pulled automatically on many pages throughout the website to provide context to the page, so accuracy is important. To insert, simply add text to the Summary field. Text formatting is not allowed in this field, so plain text only.

Important: Once you have added the Summary text, select/tab into the Body field. This automatically copies your Summary text into other areas of the page.

Adding Body Text

The website is equipped with tools to help retain formatting when copying/pasting from another source. For best results with a Microsoft Word document, we recommend copying/pasting from the desktop application. This will limit the amount of messy code that is copied from the online browser version, while retaining headings and other simple formatting.

Hyperlinks

Do not spell out the hyperlink in the body of the posting.

CORRECT: Please visit the [Jobs and Volunteer Opportunities page](#) for more details.

INCORRECT: Please visit our website at [united-church.ca/opportunities](#)

If adding/editing a link to a page on our website

1. Highlight the text you want to add the link to. Ensure the text describes where the user will land.
2. Press the "Insert Link" button
3. In the Link field, start typing the title of the page you want to link to; select the proper page.
4. In the Title field, add some text about where the link is going (e.g.: Learn more about anti-racism)
5. Press "Save"

If adding/editing links to external websites

1. Highlight the text you want to add the link to. Ensure the text describes where the user will land.
2. Press the “Insert Link” button
3. In the URL field, type or paste in the URL you want to link to
4. In the Title field, add some text about where the link is going (e.g.: Visit the CBC website)
5. Open the Advanced options and select the “Open in new window/tab” checkbox
6. Press “Save”

E-mail Addresses

Staff e-mail addresses are added using the database method below. This allows Web Services to identify what pages need to be updated when staff or roles change, and ensure titles, extension updates, etc. are updated automatically site-wide.

If adding UCC staff contacts:

1. Position your cursor where you want to insert the contact information
2. Press the “Staff E-mail” button (E)
3. In the Title field, begin typing the name of the person or generic inbox you’re looking for
4. Select the proper person, press Next
5. Specify what part of the profile you wish to include
 - a. E-mail Only: display JUST the e-mail address of the person. Works well in the middle of a sentence.
 - b. Embed Staff Profile: displays the entire contact card (name, phone, title, e-mail)
6. Press “Embed”

If the staff member you are looking for does not appear when you’re searching, please contact Web Services so it can be added.

If adding other e-mail addresses:

1. Write out the e-mail address in the body of your content.
CORRECT: Contact Dave at info@somerandomwebsite.com
INCORRECT: E-mail [Dave](#).

Defining Abbreviations

To increase accessibility, use the Abbreviation tool to define your abbreviation. If the same abbreviation is used more than once on the same page, you only need to define the first instance.

1. Highlight the abbreviated text.
2. Select the “Abbreviation” tool from the toolbar.
3. Use the “Add title” field to define your abbreviation.
Example: for the “2SLGBTQIA+” abbreviation, enter “Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning, Intersex, Asexual Plus” in the Title field.

Inserting an Image or Video (Media)

1. Position your cursor where you want to insert the image or video
2. Select the “Insert from Media Library” button
3. Adding New Media
 - a. Select on “Image” or “Remote Video”
 - b. Use the “Add file/remote video URL” fields to locate the image you want to add, or paste in the URL of the video you want to embed

- c. Add your file information. Be sure to use the Name field to give it a clear name, so it can be located in the Media Library by others
CORRECT: Puppies in a backyard
INCORRECT: puppies-02334.png
- d. Press Save.
4. Using Existing Media
 - a. Select "Image" or "Remote Video"
 - b. Use the "Name/Sort By" fields to locate existing media in the library
5. Select the media item you want to embed, and press "Insert Selected." Media will be formatted to display correctly once the webpage has been saved.

See [Managing Media/Resources](#) for more information about image sizes and formats.

Use your best judgement when inserting media on pages. Images and videos add to page load times, so exercise some caution when using them. Avoid adding more than 4 images/videos per page.

Attaching a Resource (Download)

In order to track file usage across the website, downloads are displayed at the bottom of every page. Do not insert Resource links in the Body field.

Remember: Filenames are important. The filename as you see it on your computer will also be the filename when people download it, so make sure the filename is clearly named and professional.

To attach Resources

1. Select the "Add media" button under Resources
2. Select "Document" or "Image"
3. Use the "Add files" fields to locate the document or image you want to attach as a download
4. Add your document information. Be sure to use the Name field to give it a clear name, so it can be located in the Media Library by others.
CORRECT: Rae's Event Registration Form
INCORRECT: form_final.pdf
5. Add your document information
6. Specify an expiry date for the file to unpublish
7. Press Save
8. Drag and drop the files to change the display order (if applicable.)

Important: Always check the library first to ensure you aren't uploading a duplicate file or image. Media and documents from the library can be used on multiple pages.

Adding Search Keywords

The most effective way to get users to your content is to ensure the terms they are searching for are used in the page title and/or body content. If this cannot be achieved, use the Search Keywords field(s) to add alternative terms that site visitors would use to locate the page content. One term per field. These keywords apply only to site searches on united-church.ca.

A good use of this would be if a program was recently renamed.

For example, *Minutes for Mission* was recently renamed to *Mission and Service Stories*. The page title should be *Mission and Service Stories*, but use Search Keywords to add terms like "Minutes for Mission," "M4M" etc. so site visitors that are still searching for the old name can find the content.

Note: Search Keywords should be used sparingly as any pages containing these words will rank very high in the site search, and could outrank other more relevant content. In most cases, only Landing Pages should use keywords.

Saving and Publishing

The website offers various publication states to allow you to work on draft content before publishing it.

To keep your posting in a draft status, ensure the Published checkbox is unchecked and press “Save.” Your posting is saved as “unpublished” and can only be viewed by users who are logged into the website. You can come back to your posting at any time to revise and publish at a later date.

To post your content, ensure the Published checkbox at the bottom of the page is checked off and press “Save.” Your posting will be published to the live site immediately. Alternatively, use the Scheduling Options to publish/unpublish at a future date.

Scheduling Content

Use the “Scheduling Options” section to enter the future date/time the posting should be published/unpublished. Scheduling is useful for postings that are timely, like a job opportunity, event, worship material, or some news items.

Use the “Publish On” field to set a date into the future when you’d like the page to go live. Once you save the page it will automatically save as “unpublished”, and then automatically publish on the date you entered.

Use the “Unpublish On” field to set a date into the future when you’d like the page to go offline. This is a mandatory field on most pages. Setting an unpublish date helps keep the website clean by automatically removing outdated content. Note that content becomes unpublished – it is not deleted – and can easily be republished by editing the page and selecting the “Published” checkbox again and changing the “Unpublish On” date.

If you want the page to go live immediately, do not set a “Publish On” date and simply publish the page.

Dates are limited to 3 years in the future, with a five-minute delay in publishing time.

Editing Existing Site Content

Your ability to edit existing site content depends on your role and the permissions you’ve been assigned. You will not be able to edit every page on the website.

To locate site content, first login to the website. From there, you have a few options.

Option 1: Navigation/Site Search

Use the website navigation or website search function to locate the page you want to edit. If you have permission to edit the page, you will see a set of tabs just above the body content. Simply press the Edit tab and you will be taken into the backend where you can make your edits.



Fig. 1: Tabs to modify page content.

Option 2: Content Library

Select Manage > Content to display the Content Library. The Content Library displays all website content, both published and unpublished. This area is useful to find content that may have expired or that you have saved in a draft state.

To locate site content:

1. Use the various filters to locate the page you want to edit.
2. Select the page title to launch the page and press the Edit tab. Alternatively, you can press the Edit button directly from the Content Library.

Accessing Page Revisions

Any changes made to website content are saved as revisions. You can preview these revisions and revert to them at any time. To access page revisions, simply press the Revisions tab to reveal a list of all the page revisions. From here, you can view, revert or delete existing revisions. Revisions are only available dating back to September 2020, but earlier revisions may be accessible by Web Services, if required.

If edits are required to pages you cannot access, please forward the request to Web Services.

Managing Expiring/Expired Content

Each resource and most webpages are assigned an expiry/unpublish date. This helps to keep the website content relevant by sending reminders to those who posted the content, so they can update or delete the content as required.

When the content is reaching its expiry/unpublish date, the website will send out e-mail reminders. Expiry e-mails are sent 30 days, 7 days and 1 day before content expires. The e-mail contains the date the content is expiring and a link to the content so you can take appropriate action.

Once the expiry/unpublish date is reached, the resource or webpage will become unpublished and no longer publicly visible. It is still available to staff in the library until it is deleted, and can easily be republished if the content is still relevant.

The Content Types

The pages on the website are created using templates we call “content types.” These content types consist of various fields that are then translated into something “pretty” for the public facing website. Each content type will have some variation in fields depending on their purpose, but a lot of fields are repeated across the different types. Common fields include title, intro text, images, summary, body, resources, tags, and keywords. The content type may also dictate where on the website the webpage will appear.

Setting up your Posting

Take some care in setting up your page properly. Fields automatically used across the site include:

- Title
- Summary
- Primary media
- Background image
- Date the item was published

Please take caution when updating these fields. Some of these items go out in daily e-mails and on social media, and help auto populate other things on the website. Some of these fields are also used to generate the URL of the page. While changes to these fields is possible, please do your best to minimize edits to reduce the domino effects; try to get it right the first time.

Also remember to prepare your content properly. Use proper headings, bulleted lists, blockquotes, etc. to ensure the content is easy to understand and meets accessibility requirements. The Title field is automatically formatted as a Heading 1. All other content begins with Heading 2 and can be nested from there as needed. Use the Format dropdown to apply headings and other buttons in the editor toolbar to apply formatting as needed. Remember: headings are for structure, not for style. The website will automatically style your content based on your headings and other formatting once the page is saved.

See [Working with the Body Content](#) for details on how to format your content properly.

Other Content Types

You will find other kinds of content types throughout the website, like Landing Page, Ministry, etc. These content types can only be accessed by members of Web Services. If edits are required to pages you cannot access, please forward the request to Web Services.

A Special Note about Landing Page

Landing Page is used heavily on the website as a homepage for major sections. Some examples include:

- [Reconciliation and Indigenous Justice](#)
- [Food Security](#)
- [Gender, Sexuality and Orientation](#)

These pages include things like feeds for news/blogs/stories as well as other specialty items. Because of the complex nature of this content type, these pages can only be managed by Web Services.

If you're working on new site content and you think the section will become quite large, speak to Web Services about how to build the section using a Landing Page.

Basic Page

The Basic Page content type is used to build the bulk of the pages on the website. They can be published to almost any section on the website. For the most part, creation of new Basic Pages is left to the Web Services team, but editing them is common practice for editors.

Breakdown of Fields

*Any field marked with a * is a required field.*

Title*: The title of the page. 60 characters max. Avoid special characters (dashes are fine.) Should be short but descriptive, and make sense when found out of context via site searches. For example “Learning about Mission and Service” not “About.”

Intro Text: The most important information about the page content, broken down into “tweetable” text. Often the same text used in the Summary field. Appears in larger font, just above the Body content. 140 characters max.

Media

Background Image: Displays behind the page title. Not required. A default image is automatically added to the page and can be replaced with an image of your choosing.

Primary Media: Displays between the Intro Text and the Body of the content. Also displayed on the News homepage, if “Featured” anywhere on the website, and when shared on social media. Not required, but highly recommended. A default image is automatically added to the page and can be replaced with an image or video of your choosing.

Summary*: The page description. Automatically pulled on many pages throughout the website. Once a summary is added, select/tab to the Body field to automatically copy this text to other areas of the site.

Body*: The meat of the web posting. Format as needed. Use headings, paragraphs, lists, etc. Add links to internal or external content, UCC contacts, photos and videos, etc. See [Working with the Body Content](#).

Resources: Attach any downloadable media: PDF, DOCX, etc. Can add new files or browse files that are already in the library. The Resources appear at the bottom of the news piece when published.

Add to News Feeds...:

Landing Page: Specify a top-level landing page (think emergency appeal like Middle East) to make the news item appear in the News Feed of that page. If the page cannot be located, then the page is not set up to work with this feature. If it SHOULD be, talk to Web Services to see if the page can be reconfigured.

Search Keywords: Add alternative terms that site visitors would use to locate the page content. One term per field. Five terms max per page. Note: This feature should be used sparingly.

Published: Determines the publishing state of the page. If checked, the page will be live when saved. If unchecked, the page will remain in draft when saved.

Menu Settings*: Assign the page to a section on the website, and provide a link to the page in the website menu. By default, the page title and summary are copied to this area for convenience.

Metatags: *Auto generated. Please do not touch.*

Scheduling Options:

Publish On: Enter the future date/time the page should be published. Useful when the page is to be published at least a few days into the future.

Unpublish On*: Enter the future date/time the page should be unpublished. Reminders of expiring content will be e-mailed in advance.

Dates are limited to 3 years in the future, with a five-minute delay in publishing time.

Authoring Information: Reassign the author who should receive the expiry e-mails for the page. Begin typing the name of the user you want to assign the page to, then select the name from the list. Useful to reassign pages from old website users to new website users. Use sparingly.

Blog

Appear on <https://united-church.ca/blogs/round-table> and the homepage.

The Blog content type is for personal experiences and opinions from individuals in the United Church and beyond (should be written in first person, with "I" statements). Typically posted by the digital media team. Revisions to existing posts should be kept to a minimum; it's not good web etiquette to modify a blog post. If changes are required and are significant (correcting wrong information, etc.) consider writing a new blog post as an update. If new content has been published, these items are also distributed daily at 7am to subscribers via e-mail.

Breakdown of Fields

*Any field marked with a * is a required field.*

Title*: The title of the page. 60 characters max. Avoid special characters (dashes are fine.) Should be short but descriptive, and make sense when found out of context via site searches. For example, "Finding Infectious Joy in 2020" not "Joy."

Intro Text: The most important information about the page content, broken down into "tweetable" text. Often the same text used in the Summary field. Appears in larger font, just above the Body content. 140 characters max.

Media

Background Image: Displays behind the page title. Not required. A default image is automatically added to the page and can be replaced with an image of your choosing. Can be useful for "branding" series or adding additional visual appeal.

Primary Media: Displays between the Intro Text and the Body of the content. Also displayed on the News homepage, if "Featured" anywhere on the website, and when shared on social media. Not required, but highly recommended. A default image is automatically added to the page and can be replaced with an image or video of your choosing.

Summary*: The page description. Automatically pulled on many pages throughout the website. Once a summary is added, select/tab to the Body field to automatically copy this text to other areas of the site.

Body*: The meat of the web posting. Format and remove default text as needed. Use headings, paragraphs, lists, etc. Add links to internal or external content, UCC contacts, photos and videos, etc. See [Working with the Body Content](#).

Blog/Story Theme: Assign the page to a theme, if relevant. If selected, the page will show up in other areas of the website. The page will be published as usual, but also show up elsewhere as indicated.

Add to News Feeds...:

Landing Page: Specify a top-level landing page (think emergency appeal like Middle East) to make the news item appear in the News Feed of that page. If the page cannot be located, then the page is not set up to work with this feature. If it SHOULD be, talk to Web Services to see if the page can be reconfigured.

Worship Material: Assign the page to the Worship Resources section of the website. If selected, the page will show up in the appropriate section in Worship Resources. Can select more than one item per category by holding down CTRL + Select. The page will be published as usual, but will also appear in the Worship Resources section as indicated.

Search Keywords: Add alternative terms that site visitors would use to locate the page content. One term per field. Five terms max per page. Note: This feature should be used sparingly.

Published: Determines the publishing state of the page. If checked, the page will be live when saved. If unchecked, the page will remain in draft when saved.

Metatags: *Auto generated. Please do not touch.*

Scheduling Options:

Publish On: Enter the future date/time the page should be published. Useful when the page is to be published at least a few days into the future.

Unpublish On*: Enter the future date/time the page should be unpublished. Reminders of expiring content will be e-mailed in advance.

Dates are limited to 3 years in the future, with a five-minute delay in publishing time.

Authoring Information: Reassign the author who should receive the expiry e-mails for the page. Begin typing the name of the user you want to assign the page to, then select the name from the list. Useful to reassign pages from old website users to new website users. Use sparingly.

Event

Appear on <https://united-church.ca/events>

The Event content type is for timely events or webinars that are of national interest to the United Church members, adherents or leaders. If new content has been published, these items are also distributed daily at 7am to subscribers via e-mail.

Breakdown of Fields

*Any field marked with a * is a required field.*

Title*: The title of the page. 60 characters max. Avoid special characters (dashes are fine.) Should be short but descriptive, and make sense when found out of context via site searches. For example, “Mission and Service Webinar” not “Mission and Service.”

Media

Background Image: Displays behind the page title. Not required. A default image is automatically added to the page and can be replaced with an image of your choosing.

Primary Media: Displays between the Intro Text and the Body of the content. Also displayed on the News homepage, if “Featured” anywhere on the website, and when shared on social media. Not required, but highly recommended. A default image is automatically added to the page and can be replaced with an image or video of your choosing.

Event Details*: Specify the date, time and location of the event. Also specify if the event is in-person or online. If applicable, select a focus category for your event. Users can use Focus to filter the Event list.

Summary*: The page description. Automatically pulled on many pages throughout the website. Once a summary is added, select/tab to the Body field to automatically copy this text to other areas of the site.

Body*: The meat of the web posting. Format as needed. Use headings, paragraphs, lists, etc. Add links to internal or external content, UCC contacts, photos and videos, etc. See [Working with the Body Content](#).

Resources: Attach any downloadable media: PDF, DOCX, etc. Can add new files or browse files that are already in the library. The Resources appear at the bottom of the news piece when published.

Tags: Assign the page to a tag, if relevant. If selected, the page will show up in other areas of the website. The page will be published as usual, but also show up elsewhere as indicated.

Add to News Feeds...:

Landing Page: Specify a top-level landing page (think emergency appeal like Middle East) to make the news item appear in the News Feed of that page. If the page cannot be located, then the page is not set up to work with this feature. If it SHOULD be, talk to Web Services to see if the page can be reconfigured.

Landing Page Theme: If the news item you’re creating should appear on one of the pages noted here, simply select it. If selecting a page from this area, do not add it to the Landing Page field as well. This will result in duplication. For example, if the item is to appear on the “Stories of Our Mission” page, select it from the Landing Page Theme only.

Published: Determines the publishing state of the page. If checked, the page will be live when saved. If unchecked, the page will remain in draft when saved.

Metatags: *Auto generated. Please do not touch.*

Scheduling Options:

Publish On: Enter the future date/time the page should be published. Useful when the page is to be published at least a few days into the future.

Unpublish On*: Enter the future date/time the page should be unpublished. Reminders of expiring content will be e-mailed in advance.

Dates are limited to 3 years in the future, with a five-minute delay in publishing time.

Authoring Information: Reassign the author who should receive the expiry e-mails for the page. Begin typing the name of the user you want to assign the page to, then select the name from the list. Useful to reassign pages from old website users to new website users. Use sparingly.

Jobs

Appear on <https://united-church.ca/opportunities>

The Jobs content type is shared by various people in-house: job openings are posted by HR, committee vacancies are posted by Nominations, other opportunities are posted by CIM. If new content has been published, these items are also distributed daily at 7am to subscribers via e-mail.

Breakdown of Fields

*Any field marked with a * is a required field.*

Title*: The title of the page. 60 characters max. Avoid special characters (dashes are fine.) Should be short but descriptive, and make sense when found out of context via site searches. For example, “El Salvador Elections Observer” not “Elections in El Salvador.”

Position Type*: Specify the type of position being posted. This will sort the job into the proper category on the Jobs and Volunteer Opportunities homepage.

Job Number: The job number of the posting. Usually reserved for postings from the national office, but can be used for other purposes as needed.

Opening/Closing Date*: The opening and closing date of the vacancy.

Anticipated Start Date: The date the incumbent is expected to begin working.

Summary*: The page description. Automatically pulled on many pages throughout the website. Once a summary is added, select/tab to the Body field to automatically copy this text to other areas of the site.

Body*: The meat of the web posting. Format as needed. Use headings, paragraphs, lists, etc. Add links to internal or external content, UCC contacts, photos and videos, etc. See [Working with the Body Content](#).

Compensation: Relevant wage information. Leave blank if not applicable.

To Apply: Information on how to apply for the vacancy. By default, text is displayed for jobs related to the national office, but it can be modified or deleted as needed.

To Express Interest: Reserved for committee vacancies only. If not needed, delete all text in this field.

Resources: Attach any downloadable media: PDF, DOCX, etc. Can add new files or browse files that are already in the library. The Resources appear at the bottom of the news piece when published.

Published: Determines the publishing state of the page. If checked, the page will be live when saved. If unchecked, the page will remain in draft when saved.

Metatags: *Auto generated. Please do not touch.*

Scheduling Options:

Publish On: Enter the future date/time the page should be published. Useful when the page is to be published at least a few days into the future.

Unpublish On*: Enter the future date/time the page should be unpublished. Reminders of expiring content will be e-mailed in advance.

Dates are limited to 3 years in the future, with a five-minute delay in publishing time.

Authoring Information: Reassign the author who should receive the expiry e-mails for the page. Begin typing the name of the user you want to assign the page to, then select the name from the list. Useful to reassign pages from old website users to new website users. Use sparingly.

News

Appear on <https://united-church.ca/news> and the homepage.

The News content type is for general news, from the moderator or press releases. Revisions to existing posts should be kept to a minimum; it is not good web etiquette to modify a news post. If changes are required and are significant (correcting wrong information, etc.) consider writing a new news post as an update. If new content has been published, these items are also distributed daily at 7am to subscribers via e-mail. Note that changes to existing pages will not be sent in the e-mail.

Breakdown of Fields

*Any field marked with a * is a required field.*

Title*: The title of the page. 60 characters max. Avoid special characters (dashes are fine.) Should be short but descriptive, and make sense when found out of context via site searches. For example, “Church Urges Canada to Protect Palestinian Children’s Rights” not “Church Writes Government.”

News Type*: Used for sorting purposes, both for the website visitor and in the back end.

Intro Text: The most important information about the page content, broken down into “tweetable” text. Often the same text used in the Summary field. Appears in larger font, just above the Body content. 140 characters max.

Media

Background Image: Displays behind the page title. Not required. A default image is automatically added to the page and can be replaced with an image of your choosing.

Primary Media: Displays between the Intro Text and the Body of the content. Also displayed on the News homepage, if “Featured” anywhere on the website, and when shared on social media. Not required, but highly recommended. A default image is automatically added to the page and can be replaced with an image or video of your choosing.

Summary*: The page description. Automatically pulled on many pages throughout the website. Once a summary is added, select/tab to the Body field to automatically copy this text to other areas of the site.

Body*: The meat of the web posting. Format as needed. Use headings, paragraphs, lists, etc. Add links to internal or external content, UCC contacts, photos and videos, etc. See [Working with the Body Content](#).

Add to News Feeds...:

Landing Page: Specify a top-level landing page (think emergency appeal like Middle East) to make the news item appear in the News Feed of that page. If the page cannot be located, then the page is not set up to work with this feature. If it SHOULD be, talk to Web Services to see if the page can be reconfigured.

Landing Page Theme: If the news item you’re creating should appear on one of the pages noted here, simply select it. If selecting a page from this area, do not add it to the Landing Page field as well. This will result in duplication. For example, if the item is to appear on the “Stories of Our Mission” page, select it from the Landing Page Theme only.

Resources: Attach any downloadable media: PDF, DOCX, etc. Can add new files or browse files that are already in the library. The Resources appear at the bottom of the news piece when published.

Published: Determines the publishing state of the page. If checked, the page will be live when saved. If unchecked, the page will remain in draft when saved.

Metatags: *Auto generated. Please do not touch.*

Scheduling Options:

Publish On: Enter the future date/time the page should be published. Useful when the page is to be published at least a few days into the future.

Unpublish On*: Enter the future date/time the page should be unpublished. Reminders of expiring content will be e-mailed in advance.

Dates are limited to 3 years in the future, with a five-minute delay in publishing time.

Authoring Information: Reassign the author who should receive the expiry e-mails for the page. Begin typing the name of the user you want to assign the page to, then select the name from the list. Useful to reassign pages from old website users to new website users. Use sparingly.

Prayers

Appear on <https://united-church.ca/prayers>

The Prayers content type is for posting prayers. Commonly used to populate the Worship Resources section, but also used for any kind of prayer content. If formatting is important and not possible in HTML, a downloadable version (PDF/DOCX) can also be attached to this type of content.

Breakdown of Fields

*Any field marked with a * is a required field.*

Title*: The title of the page. 60 characters max. Avoid special characters (dashes are fine.) Should be short but descriptive, and make sense when found out of context via site searches. For example, “Prayer to Root Out Racism” not “Root Out Racism.”

Media

Background Image: Displays behind the page title. Not required. A default image is automatically added to the page and can be replaced with an image of your choosing.

Primary Media: Displays between the Intro Text and the Body of the content. Also displayed on the News homepage, if “Featured” anywhere on the website, and when shared on social media. Not required, but highly recommended. A default image is automatically added to the page and can be replaced with an image or video of your choosing.

Summary*: The page description. Automatically pulled on many pages throughout the website. Once a summary is added, select/tab to the Body field to automatically copy this text to other areas of the site.

Body*: The meat of the web posting. Format as needed. Use headings, paragraphs, lists, etc. Add links to internal or external content, UCC contacts, photos and videos, etc. See [Working with the Body Content](#).

Add to News Feeds...:

Landing Page: Specify a top-level landing page (think emergency appeal like Middle East) to make the news item appear in the News Feed of that page. If the page cannot be located, then the page is not set up to work with this feature. If it SHOULD be, talk to Web Services to see if the page can be reconfigured.

Landing Page Theme: If the news item you’re creating should appear on one of the pages noted here, simply select it. If selecting a page from this area, do not add it to the Landing Page field as well. This will result in duplication. For example, if the item is to appear on the “Stories of Our Mission” page, select it from the Landing Page Theme only.

Worship Material: Assign the page to the Worship Resources section of the website. If selected, the page will show up in the appropriate section in Worship Resources. Can select more than one item per category by holding down CTRL + Select. The page will be published as usual, but will also appear in the Worship Resources section as indicated.

Resources: Attach any downloadable media: PDF, DOCX, etc. Can add new files or browse files that are already in the library. The Resources appear at the bottom of the news piece when published.

Published: Determines the publishing state of the page. If checked, the page will be live when saved. If unchecked, the page will remain in draft when saved.

Metatags: *Auto generated. Please do not touch.*

Scheduling Options:

Publish On: Enter the future date/time the page should be published. Useful when the page is to be published at least a few days into the future.

Unpublish On*: Enter the future date/time the page should be unpublished. Reminders of expiring content will be e-mailed in advance.

Dates are limited to 3 years in the future, with a five-minute delay in publishing time.

Authoring Information: Reassign the author who should receive the expiry e-mails for the page. Begin typing the name of the user you want to assign the page to, then select the name from the list. Useful to reassign pages from old website users to new website users. Use sparingly.

Stories

Appear on <https://united-church.ca/community-and-faith/welcome-united-church-canada/stories-our-faith>

The Stories content type is for posting reports and non-personal dispatches from United Church-related programs, organizations, and initiatives. (No "I" statements.) Typically posted by the digital media team.

Breakdown of Fields

*Any field marked with a * is a required field.*

Title*: The title of the page. 60 characters max. Avoid special characters (dashes are fine.) Should be short but descriptive, and make sense when found out of context via site searches. For example "Learning about Mission and Service" not "About."

Intro Text: The most important information about the page content, broken down into "tweetable" text. Often the same text used in the Summary field. Appears in larger font, just above the Body content. 140 characters max.

Media

Background Image: Displays behind the page title. Not required. A default image is automatically added to the page and can be replaced with an image of your choosing.

Primary Media: Displays between the Intro Text and the Body of the content. Also displayed on the News homepage, if "Featured" anywhere on the website, and when shared on social media. Not required, but highly recommended. A default image is automatically added to the page and can be replaced with an image or video of your choosing.

Summary*: The page description. Automatically pulled on many pages throughout the website. Once a summary is added, select/tab to the Body field to automatically copy this text to other areas of the site.

Body*: The meat of the web posting. Format as needed. Use headings, paragraphs, lists, etc. Add links to internal or external content, UCC contacts, photos and videos, etc. See [Working with the Body Content](#).

Blog/Story Theme: Assign the page to a theme, if relevant. If selected, the page will show up in other areas of the website. The page will be published as usual, but also show up elsewhere as indicated.

Add to News Feeds...:

Landing Page: Specify a top-level landing page (think emergency appeal like Middle East) to make the news item appear in the News Feed of that page. If the page cannot be located, then the page is not set up to work with this feature. If it SHOULD be, talk to Web Services to see if the page can be reconfigured.

Landing Page Theme: If the news item you're creating should appear on one of the pages noted here, simply select it. If selecting a page from this area, do not add it to the Landing Page field as well. This will result in duplication. For example, if the item is to appear on the "Stories of Our Mission" page, select it from the Landing Page Theme only.

Worship Material: Assign the page to the Worship Resources section of the website. If selected, the page will show up in the appropriate section in Worship Resources. Can select more than one item per category by holding down CTRL + Select. The page will be published as usual, but will also appear in the Worship Resources section as indicated.

Resources: Attach any downloadable media: PDF, DOCX, etc. Can add new files or browse files that are already in the library. The Resources appear at the bottom of the news piece when published.

Search Keywords: Add alternative terms that site visitors would use to locate the page content. One term per field. Five terms max per page. Note: This feature should be used sparingly.

Published: Determines the publishing state of the page. If checked, the page will be live when saved. If unchecked, the page will remain in draft when saved.

Metatags: *Auto generated. Please do not touch.*

Scheduling Options:

Publish On: Enter the future date/time the page should be published. Useful when the page is to be published at least a few days into the future.

Unpublish On*: Enter the future date/time the page should be unpublished. Reminders of expiring content will be e-mailed in advance.

Dates are limited to 3 years in the future, with a five-minute delay in publishing time.

Authoring Information: Reassign the author who should receive the expiry e-mails for the page. Begin typing the name of the user you want to assign the page to, then select the name from the list. Useful to reassign pages from old website users to new website users. Use sparingly.

Managing Media/Resources

Use your best judgement when inserting media on pages. Visuals bring attention to a page but also add to page load times: the more media that's on the page, the slower the page loads for the site visitor.

Before Attaching Media/Resources

1. Make sure the content of the file has been structured properly with headings, bulleted lists, etc.
2. Add relevant metadata to the file properties (title, author, keywords)
3. Remove spaces and special characters from the filename (dashes and underscores are fine)
CORRECT: raes-sample-file.docx
INCORRECT: Rae's Sample File!.docx
4. Make sure the filename still makes sense. The filename as you see it on your computer will also be the filename when people download it.

Image Options

To meet accessibility requirements, make sure images do not include text.

Background Image: 1600 x 400px

- Not required.
- Available for use on almost every page on the site. If none selected, a default will be used.
- Cropped and scaled to fit exact dimensions.
- Cropping and scaling changes based on the screen size.

Primary Media/Large: 700 x 480px

- Not required, but highly recommended.
- Default image size when adding media in the body content. Image is automatically resized and displayed properly once the page is saved.
- When attached as "Primary Media" at the top of a page, this displays:
 - between the Intro Text and the Body of the content.
 - on various pages through the site (lists, feeds, homepage, etc.)
 - when shared on social media.
- No cropping; scaled to best fit dimensions.

Medium: 300 x 220px

- Reserved for displaying logos only.
- Added to body using media button in WYSIWYG editor:
 - Once the item is placed on the page, press "Edit Media."
 - Under Display, select "medium_300x220."
- No cropping; scaled to best fit dimensions.

Accepted File Types

Images	Documents	Remote Video
JPG	DOCX	YouTube
JPEG	PDF	Vimeo
PNG (preferred)	XLSX	
	PPTX	

Using the Media Library

To browse the entire Media Library, select Manage > Media. This will expose a list of all media in the library that can then be filtered using the various on-screen filters. You can add media to the library from this screen, or when you are creating a page on the website.

Always check the library before adding new media to avoid uploading duplicate media. Documents, images, and remote videos already in the library can be reused across the website.

When updating a file to a newer revision (e.g.: replacing an old handbook with a revised version, updating a logo, etc.), locate the file in the Media Library, edit it and use the “Replace” option. This removes the old version of the file site-wide and replaces it with the newer revised version. Not only does it automatically replace any links to the old version, it also updates the site search functions. Removing a Resource from a page does not remove it from the website.

Fields for Media/Resources

*Any field marked with a * is a required field.*

Document Info

- **Name***: The title of the file you’re uploading. This appears publicly in the list of Downloads on pages and in search results. It also appears in as the media name in the Media Library. Be descriptive and clear.
- **Document/Replace file***: Upload a new/replacement version of the file.
- **Description***: A brief description of the file. 128 characters max. This is displayed on the Forms and Handbooks pages, search results, as well as the Worship section.
- **Tags***: Select the type of file you’re adding. Does not appear anywhere on the website. This is useful when searching the library later. Mandatory if you’re adding a form or handbook.
- **Form and Handbook Sections**: Reserved for forms and handbooks only. Select the appropriate category to make the file display on the [Forms](#) and [Handbooks](#) pages.
- **Worship Section Tags**: Use these tags if you want the file to appear in the Worship section of the website.
 - **Worship Theme**: If desired, select an appropriate theme. Inquire with Web Services about adding a new theme. Themes appear here <http://united-church.ca/worship-theme>. Can use CTRL + Select to select multiple.
 - **Worship Liturgical Season**: If desired, select the liturgical day that is associated with the file. Can use CTRL + Select to select multiple.
 - **Worship Special Sundays**: If desired, select the special Sunday that is associated with the file. Can use CTRL + Select to select multiple.
 - **Worship Type**: Select the type of worship document you are adding. If adding worship material this field is required. This actually tells the document where to appear on the page.
- **Expiry Date***: Triggers notification e-mail. Once the expiry date is reached, the file will become unpublished. It is still available in the library until it’s deleted. Use notification e-mails to take further action as needed, including deleting the file if it’s no longer required.
- **Published***: Sets the publishing status of the document. Checked = published, unchecked = unpublished.
- **Stick to Top**: *(please ignore)*
- **Revision Log Message**: Useful to track changes. When you replace an existing file, leave a small note about the changes you made.

- **Authoring Information:** Reassign the author who should receive the expiry e-mails for the resource. Begin typing the name of the user you want to assign the resource to, then select the name from the list. Useful to reassign resources from old website users to new website users. Use sparingly.

Image Info

- **Name*:** The title of the file you're uploading. Does not appear anywhere on the website. This is useful when searching the library later, so give it a useful name.
- **Alt Text*:** Briefly describe the image. This is an important accessibility feature. When writing ALT text think about how a screen reader would read the photo: should be descriptive so those who are visually impaired can understand what the image is depicting.
- **Title Text/Caption:** Insert a photo caption, if required.
- **Credit Text:** Insert a photo credit, if required.
- **Credit Link URL:** Insert a credit link, if required. Useful to help track down the source later.
- **Link text:** *(please ignore)*
- **Tags*:** Select the type of file you're adding. Does not appear anywhere on the website. This is useful when searching the library later.
- **Worship Section Tags:** Use these tags if you want your image to appear as a downloadable image in the Worship section.
 - **Worship Liturgical Season:** If desired, select the liturgical day that is associated with the image. Can use CTRL + Select to select multiple.
 - **Worship Special Sundays:** If desired, select the special Sunday that is associated with the image. Can use CTRL + Select to select multiple.
 - **Worship Theme:** If desired, select an appropriate theme. Inquire with Web Services about adding a new theme. Themes appear here <http://united-church.ca/worship-theme>. Can use CTRL + Select to select multiple.
 - **Worship Type:** Select the type of worship image you are adding. If adding worship material this field is required. This actually tells the document where to appear on the page.
- **Revision Log Message:** Useful to track changes. When you replace an existing file, leave a small note about the changes you made.
- **Authoring Information:** Use this section to reassign authors on files. Useful to reassign resources from old website users to new website users.

Remote Video Info

- **Name*:** The title of the file you're uploading. Does not appear anywhere on the website. This is useful when searching the library later, so give it a useful name.
- **Video URL*:** The URL path of the video you're adding. This will be a link to YouTube or Vimeo.
- **Description:** A short description of the video. 128 characters max.
- **Tags*:** Select the type of file you're adding. Does not appear anywhere on the website. This is useful when searching the library later.
- **Worship Section Tags:** Use these tags if you want the file to appear in the Worship section of the website.
 - **Worship Theme:** If desired, select an appropriate theme. Inquire with Web Services about adding a new theme. Themes appear here <http://united-church.ca/worship-theme>. Can use CTRL + Select to select multiple.
 - **Worship Liturgical Season:** If desired, select the liturgical day that is associated with the file. Can use CTRL + Select to select multiple.

- **Worship Special Sundays:** If desired, select the special Sunday that is associated with the file. Can use CTRL + Select to select multiple.
- **Worship Type:** Select the type of worship document you are adding. If adding worship material this field is required. This actually tells the document where to appear on the page.
- **Revision Log Message:** Useful to track changes. When you replace an existing file, leave a small note about the changes you made.
- **Authoring Information:** Use this section to reassign authors on files. Useful to reassign resources from old website users to new website users.

Deleting Media/Resources

Before you delete something from the Media Library, be sure to review where on the website the media is in use to determine if website content needs to be revised. Then you can safely delete the file and confirm the deletion.

To delete something from the Media Library:

1. Locate the file you wish to delete using the various filters.
2. Select the Media Name of the file. This will expose more details about the file.
3. Press the “Usage” tab to review the webpages where the file may be in use and edit accordingly.
4. When you are ready to delete the file, press the “Delete” tab.
5. Select the “Also delete the associated file” checkbox and press the Delete button.

The file has now been successfully removed from any webpages that reference it, as well as the server where the file itself is stored. **Once a file is deleted in this manner it cannot be recovered.** If it is needed again in the future, it will need to be added to the Media Library again.

Note: if the file is used in the Worship Resources section of the website, it will not be indicated in the “Usage” tab.

Automation: Using the Worship Resources, Forms, Handbooks, and Find a Location Sections

There are many areas across the website that use automation to populate or manage features. For example, page titles and where a page lives on the website are used to give a page a URL.

However, there are entire sections across the site that are built on databases and other automated website connections. This is to help keep things updated and fit into a restrictive page template, while also allowing content to be easily accessible from more than one location.

Worship Resources

<https://united-church.ca/leadership/worship-resources>

This section is completely automated. It's built based on how resources and pages have been categorized using the various Worship Material/Worship Section tags and calendar dates. This section is heavily templated, using categories to build out the sections on the pages and then populate them. The automation in this section means that the categories are generic enough to work in all the relevant places.

Content that can be categorized by you to appear in this section include Prayers, Stories, Blog, and anything in the Media Library that has been categorized appropriately. When selecting the categories, you can use CTRL + Select to select multiple days/themes, as needed.

If information you've added to the website is missing from the Worship Resources section, please edit the media/page and check the Worship Material/Worship Section tags.

If there is a day or theme missing from the Worship Resources section, or you need updates to existing ones, please contact Web Services.

Forms and Handbooks

<https://united-church.ca/leadership/church-administration/forms>

<https://united-church.ca/leadership/church-administration/handbooks-and-guidelines>

These two pages are also completely automated. When adding a resource to the Media Library, use the Tags category and the Forms and Handbooks Sections categories to get resources to appear on these pages. Only downloadable media can appear on these pages.

For example: To get a file on the Forms page, add the form to the Media Library, select "Form" from the "Tags" category, then use "Form Category" to select the appropriate areas where the file should appear. You can use CTRL + Select to select multiple sections, though this generally not recommended in these sections.






If there is a category missing, or if you require updates to existing categories, please see Web Services.

Find a Location

<https://united-church.ca/search/locator>

This section is built using database connections from Dynamics 365. If there are edits required, or contact information is missing completely, please contact Web Services. Edits will usually be seen online within 7 days of the database being updated.

Useful Tools

	Insert/Edit link Inserts a new link, or allows you to edit or delete an existing link.
	Blockquote Use this feature if you're adding a Bible quotation or adding a <i>short</i> quote from an individual that you want to stand out. Not recommended for large blocks of text.
Abbreviation	Abbreviation Insert abbreviated text with a definition. Required for accessibility.
	Remove Format Removes formatting from selected text.
	Staff E-mail Inserts contact information for UCC staff.
	Insert from Media Library Inserts photos and videos. Add new media or select from items already in the library.