

- To edit any page, click on the green 'published' button and select edit content.
- This button may say 'draft' depending on the type of page you are working on.

Editing and creating basic pages

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• This is the basic page editing screen you will become very familiar with.

• Here you can edit the content on all your pages and add new content as well.

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Text Editor ACC NATIONAL CAPITAL REGION NEWS FOLLOW ACC NCR ON LINKE Edit	FORMATION
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Add Text Editor to Page Content Builder	
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- These page content builders are how you will configure information, text, and images on your pages.
- The text editor and column row are the two most common types you will be using.
- There is also no need to edit the event feed once it is set up.

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We	cited to report that ACC NCR is now on LinkedIn! Find us on <u>LinkedIn</u> and on <u>Twitter</u> . We vill follow the accounts, like and share our posts, and tag the chapter in your own posts.	
B	ership Academy ne The In-House Leader You Want To Be ation Deadline: Wednesday, March 20	

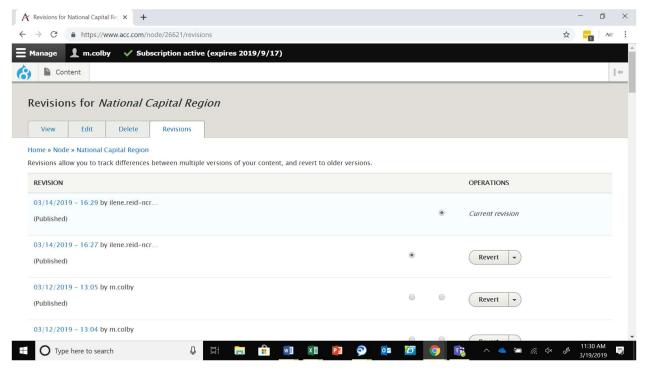
- This is what an opened text editor looks like, here you can edit the actual text on the page.
- The tool bar at the top is very similar to Microsoft word, and you can even (crtl + C) + (crtl + V) to copy and paste directly form Word into the text editor.
- Please note: *do not* add images to text editors, this is done via a column row.

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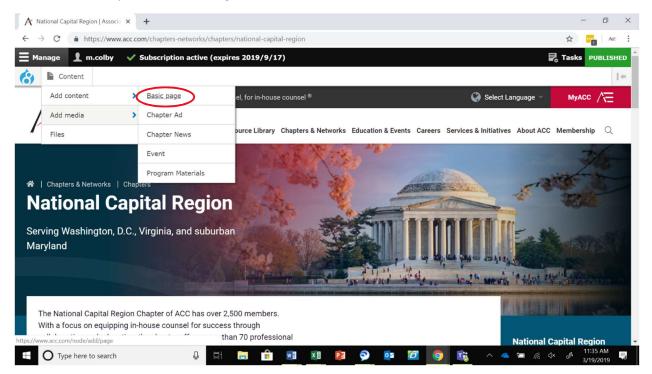
• You can save your changes as a draft (not yet public facing) or as published (changes will appear instantaneously).

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- You can also schedule you changes to be published at a specific date and time.
- Please note: do not for any reason click on the red 'delete' button. This will delete your entire page and we are in the process of getting rid of this option.



If you scroll back up to the top of the page and click on the revisions tab, you will be able to
revert your page back to any of the previous versions you have save (very useful if you
accidently delete something).



• To create a new basic page: hover over the content button and navigate to the basic page option.

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- This is virtually the same page as the editing page, so everything should look familiar.
- Here you can title your page, add an introduction, and use all the other types of content builders to fill out your new page.

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je Banner Button Button added yet.	▼ MENU SETTINGS
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	► META TAGS
	► AUTHORING INFORMATION
	► PROMOTION OPTIONS

- Notice the 'menu setting' tab on the right-hand side of the screen. This is how you will tell your page where to live within your chapter site.
- The default parent item will be set to your chapter homepage, which means this new basic page will appear as its own link on your menu.

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■ Manage L m.colby ✓ Subscription active (expires 2019/9/17)	National Capital Region
	Member Directory
Content	Our Leadership
Page Banner Button	President's Message
No Button added yet.	Events
Add Button	Sponsors
► PAGE BANNER IMAGE	About Our Chapter
	Resources
Show row weights	Career Development
PAGE CONTENT BUILDER	Chief Legal Officer Resources
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Text	National Capital Region Weight
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	Menu links with lower weights are displayed before links with higher weights.
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• You can set the parent item to another one of your menu tabs to create a subpage within your menu. (See how the president's message page is a subpage within the 'Our leadership' parent page.

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Text format Full HTML About text formats @	Simple meta tags. Page title [current-page.title] [site.name] The text to display in the title bar of a visitor's web browser when they
Add Text Editor • to Page Content Builder CONTENT BUILDER (FULL-WIDTH)	view this page. This meta tag may also be used as the title of the page when a visito bookmarks of favortes this page, or as the page title in a search engine result. It is common to append [site rame] to the end of this, so the site's name is automatically added. It is recommended that the title is no greater than 55 – 65 characters long, including spaces.
Add Text Editor (Full Width) • to Content Builder (Full-width) Save as: Draft • Schedule a status change •	Description
Save Preview	characters or less. The description meta tag may be used by search engines to display a snippet about the page in search results.
🕂 🔿 Type here to search 👢 🗮 🧮 🖬 🕅 🕅 🖉 🔊 📭	A brief and concise summary of the page's content, preferably 150 characters or less. Where as the description meta tag may be used by search engines to display a singhet about the page in search results, the abstract tag may be used to archive a summary about the page. This meta 11136 AM 1136 AM 1136 AM

- Important for search engine optimization is the meta tags tab.
- Here you will need to provide a short description of the page you are creating so the page will be easily found when searching on google.

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			[current-page:title] [site:name]
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Add Column Row			when a visitor bookmarks or favorites this page, or as the page title in a search engine result. It is common to append "[site:name]' to the end of
Add Announcement Feed			this, so the site's name is automatically added. It is recommended that the
Add Card Row			title is no greater than 55 – 65 characters long, including spaces. Description
Add Chapters Map			
Add Aggregator Feed			
Add Event Feed			
Add Icon Row			<i>A</i>
Add Expandable Content Group			A brief and concise summary of the page's content, preferably 320 characters or less. The description meta tag may be used by search
Add Page Intro			engines to display a snippet about the page in search results.
Add Quote Row			Abstract
Add Sponsor Row			
Add Tabs Group			
Add Chapter Leadership			
Add Event List			A brief and concise summary of the page's content, preferably 150 characters or less. Where as the description meta tag may be used by
Add Flickr Feed			search engines to display a snippet about the page in search results, the
Add News Feed Featured			abstract tag may be used to archive a summary about the page. This meta tag is <i>no longer</i> supported by major search engines.
Add Twitter - Most Recent Tweet			Keywords
Add Restricted Content			

• Here is the list of content builders you can add to your page, though you will primarily be using text editors and column rows.

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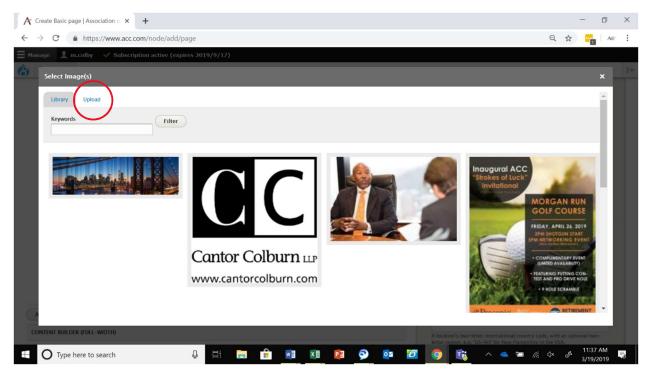
- Column rows are great for adding images to your page.
- To do this remove the default text editor that comes with the column row.

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COLUMN CONTENT *			
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Add Aggregator Feed		A brief and concise summary of the page's content, preferably 150 characters or less. Where as the description meta tag may be used	
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Add Featured Event		tag is <i>no longer</i> supported by major search engines.	is meta
Add Flickr Feed		Keywords	
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Add Video Embed		A comma-separated list of keywords about the page. This meta ta longer supported by most search engines.	j is no
Add In the News Feed			
Add News Feed		▼ ADVANCED	
Add Press Releases Feed		Meta tags that might not be needed by many sites.	

• Next, add a new 'image card' to add an image to your page.

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Show row weights A comma-separated list of keywords about the page. This meta tag is <i>no</i> ORDER ORDER
▼ ADVANCED
Meta tags that might not be needed by many sites.
Geographical place name
A location's formal name.
Geographical position
Geo-spatial information in 'latitude; longitude' format, e.g. '50.167958; -97.133185'; see Wikipedia for details.

• Select an image from the content library.



- Or upload a new image.
- You can edit the width of your columns, add more columns, and have text the goes in your columns as well.

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- To create a scrolling chapter ad, hover over the content button and navigate to 'chapter ad'.
- Input all the relevant information and *be extra sure* to manually input the name of your chapter in the chapter text box.

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• Select the logo from the media library, set the display date range, set the duration in seconds that the ad will scroll for, and hit save with the published box checked to put the ad on your chapter homepage.

Creating Events

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Show row weights CHAPTERS					

• Enter the relevant event information: title, date and time, time zone, and add a registration URL to have a registration button on your event page. (link text will almost always be 'Register')

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- *Very important:* Manually input the name of your chapter in the chapter text box.
- Enter the city, country, and zip code where the event will take place.

• Ignore the following boxes: Networks, interest areas, directions, notes, speakers, and program summary.

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• Input cost and CLE information and add a sponsor logo to your event page.

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- Add the location the event will be taking place here.
- Copy and paste the same location info in both of these boxes.

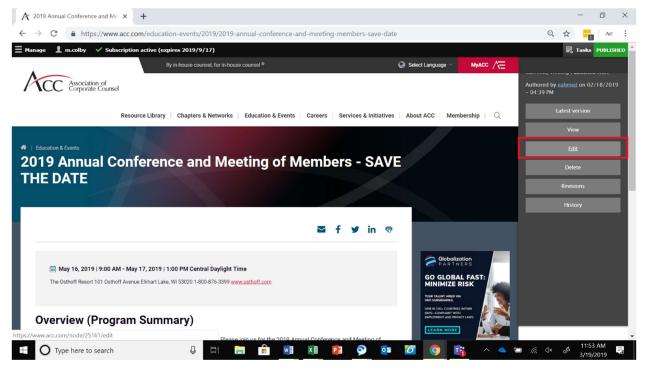
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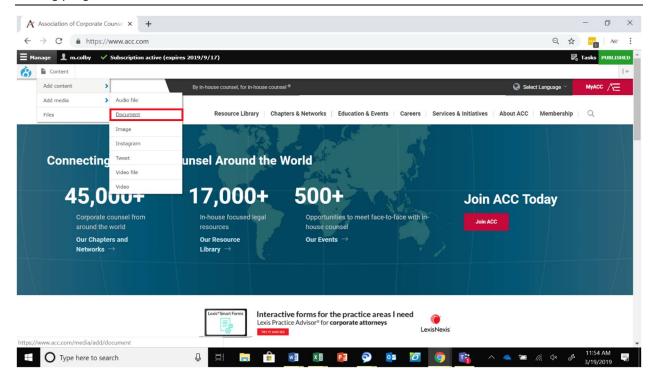
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• You can also edit your event by going to the event page itself and clicking on the green published button.

Adding program material and direct links to internal documents



 To add and link program materials to your pages, hover over content and navigate to the document option.

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	President's Message effrey Lauderdale		
	Dear Northeast Ohio Chapter Members: On behalf of the 2019 ACC NEO Board of Directors, I wish our	Once again, we'd like to recognize our 2018 sponsors for supporting our Chapter's social and educational programming:	
www.acc.com/chapters/neoh/	members, sponsors and friends a very happy new year. And to those who are new to our Chapter, welcome!	Signature Plus Frantz Ward Jackson Lewis	
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• Copy and paste this URL, this is what you will hyperlink to on the page you want the program materials to appear.

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- Navigate to the editing page of the page you want to add the document to.
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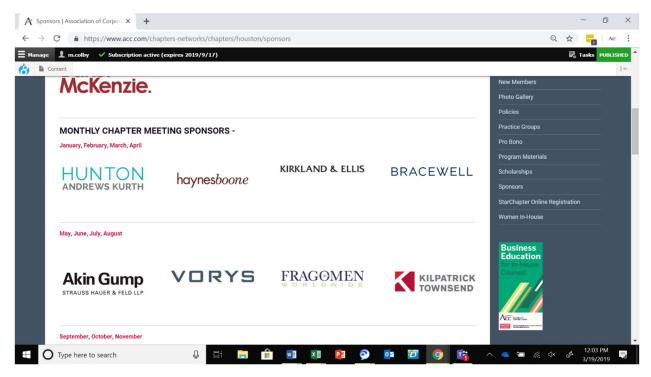
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• Then create a hyperlink in the appropriate place and paste the link you just copied here.

Editing your sponsor page

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• To edit the language on your sponsor page or to change a sponsor logo navigate to your specific sponsor page.



These rows of logos are called sponsor rows, they are a type of content builder that easily
organizes sponsor logos.

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• Click on the green published button and select the edit content option.

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- Navigate to the specific row you want to edit and select remove in the blue sponsor logo box.
- Then select the new logo you want to upload/choose from.
- Finally, always remember to save the changes you made.

Miscellaneous

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- If you click on the content button the site will take you to the content library itself. This is a catalogue of all the content everyone has uploaded to the site.
- Here you can find content you have saved but not published by sorting by content type, or by inputting the title of your content.
- This way you can work on things far in advance, save it, and wait to publish until you need to.

Image Sizes			
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Page Banner	1500 x 450	N/A	Order complementary resources for doing business globally.
Billboard	1300 x 700	N/A	
Card	500 x 330*	1000 x 660*	
Featured Event	670 x 450	1340 x 900	
Resource Grid	400 x 300	800 x 600	
Quote	300 x 300	600 x 600	
Staff Profile	300 x 300	600 x 600	
Mega Menu Callout	300 x 200	N/A	
Sidebar Images	280 × X*	560 x X*	

- This is the site guide for the new website: <u>https://www.acc.com/site-guide</u>
- Here you can find helpful information and SOPs for adding content to the website.
- The page displayed in this screenshot is the image specifications page.
- See also: <u>https://www.acc.com/media/document/7481</u>, <u>https://www.acc.com/media/videofile/7496</u>