

WELCOME TO TERMINAL FOUR (T4) SITE MANAGER

WHAT IS IT?

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

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

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

WHO DOES IT?

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

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



4 BIG TIPS TO REMEMBER BEFORE YOU GET STARTED:

1. You CANNOT break the site

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

2. Use Google Chrome

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

3. Don't use the "back" button

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

4. Access T4 from anywhere

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

MAKE YOUR CONTENT EASILY ACCESSIBLE

What does it mean to be “accessible?” As part of our commitment to our students, faculty, staff and community, we want to make sure every website user has a smooth and positive experience when visiting txwes.edu.

HOW CAN I HELP?

As a TerminalFour (T4) content contributor, there are steps you can take to make sure that your content is accessible for all users. Throughout this training manual, we’ll point out the different occasions where you’re adding content that has specific instructions for web accessibility purposes.

We’ll mark this content with an icon that looks like this  (page 3, 16, 18)

WE CALL IT 508 COMPLIANCE

Section 508 is an amendment to the Rehabilitation Act of 1973. This amendment outlines the standards for websites and online services to eliminate discrimination against individuals with disabilities such as hearing and visual impairments.

Read our full Web Accessibility Policy by visiting txwes.edu/508.

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HERE ARE FEW IMPORTANT TOOLS YOU'LL USE:

-  This “insert media” icon allows you to add images and PDFs to your content
-  Use the “paste from word” icon when copying and pasting text into your content. Make sure to use “paste from word”. This feature makes sure formatting is consistent for the website.
-  Use the “section link icon anytime you want to create a link to another page on the Texas Wesleyan website. Select the page from the site structure you want to link to your content. Successfully linked content appears highlighted in blue and underlined.
-  Use the “create link” icon when you want to create a link to a page *outside* of the Texas Wesleyan website. Just copy and paste your URL into the content area and select “open in new tab” from the drop down menu. Successfully linked content appears highlighted in blue and underlined.
-  Use the format drop down menu to make text stand out in content like headings, sub-headings, etc. Use the format drop down to select different text styles. 

WE'RE JUMPING RIGHT IN!

LOGGING INTO YOUR ACCOUNT

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

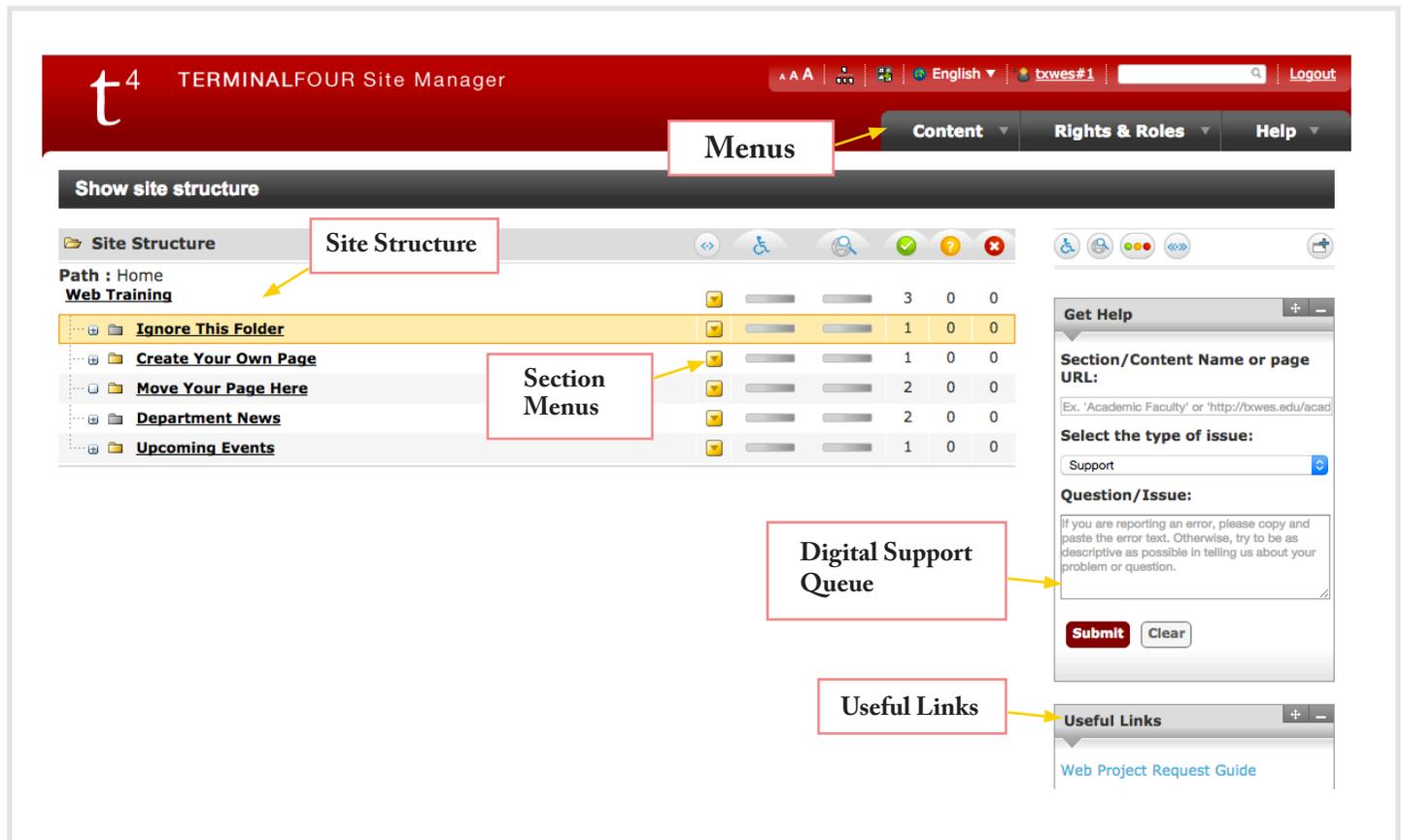
TERMINALFOUR Site Manager



A red login form with two input fields: "Username" and "Password". Below the fields are two buttons: "Advanced" and "Login".

GET FAMILIAR WITH T4

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



The screenshot shows the Terminalfour Site Manager interface. The top navigation bar includes "Content", "Rights & Roles", and "Help" menus. A "Menus" label points to this bar. Below is a "Site Structure" table with columns for folder names and counts. A "Site Structure" label points to the table header. The table lists folders like "Ignore This Folder", "Create Your Own Page", "Move Your Page Here", "Department News", and "Upcoming Events". A "Section Menus" label points to the "Create Your Own Page" folder. On the right, there is a "Get Help" form with fields for "Section/Content Name or page URL" and "Question/Issue", and "Submit" and "Clear" buttons. A "Digital Support Queue" label points to this form. Below the help form is a "Useful Links" section with a link to "Web Project Request Guide". A "Useful Links" label points to this section.

1. Menus

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

2. Site structure

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

3. Section menus

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

4. Digital Support Queue

You'll use this section to submit tickets to the digital marketing & strategy office for help with T4 errors and content problems that you may come across.

5. Useful links

This resource contains helpful information for submitting a project request, the content approval process and more. Please, visit these links first before asking for help from a member of the digital marketing & strategy team.

NEWS & EVENTS

ADD YOUR NEWS STORY

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

Step 1: Create a section in the appropriate category

Find your department's "News and Events" section, expand it and then expand the news section. Within this section select the category folder and then category archive where your story topic fits the best (Note: If there are no categories in your department's news section, skip this step). Then hover over the yellow drop down of the folder where your story belongs and click "Add Section."

The screenshot shows the TERMINALFOUR Site Manager interface. At the top, there is a red header with the logo 't4' and the text 'TERMINALFOUR Site Manager'. To the right of the header, there are navigation links for 'Content', 'Rights & Roles', and 'Help'. Below the header, there is a 'Show site structure' button. The main content area displays a tree view of the site structure. The path is 'Home > Web Training'. The tree view shows several folders: 'Ignore This Folder', 'Create Your Own Page', 'Faculty & Staff', 'Department News', 'Department News Archive', and 'Upcoming Events'. The 'Department News Archive' folder is selected, and a context menu is open over it. The context menu options are: 'Add Section', 'Modify Section', 'Delete Section', 'Move Section', 'Duplicate Branch', 'Preview Section', 'Direct Edit', 'Bookmark Section', 'Add Content', 'Modify Content', and 'Delete Content'. A red arrow points to the 'Add Section' option. On the right side of the interface, there is a 'Get Help' section with a form for reporting issues, and a 'Useful Links' section with links to 'Web Project Request Guide', 'Content Approval Process', 'Content Type Library', 'Web Content Standards', and 'Web Tips & Downloads'.

Step 2: Name the section you just created

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

t4 TERMINALFOUR Site Manager English txwes#1 Logout

Content **Rights & Roles** **Help**

Add Section, Enter Details

Section: Home » Web Training » Department News » Department News Archive » New Section

Site Structure

Path : Home
Web Training

- Ignore This Folder
- Create Your Own Page
- Move Your Page Here
- Department News
 - Department News /
 - Upcoming Events

General Content Page Layouts Metadata Edit Rights Access

General information about the section.

Name **Add** **Cancel**

Output URI

Access Key

SEO Key phrase(s)

Output File Name

Page Title

Status

Default Workflow

Show in navigation?

eForm Section?

Archive Section

Content Owner Inherited
Inherited Owner: No Owner set
No Owner set
 Select Owner

Make this a link section?

Add **Cancel**

Step 3: Add your content item

Find the section you just created in the “News and Events” folder and hover over the yellow drop down menu of the section. Select “**Add Content.**” You’ll be taken to another page where you’ll choose “**News Story**” from the list of content types.

<ul style="list-style-type: none"> Freshman Advising prepares for Spring 2016 advising season. <li style="background-color: #ffffcc;">Your News Story Upcoming Events 	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px;">1</td><td style="width: 20px;">0</td><td style="width: 20px;">0</td><td style="width: 20px;">0</td></tr> <tr><td>0</td><td>0</td><td>0</td><td>0</td></tr> <tr><td>1</td><td>0</td><td>0</td><td>0</td></tr> </table> <ul style="list-style-type: none"> Add Section Modify Section Delete Section Move Section Duplicate Branch Preview Section Direct Edit Bookmark Section <li style="background-color: #ffffcc;">Add Content Modify Content Delete Content 	1	0	0	0	0	0	0	0	1	0	0	0
1	0	0	0										
0	0	0	0										
1	0	0	0										

Submit Clear

Useful Links

- [Web Project Request Guide](#)
- [Content Approval Process](#)
- [Content Type Library](#)
- [Web Content Standards](#)
- [Web Tips & Downloads](#)

Step 4: Fill in the name and author

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

Add content. Enter content details.

Section: Home » Web Training » Department News » Department News Archive » Your News Story

General Information **Content** Placement Channels Options

Content Type: News Story

Add **Preview** **Cancel**

Name *

Release Date *

Author

Video ID

Playlist ID

Teaser *

Photo **Select**

Body *

Step 5: Add your teaser, photo and story

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

Step 6: Choose your categories

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

Step 7: Choose your display options

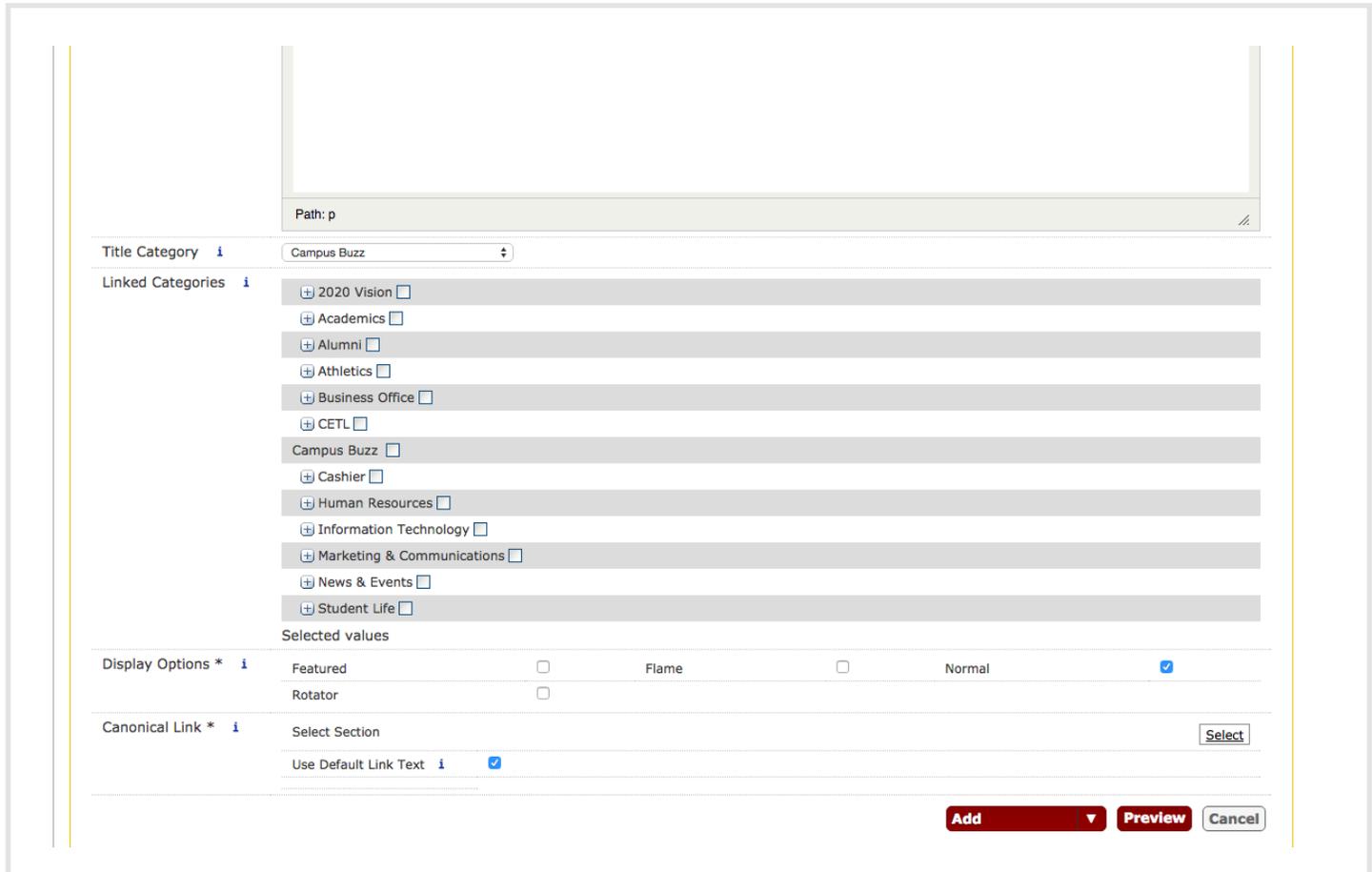
Your options are “Featured”, “Rotator”, “Flame” and “Normal.” You always want to select “**Normal**” so your story appears on your news and events page, but you can also select Flame if you want your story to be considered for the bi-weekly faculty/staff email. Select “Featured” when you want your story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

Step 8: Set your canonical link

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

Step 9: Add your story

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



The screenshot shows a form for adding a news story. At the top, there is a large empty text area for the story content. Below it is a "Path" field with the value "p". The "Title Category" is set to "Campus Buzz". Under "Linked Categories", there is a list of categories with checkboxes: 2020 Vision, Academics, Alumni, Athletics, Business Office, CETL, Campus Buzz (checked), Cashier, Human Resources, Information Technology, Marketing & Communications, News & Events, and Student Life. The "Selected values" section shows "Featured" (unchecked), "Flame" (unchecked), and "Normal" (checked). The "Rotator" checkbox is also unchecked. The "Canonical Link" section has "Select Section" and "Use Default Link Text" (checked). At the bottom right, there are three buttons: "Add" (red), "Preview" (red), and "Cancel" (grey).

2 RULES TO REMEMBER WHEN ADDING NEWS STORIES:

1. Make sure your titles are unique

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

2. Feature photos are 690 x 460 pixels

Your feature image has to be 690 x 460 pixels to fit properly in the space provided on your news and events homepage. Use [pixlr.com](https://www.pixlr.com) to easily edit images. The digital marketing & strategy team has to approve your photo before you can use it in your content.



NEWS STORY CHECKLIST:

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

ADD YOUR EVENT TO THE CALENDAR

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

Step 1: Create a section in the appropriate category

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

The screenshot shows a 'Show site structure' interface. On the left, a tree view shows the site structure under 'Path : Home'. The 'Upcoming Events' folder is expanded, and its dropdown menu is open, with 'Add Section' highlighted by a red arrow. The menu items are: Add Section (1 0 0), Modify Section (1 0 0), Delete Section (1 0 0), Move Section, Duplicate Branch, Preview Section, Direct Edit, and Bookmark Section. On the right, there is a 'Get Help' panel with a text input field for 'Section/Content Name or page URL', a dropdown for 'Select the type of issue' (set to 'Support'), and a text area for 'Question/Issue'. At the bottom of the help panel are 'Submit' and 'Clear' buttons.

Step 2: Name the section you just created

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

Add Section, Enter Details

Section: Home » Web Training » Upcoming Events » New Section

Site Structure

Path : Home
Web Training

Ignore This Folder

Create Your Own Page

Move Your Page Here

Department News

Upcoming Events

Blue and Gold Day

Employee Picnic Ce

General Content Page Layouts Metadata Edit Rights Access

General information about the section.

Name **Add** **Cancel**

Output URI

Access Key

SEO Key phrase(s)

Output File Name

Page Title

Status

Default Workflow

Show in navigation?

eForm Section?

Archive Section

Content Owner Inherited
Inherited Owner: No Owner set
No Owner set
Select Owner

Make this a link section?

Add **Cancel**

Step 3: Add your content item

Find the section you just created in the “News and Events” folder and hover over the yellow drop down menu of that section. Select “Add Content.” You’ll be taken to a new screen where you’ll choose “Event - TXWES” from the list of content types.

Upcoming Events

Blue and Gold Day 11/14

Employee Picnic Celebration

Your event

Add Section 0 0 0

Modify Section

Delete Section

Move Section

Duplicate Branch

Preview Section

Direct Edit

Bookmark Section

Add Content

Modify Content

Delete Content

Select the type or issue:

Support

Question/Issue:

If you are reporting an error, please copy and paste the error text. Otherwise, try to be as descriptive as possible in telling us about your problem or question.

Submit Clear

Useful Links

Web Project Request Guide

Content Approval Process

Content Type Library

Web Content Standards

Step 4: Fill in the name, author and date

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

Add content. Enter content details.

Section: Home » Web Training » Upcoming Events » Your event

General Information **Content** Placement Channels Options

Content Type: Event - TWU

Add **Preview** **Cancel**

Name *

Author

Start Date *

End Date *

Main Image **Select**

Teaser

Event Text *

Step 5: Add your teaser, photo and event details

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

Step 6: Select a location

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

Step 7: Choose your display options

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

Step 8: Choose your categories

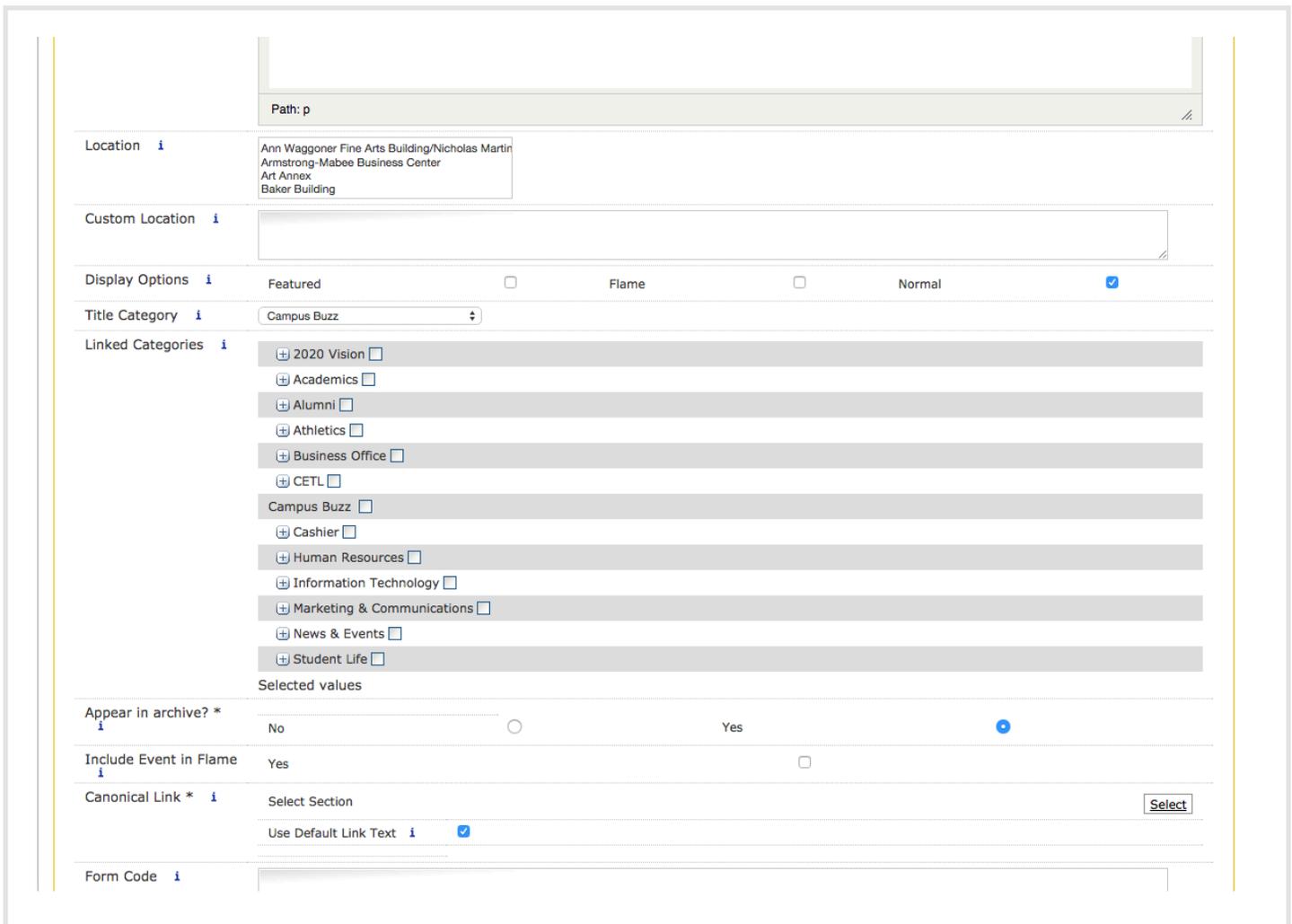
First, select the "**Title Category.**" This is your primary category and determines the text that displays above your headline. Next choose your "**Linked Categories.**" This allows you to add your story to more than one place on the website, if more than one category fits your content.

Step 9: Set your canonical link

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

Step 10: Add your event

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



The screenshot shows a web form for adding an event. The form includes the following fields and options:

- Path:** p
- Location:** A dropdown menu with options: Ann Waggoner Fine Arts Building/Nicholas Martin, Armstrong-Mabee Business Center, Art Annex, Baker Building.
- Custom Location:** An empty text input field.
- Display Options:** Radio buttons for Featured (unchecked), Flame (unchecked), and Normal (checked).
- Title Category:** A dropdown menu set to Campus Buzz.
- Linked Categories:** A list of categories with checkboxes: 2020 Vision, Academics, Alumni, Athletics, Business Office, CETL, Campus Buzz, Cashier, Human Resources, Information Technology, Marketing & Communications, News & Events, Student Life.
- Selected values:** A section for selecting values.
- Appear in archive? ***: Radio buttons for No (unchecked) and Yes (checked).
- Include Event in Flame:** Radio buttons for Yes (checked) and No (unchecked).
- Canonical Link *:** A dropdown menu set to Select Section, with a **Select** button.
- Use Default Link Text:** A checkbox that is checked.
- Form Code:** An empty text input field.

2 TIPS WHEN ADDING EVENTS:

1. Make sure your titles are unique

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

2. Feature photos are 690 x 460 pixels

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



EVENT CHECKLIST:

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

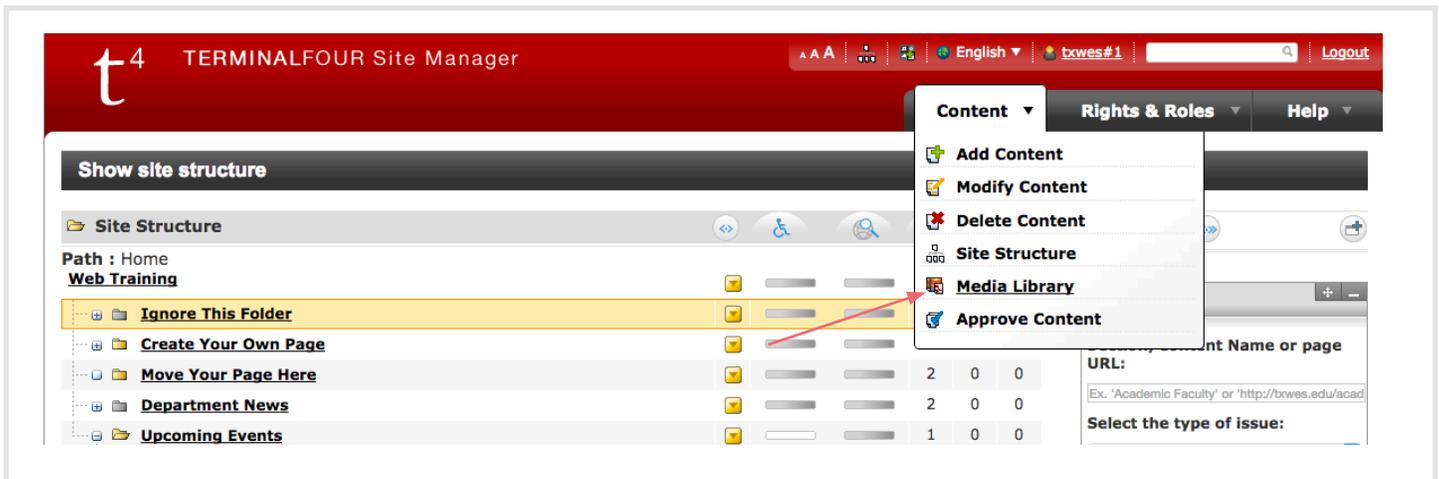
MEDIA LIBRARY

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

UPLOAD YOUR MEDIA

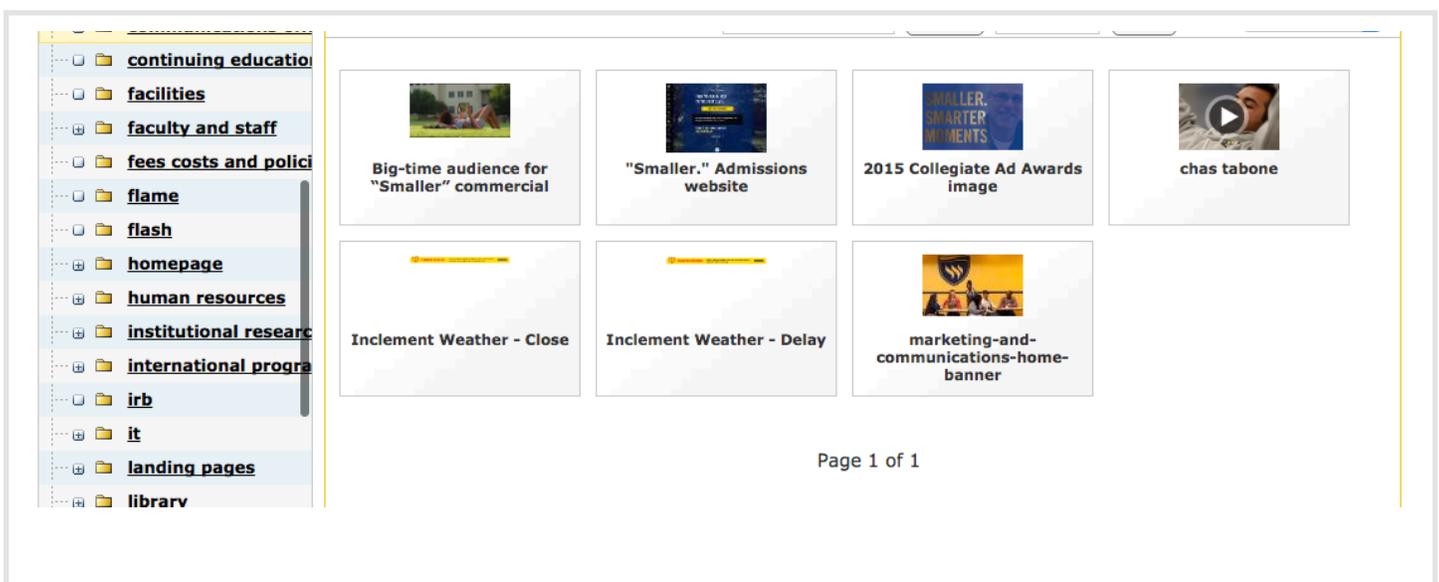
Step 1: Find the media library

Find “Content” in the T4 menu at the top of your browser and hover your mouse over it. In the dropdown menu, you’ll find the “Media Library.”



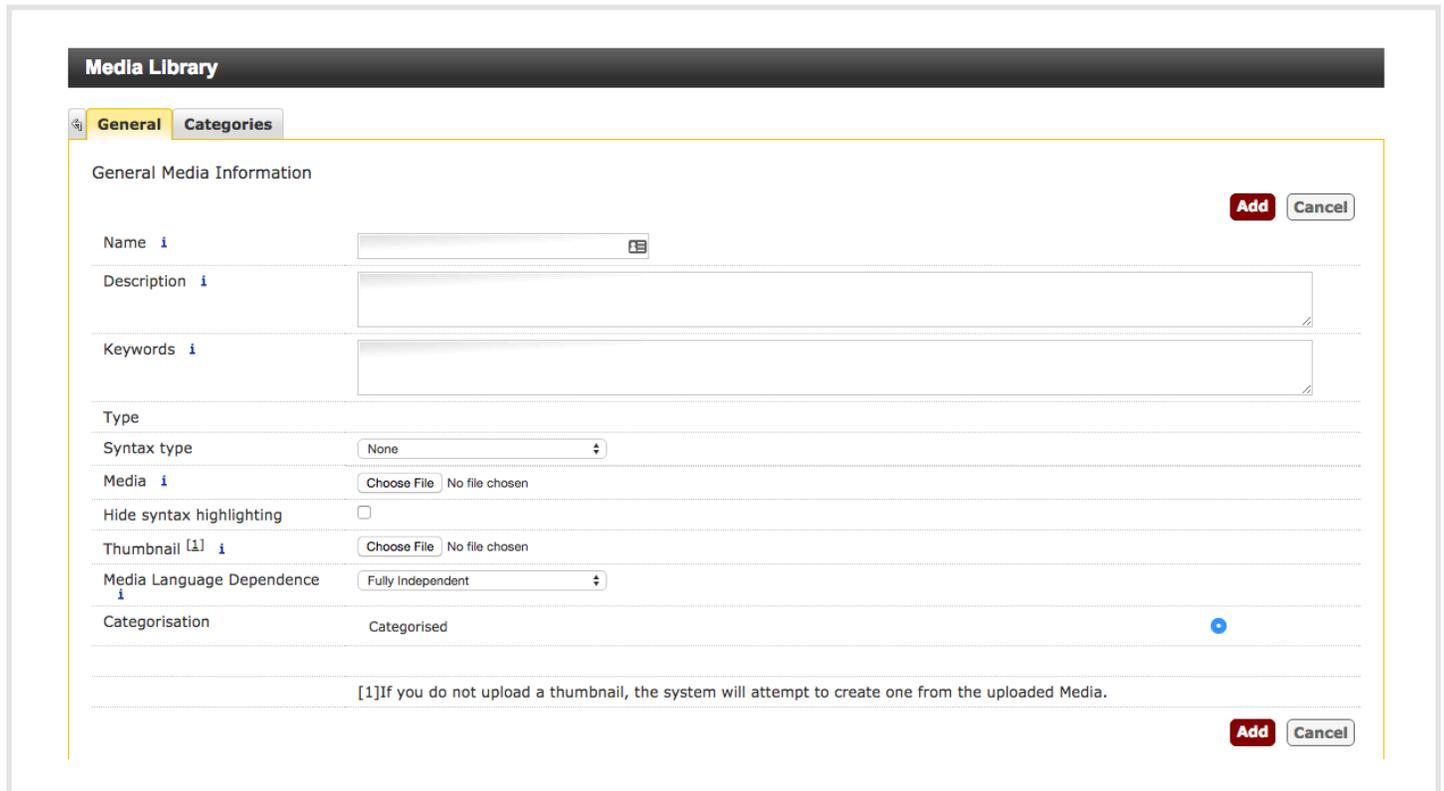
Step 2: Select the appropriate folder

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



Step 3: Fill in the name, description and keywords

Type a “Name” in and add a “Description” as if you’re looking up your image in Google. Make sure the name of your image has no punctuation. Fill in “Keywords” that someone might use to look up your image internally. (If you have any questions about image descriptions and keywords please contact the digital marketing & Strategy office at digital@txwes.edu). 



The screenshot shows the 'Media Library' interface with the 'General' tab selected. The form is titled 'General Media Information' and includes the following fields:

- Name:** A text input field with an information icon (i) and a small icon to its right.
- Description:** A large text area with an information icon (i) and a small icon to its right.
- Keywords:** A large text area with an information icon (i) and a small icon to its right.
- Type:** A dropdown menu currently set to 'None'.
- Media:** A 'Choose File' button and the text 'No file chosen'.
- Hide syntax highlighting:** An unchecked checkbox.
- Thumbnail:** A 'Choose File' button, an information icon (i), and the text 'No file chosen'.
- Media Language Dependence:** A dropdown menu currently set to 'Fully Independent'.
- Categorisation:** A dropdown menu currently set to 'Categorised'.

At the bottom of the form, there is a note: "[1]If you do not upload a thumbnail, the system will attempt to create one from the uploaded Media." and two buttons: 'Add' (in a red box) and 'Cancel'.

Step 4: Choose your media file and type

Select “Choose File” and find your media from wherever it’s stored on your computer. If the “Type” is not already filled in for you select the appropriate option. (Note: For a photo you’ll select “Image” and for a PDF document you’ll select “Media Path”).

Step 5: Add your media

When you’re ready, click “Add” and your image will be in the media library. Someone from the digital marketing & strategy team will approve your media then you can insert it into your content or select as a feature photo (Note: Media approvals follow the same time table as content approvals).

YOU CAN EDIT YOUR MEDIA

Step 1: Find the appropriate media in library

Navigate to the media library and find the folder where your media is located. Hover your mouse over the file and choose “Advanced”.

Media Library

Media Library

Options

president

provost

registrar

resident life

Sample Data

school of arts and let

school of business a

school of education

school of natural and

school of nurse anes

security

student life

style

TWU

TWU Training

Browse

Add Media Move Media Delete Media

Search for an item Search Enter ID Jump Filter: All Types

Big-time audience for "Smaller" commercial
Type: Image
Advanced

"Smaller." commercial

"Smaller." Admissions website

"Smaller." Admissions website

1

125-year logo for event

125-year web story

2

Page 1 of 69 »

Step 2: Modify your media file

Select the “**Modify**” button and then rename or replace your media file by selecting a different one from your computer. When you’re ready, select “**Update.**”

Big-time audience for "Smaller" commercial

Variations History Usage

Original Version

450
450 x 244 (Resized)

Big-time audience for "Smaller" commercial: Oct. 27 MNF breaks viewership records
Type: Image
Content Layout: image/*
Filename: Screenshot 2014-10-27 20.55.18.png

Modify Add Variant Delete Download Cancel

No Preview Available No Preview Available No Preview Available

TWU Training

upward bound

Website Resources

6 IMPORTANT RULES FOR ADDING AND CHANGING MEDIA FILES:

1. Correct image size is 690 x 460 pixels

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

2. Resize images before uploading

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

3. No executable files

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

4. Pay attention to file names

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

5. PDFs do not replace web content

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

508

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

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



MEDIA CHECKLIST:

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

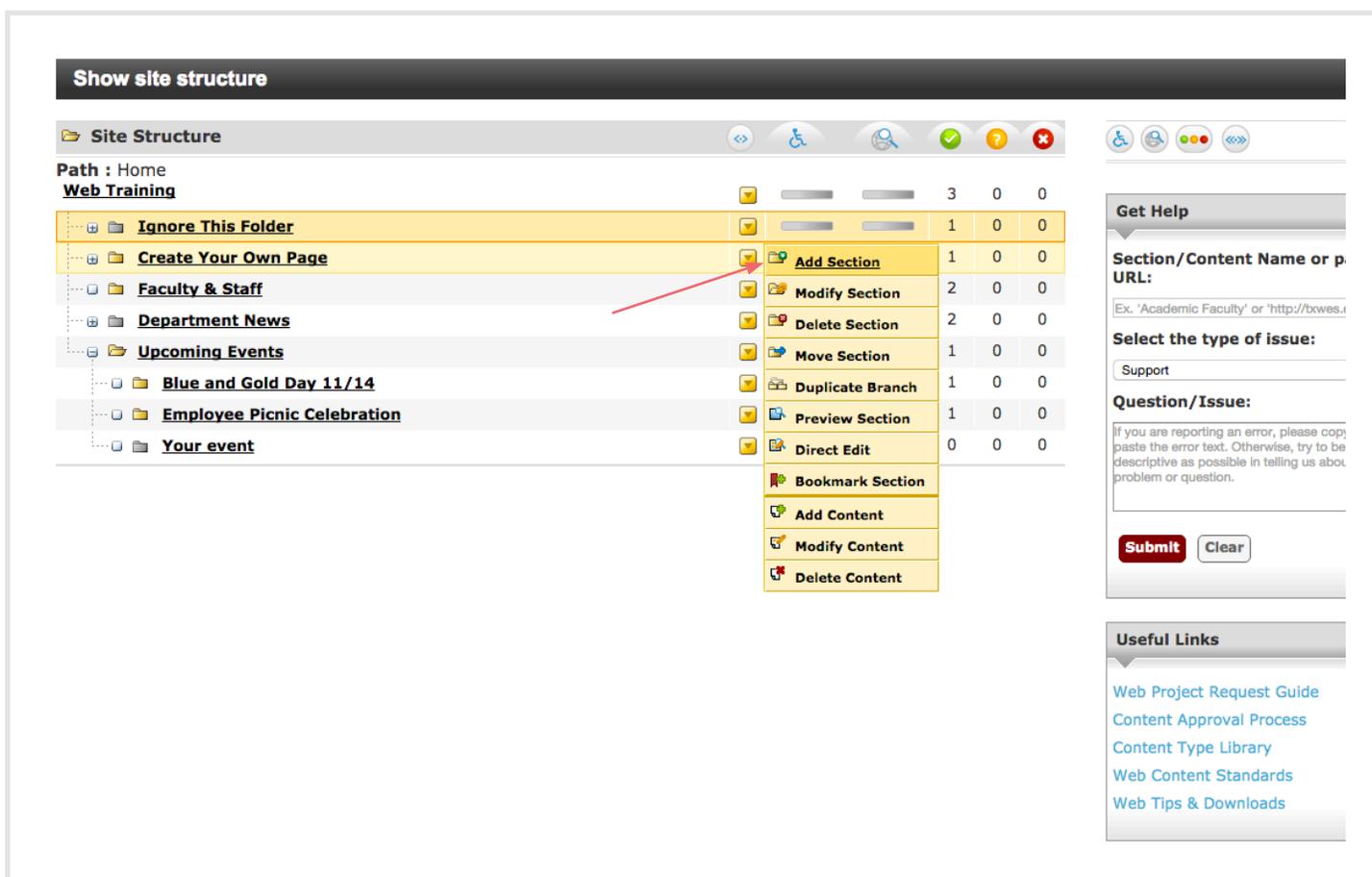
CREATING PAGES

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

CREATING PAGES

Step 1: Create a section in the appropriate category

Navigate to where it makes sense for you to create your new page in the T4 site structure. (Note: If you're not sure where to create your page, contact the marketing team at digital@txwes.edu to talk through website structure strategy). Hover over the yellow drop down of the parent section and select "Add Section."



The screenshot displays the 'Show site structure' interface. On the left, a tree view shows the site structure under 'Web Training'. A dropdown menu is open for the 'Create Your Own Page' folder, with 'Add Section' highlighted. A red arrow points to this option. The right sidebar contains a 'Get Help' section with a form for reporting issues and a 'Useful Links' section with various guides.

Section/Content Name or p URL:			
Ignore This Folder	1	0	0
Create Your Own Page	1	0	0
Faculty & Staff	2	0	0
Department News	2	0	0
Upcoming Events	1	0	0
Blue and Gold Day 11/14	1	0	0
Employee Picnic Celebration	1	0	0
Your event	0	0	0

Get Help

Section/Content Name or p URL:
Ex. 'Academic Faculty' or 'http://bxwes.i

Select the type of issue:
Support

Question/Issue:
If you are reporting an error, please copy and paste the error text. Otherwise, try to be descriptive as possible in telling us about the problem or question.

Submit **Clear**

Useful Links

- [Web Project Request Guide](#)
- [Content Approval Process](#)
- [Content Type Library](#)
- [Web Content Standards](#)
- [Web Tips & Downloads](#)

Step 2: Name the section you just created

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

Add Section, Enter Details

Section: Home » Web Training » Create Your Own Page » New Section

General Content Page Layouts Metadata Edit Rights Access

General information about the section.

Name **Add** **Cancel**

Output URI

Access Key

SEO Key phrase(s)

Output File Name

Page Title

Status **+**

Default Workflow **+**

Show in navigation?

eForm Section?

Archive Section

Content Owner **Inherited**
 Inherited Owner: *No Owner set*
 No Owner set
Select Owner

Make this a link section?

Add **Cancel**

Step 3: Add your content item

Find the section you just created in the site structure and hover over the yellow drop down menu of the section. Select **Add Content** and then choose **General Content** from the list of content types (Note: using “General Content” is a great place to start, but if you find your page needs a more complex solution try other types. You may refer to “Content Type Library” under “Useful Links” in the sidebar to the right of the site hierarchy).

Show site structure

Site Structure

Path : Home
Web Training

Ignore This Folder			3	0	0
Create Your Own Page			1	0	0
Your page			0	0	0
Faculty & Staff			2	0	0
Department News			2	0	0
Upcoming Events			1	0	0

- Add Section
- Modify Section
- Delete Section
- Move Section
- Duplicate Branch
- Preview Section
- Direct Edit
- Bookmark Section
- Add Content**
- Modify Content
- Delete Content

Get Help

Section/Content Name or page URL:
Ex. 'Academic Faculty' or 'http://bxwes.edu/acad'

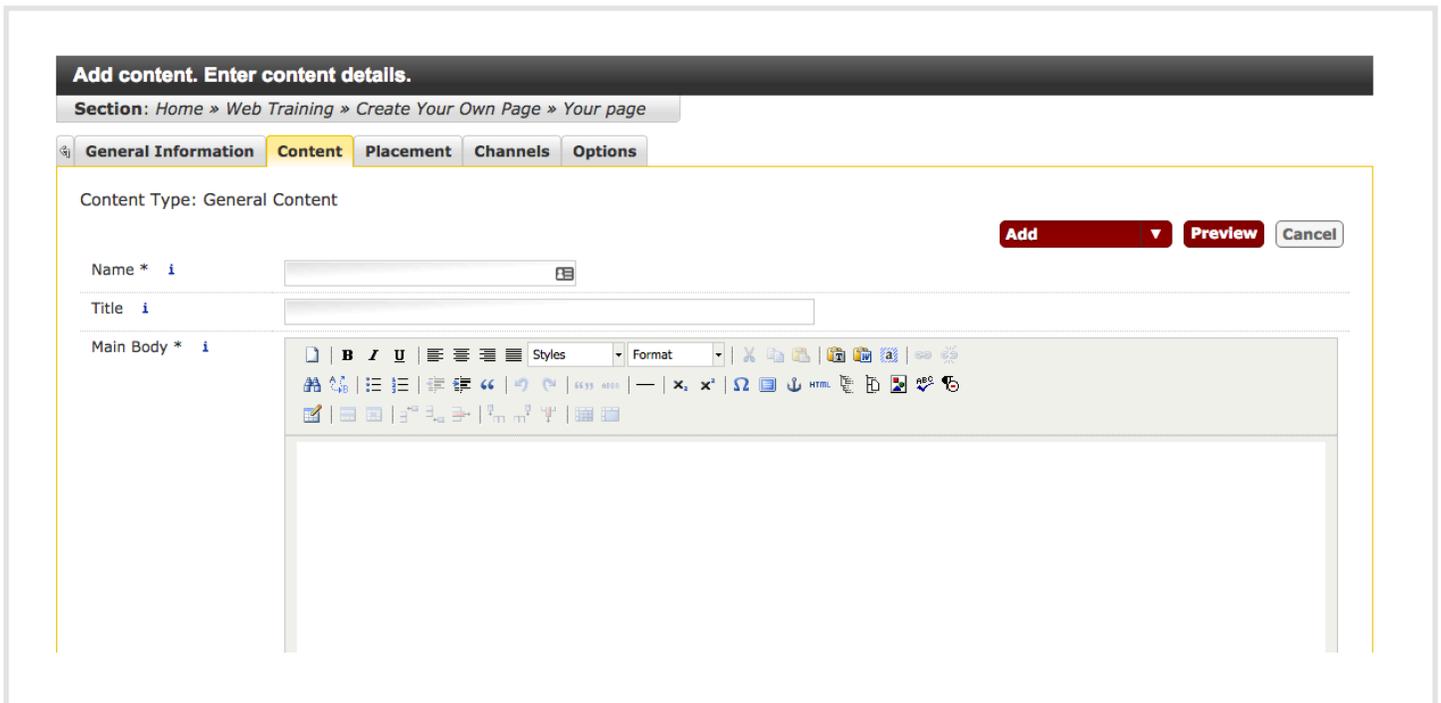
Select the type of issue:
Support

Question/Issue:
If you are reporting an error, please copy and paste the error text. Otherwise, try to be as descriptive as possible in telling us about your problem or question.

Submit **Clear**

Step 4: Fill in the name and title

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



Step 5: Add your text, images and more

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

Step 6: Add your content

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

MIRRORING CONTENT

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

Step 1: Find the appropriate folder

Find the piece of content you would like to mirror to another section on the website, hover over the yellow drop down and select “Mirror Content.”

Modify Section, Show Details

Section: Home » Web Training » Create Your Own Page » Your page

General Content Page Layouts Metadata Edit Rights Subsections Access

Content currently in this section.

Automatic Ordering

Enabled

Method Alphabetical (A-Z)

Existing Content + Add Content Save Changes

Name	Version	Status	Last Modified	Move	Lock
<input type="checkbox"/> Your content	1.0	Modify	09 Mar '16 08:46:31		<input checked="" type="checkbox"/>
<input type="checkbox"/> Your content 2	0.1	Preview	09 Mar '16 08:55:50		<input checked="" type="checkbox"/>
<input type="checkbox"/> Select All		Mirror			Lock/UnLock All /
		Duplicate			
		Move			Save Changes

Step 2: Mirror to another section

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

Step 3: Double-check

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

CREATING AN AUTHOR PAGE

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

Step 1: Create a section in the appropriate category

Navigate to the Faculty & Staff section of your department or office, hover over the yellow drop down of that section and select "Add Section."

Show site structure

Site Structure

Path : Home
Web Training

Ignore This Folder		3	0	0
Create Your Own Page		1	0	0
Faculty & Staff	Add Section	2	0	0
Department News	Modify Section	2	0	0
Upcoming Events	Delete Section	1	0	0
Blue and Gold Day 11/14	Move Section	1	0	0

Get Help

Section/Content Name or page URL:
[Text input field]

Select the type of issue:
Support

Step 2: Name the section you just created

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

Add Section, Enter Details
Section: Home » Web Training » Faculty & Staff » New Section

Site Structure
Path : Home
Web Training

- Ignore This Folder
- Create Your Own Page
- Faculty & Staff
- Department News
- Upcoming Events

General | Content | Page Layouts | Metadata | Edit Rights | Access

General information about the section.

Name: Your name [Add] [Cancel]

Output URI

Access Key

SEO Key phrase(s)

Output File Name

Page Title

Status: Approved

Default Workflow: --- None ---

Show in navigation?

eForm Section?

Archive Section

Content Owner: Inherited No Owner set
Select Owner

Make this a link section?

[Add] [Cancel]

Step 3: Add your Author content

Find the new section you’ve just created under Faculty & Staff with your name on it. Hover over the yellow drop down, select “Add Content.” You’ll be taken to a new page where you’ll select “Author” from the list.

Show site structure

Site Structure
Path : Home
Web Training

Ignore This Folder	3	0	0
Create Your Own Page	1	0	0
Faculty & Staff	2	0	0
Your author page	0	0	0
Department News	2	0	0
Upcoming Events	1	0	0

Dropdown menu for 'Your author page':

- Add Section
- Modify Section
- Delete Section
- Move Section
- Duplicate Branch
- Preview Section
- Direct Edit
- Bookmark Section
- Add Content
- Modify Content

Get Help
Section/Content Name or page URL:
Ex. 'Academic Faculty' or 'http://bxwes.edu/acad'

Select the type of issue:
Support

Question/Issue:
If you are reporting an error, please copy and paste the error text. Otherwise, try to be as descriptive as possible in telling us about your problem or question.

[Submit] [Clear]

Step 4: Fill in your name and title

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

Add content. Enter content details.

Section: Home » Web Training » Faculty & Staff » Your author page

General Information **Content** Placement Channels Options

Content Type: Author

Add **Preview** **Cancel**

Name *

Title

Office

Phone

Email

Website **Select**

Use Default Link Text

Facebook

Twitter

Photo * **Select**

Description *

Biography *

Step 5: Fill out contact information

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

Step 6: Link to social media accounts

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

Step 7: Select a photo

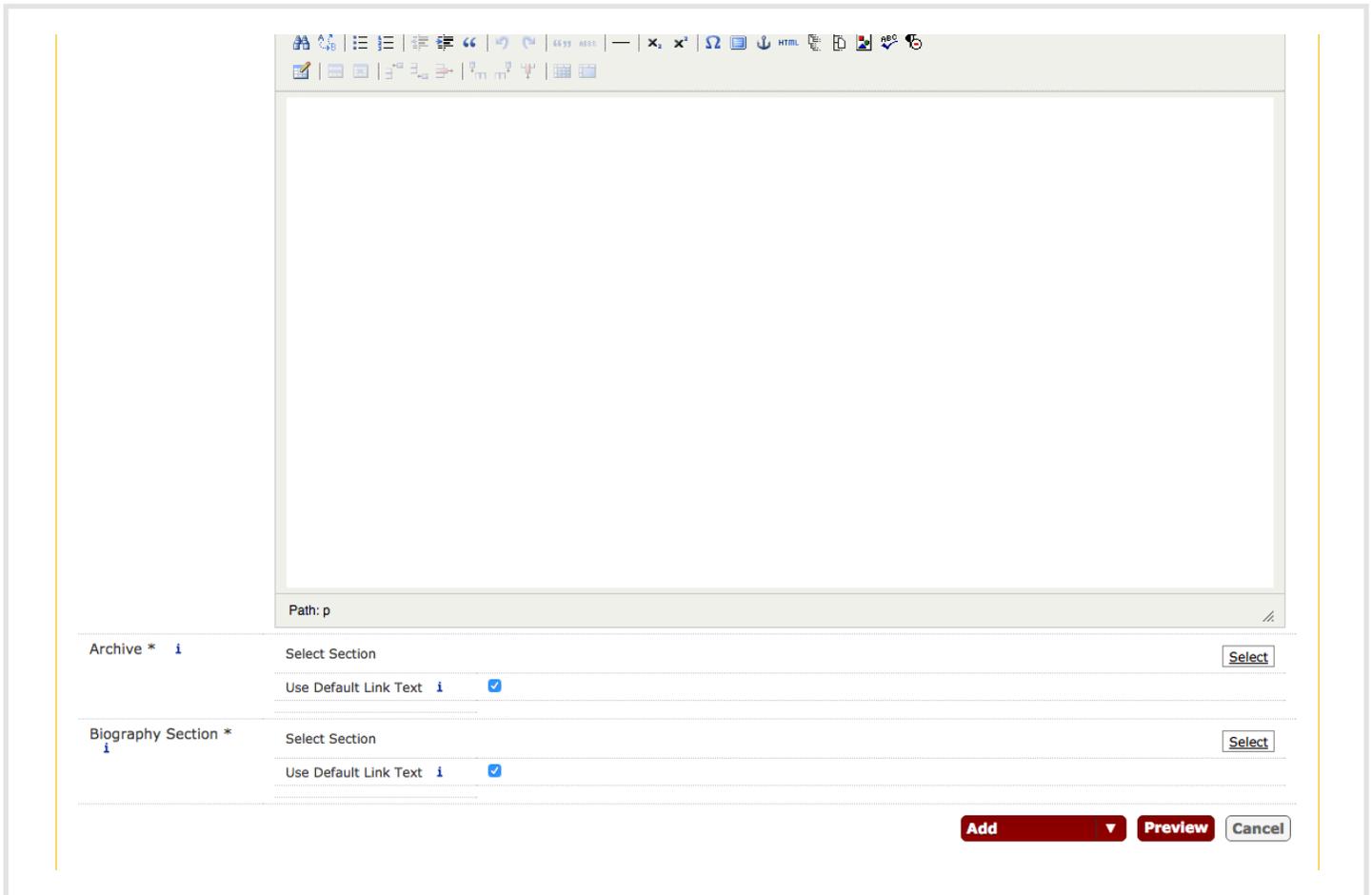
Click “Select” and choose a professional photo of yourself to feature on your author page (Note: We want this to be a professional photo. If you need to have a headshot taken, contact communications@txwes.edu).

Step 8: Add a description

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

Step 9: Add your biography

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



The screenshot shows a rich text editor with a toolbar at the top containing various icons for text formatting, alignment, and linking. Below the editor is a 'Path: p' field. Underneath, there are two sections for configuration:

- Archive *** with a help icon (i). It includes a 'Select Section' dropdown menu with a 'Select' button, and a 'Use Default Link Text' checkbox which is checked.
- Biography Section *** with a help icon (i). It includes a 'Select Section' dropdown menu with a 'Select' button, and a 'Use Default Link Text' checkbox which is checked.

At the bottom right of the form, there are three buttons: 'Add' (in a red box), 'Preview' (in a red box), and 'Cancel' (in a grey box).

Step 10: Select an archive and biography section

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

Step 11: Add your author page

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

Step 12: Go back and link to your personal website

Create a sub-section under your newly created author page and title it “**Personal Faculty Page.**” Check the box next to “**Make this link a section**” and then navigate the tab that says “**Details.**” Copy and paste the URL of your personal website into the “**Link URL**” field. Select “**blank**” from the “**Link target**” drop down menu and then click “**Add.**”

Add Section, Enter Details

Section: Home » Web Training » Faculty & Staff » Your author page » New Section

Site Structure

Path : Home
Web Training

- Ignore This Folder
- Create Your Own Page
- Faculty & Staff
 - Your author page**
 - Department News
 - Upcoming Events

General Details

General information about the section.

Add Cancel

Name Personal Faculty Page

Output URI

Access Key

SEO Key phrase(s)

Output File Name

Page Title Personal Faculty Page

Status Approved

Default Workflow --- None ---

Show in navigation?

eForm Section?

Archive Section

Content Owner Inherited
Inherited Owner: No Owner set
No Owner set
Select Owner

Make this a link section?

Add Cancel

Navigate back to your author content page, hover over the yellow drop down and select “**Modify.**” Next to Web-site click “**Select**” and then choose your “**Personal Faculty Page**” section from the site structure. When you’re done, “**Update**” your content.

Add Section, Enter Details

Section: Home » Web Training » Faculty & Staff » Your author page » New Section

Site Structure

Path : Home
Web Training

- Ignore This Folder
- Create Your Own Page
- Faculty & Staff
 - Your author page**
 - Department News
 - Upcoming Events

General **Details**

Link information

Add Cancel

Link Type Section

External URL

Link Section **Select**

Link URL Your website URL

Link target Not Set

Override other Languages with this Link

Add Cancel

2 THINGS TO REMEMBER WHEN CREATING CONTENT:

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

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

2. Create your section in the right place

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



CONTENT CREATION CHECKLIST:

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

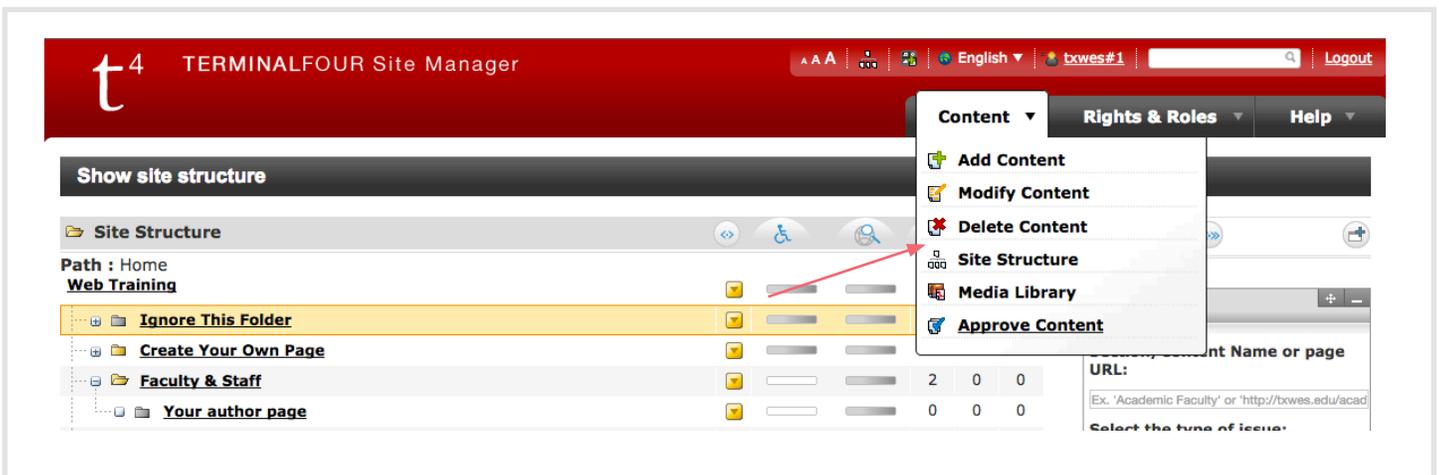
APPROVAL QUEUE

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

APPROVING CONTENT

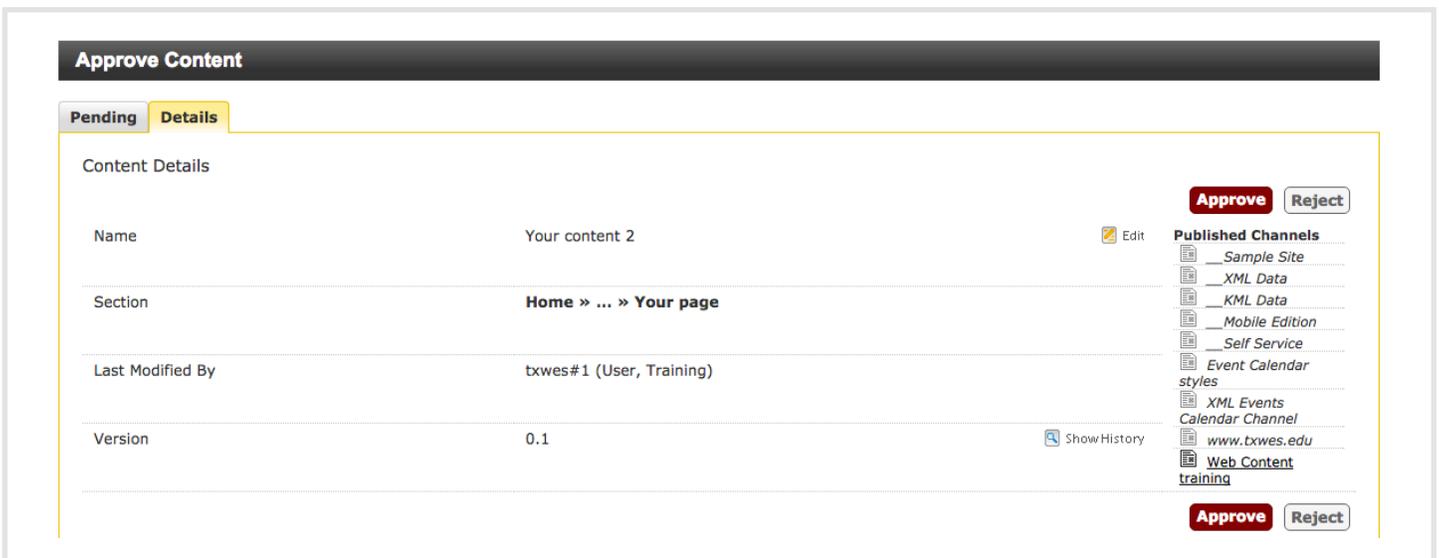
Step 1: Navigate to the approval queue

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



Step 2: Review your content

Select the piece of content you are ready to approve and then choose “Show History” or “Edit” to review your content.



Step 3: Approve your content

When you're ready, click "**Approve**" and your content will be sent for approval by someone from the marketing team (Note: Content is approved by individual pieces of content, not by the section).

2 RULES TO REMEMBER WHEN APPROVING CONTENT:

1. Submit your content before 11 a.m.

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

2. Communicate with your department

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

WRITE WITHIN TEXAS WESLEYAN'S STYLE GUIDELINES

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

CLEAR AND CONCISE WRITING

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

ALWAYS, ALWAYS AP STYLE

Follow the Associate Press (AP) style of writing for grammar, punctuation and formatting. For you, this will mostly apply to dates, times, titles, etc.

In the back of your training manual there is an AP Style Quicksheet (page 33) that lists common AP style mistakes that are made when writing content. If you ever find that your AP Style Quick Sheet doesn't answer all of your questions, you can purchase the most recent Associated Press Stylebook.

USE BRANDED VOICE AND TONE

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

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

REMEMBER THE KEY MESSAGE PILLARS

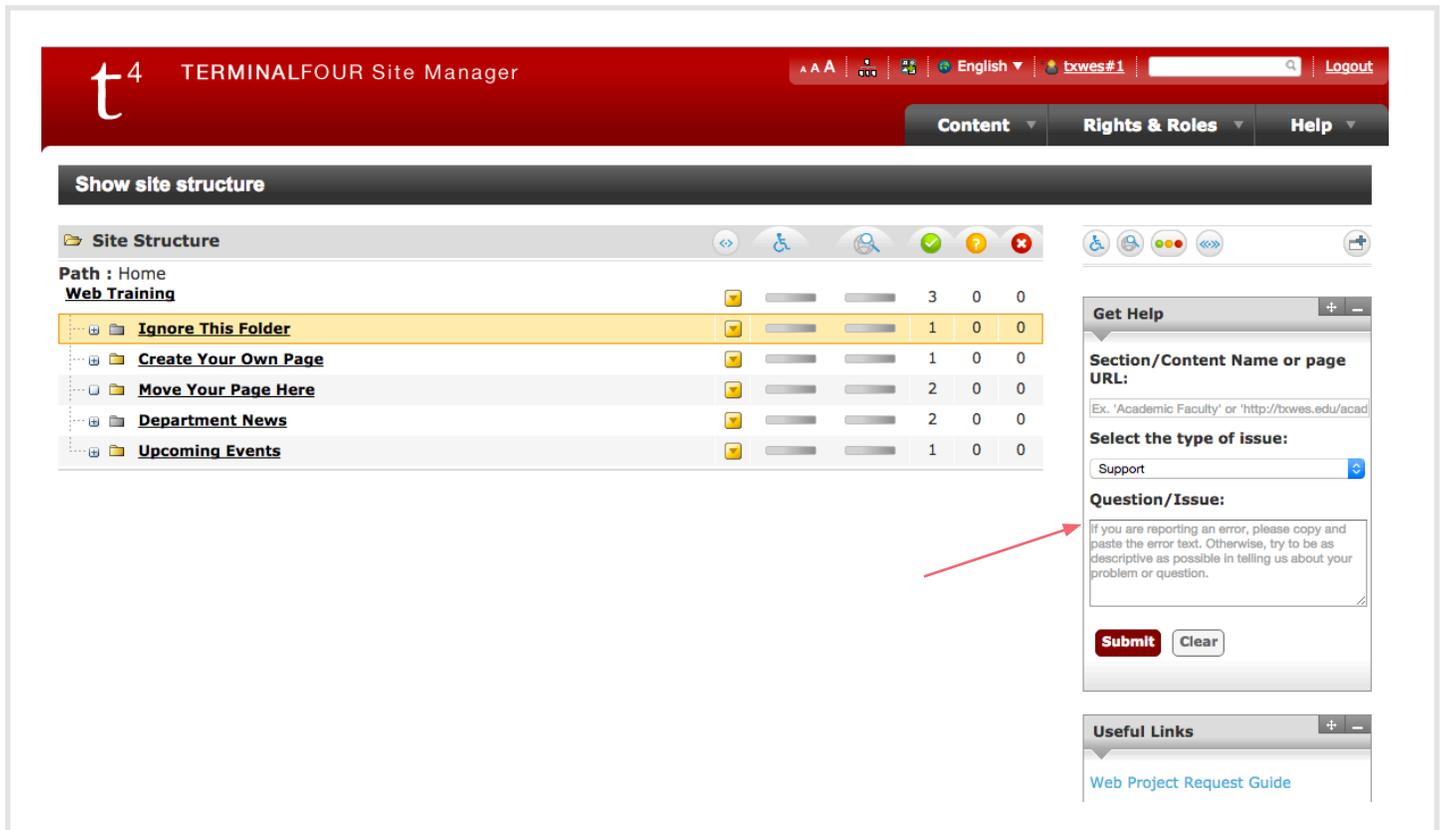
As you brainstorm ideas of what to write about, keep in mind, the Texas Wesleyan brand's six key message pillars. Every piece of content we put on the website relates to one or more of these values.

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

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

IS THE T4 MANUAL JUST NOT ANSWERING YOUR QUESTION?

Login to T4 and submit a ticket to the Digital Support Queue in the right sidebar of the main site structure. Every member of the marketing team has access to the support queue which ensures that you are helped as soon as possible. Once you submit a ticket, a member of the marketing team will contact you to help.



The screenshot shows the T4 Terminal Four Site Manager interface. At the top, there is a red header with the 't4' logo and 'TERMINALFOUR Site Manager' text. To the right of the header are navigation links for 'Content', 'Rights & Roles', and 'Help'. Below the header is a 'Show site structure' button. The main content area displays a table of site structure items. The table has columns for item name, a yellow folder icon, a checkmark icon, and three numerical columns. The items listed are 'Web Training', 'Ignore This Folder', 'Create Your Own Page', 'Move Your Page Here', 'Department News', and 'Upcoming Events'. To the right of the table is a 'Get Help' sidebar. The sidebar contains a 'Section/Content Name or page URL:' field with a placeholder example, a 'Select the type of issue:' dropdown menu set to 'Support', and a 'Question/Issue:' text area with a red arrow pointing to it. Below the text area are 'Submit' and 'Clear' buttons. At the bottom of the sidebar is a 'Useful Links' section with a link to 'Web Project Request Guide'.

Item Name	Folder Icon	Checkmark Icon	Col 1	Col 2	Col 3
Web Training			3	0	0
Ignore This Folder			1	0	0
Create Your Own Page			1	0	0
Move Your Page Here			2	0	0
Department News			2	0	0
Upcoming Events			1	0	0

You may also contact a member of the digital marketing & strategy team by emailing digitalsupport@txwes.edu or by calling 817-531-6538.

DO YOU WANT TO START A DIGITAL PROJECT?

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

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

INDEX

GLOSSARY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

AP STYLE QUICK SHEET

Dates

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

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

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

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

Names

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

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

Job Titles

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

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

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

Department Titles

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

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

Academic Degrees

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

“Johnny Smith, Ph.D.” ✓

Use an apostrophe and spell out academic degrees

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

PUNCTUATION

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