

WEBSITE USER GUIDE

This is it—you're ready to learn the ins and outs of your new website! This manual will walk you through managing each area of the site, but don't hesitate to ask questions if you need further instruction.

Log In

1. Browse to linnmar.k12.ia.us/jb-login
2. Log in with your Linn Mar credentials

The admin toolbar

You'll notice that once you're logged in, there is a **black toolbar** at the top of the page. This bar will remain in place as you browse around the site, whether it's the front-facing portion or the administration interface.

From this toolbar, you can click **Edit Page** to switch to the editor for the current page or post. This is a convenient way of editing pages since you don't have to hunt down the pages in the admin.

Creating user accounts

If there will be multiple people editing the site, it's helpful if they each have their own user accounts. This will allow you to see who created certain pages or posts, or who last edited them.

1. Hover over **Users** in the sidebar and click **Add New**.
2. Under **Add New User**, type a username. This should match the user's username in active directory. Then, type the user's email address (e.g., *somebody@linmar.k12.ia.us*).
3. Click the **Add New User** button. (If the page appears to "hang" for more the 10 seconds after clicking the button, click the "All Users" link in the sidebar and check whether the user appears in the list - sometimes, the Active Directory connection stays open longer than it should, even when the user creation has already succeeded.)
4. Type your user's **Email Address** and choose the **Site Administrator** role to access all of the district site. Choose the **School Administrator** role to access just the school pages.
5. Your user should now be able to log into the site using their Active Directory credentials.

Managing content pages

Creating and editing pages

1. To add a new page, click **Pages** in the menu on the left and then click **Add New**. Note that all of the top-level pages and most of the second-level pages have already been created, so before creating a new page, first make sure it doesn't already exist.
2. Give the page a **title**.
3. Fill out the **page content**. The formatting toolbar at the top allows for rich-text editing like you would see in Microsoft Word, including bold, italic, and bulleted lists.

Formatting text

- **Subheadings** (Heading 2, Heading 3, etc.) can be used by clicking the **Paragraph** dropdown on the second row of the toolbar and selecting the appropriate heading. Note that Heading 1 is reserved for the page title, so it is not available to select in the editor.
- **Heading 2** can be changed to appear black instead of red. You do this by, clicking in the heading text, selecting **Formats**, and choosing "Heading 2 Black".
- **Horizontal rules** can be used to divide sections. Click **Insert** in the top row of the toolbar and then **Horizontal Line** to add a section divider.
- **Block quotations** can be added by clicking the quote-marks button. This will indent a block of text and set it apart from surrounding text.
- **Callout buttons** can be added by clicking inside of a link, selecting **Formats**, and choosing "Callout link".

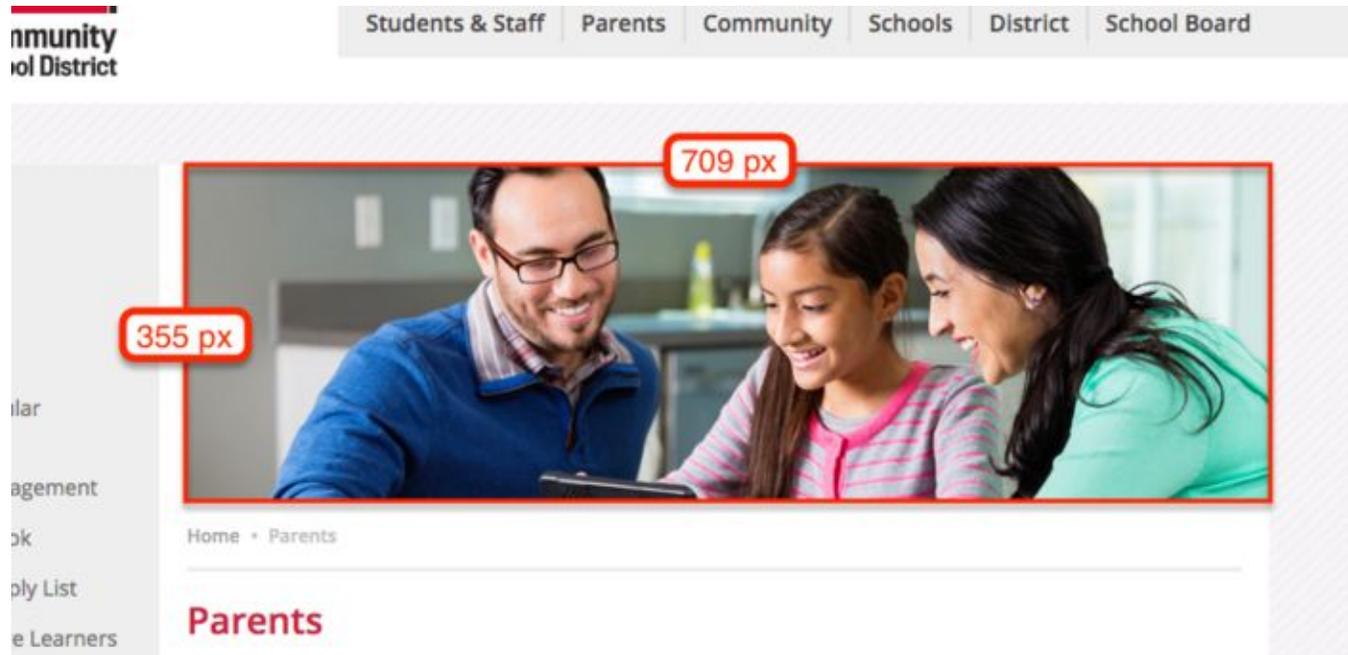
Adding images to pages

1. To add images, click the **Add Media** button above the toolbar.
2. On newer browsers, you can **drag and drop** a file from your hard drive into the large upload region and it will begin uploading automatically. Otherwise, click the **Select Files** button to choose a file from your hard drive.
3. The image will begin uploading. Once it's complete, find the **Attachment Display Settings** section in the bottom-right corner of the panel. Choose your **Alignment** with the text (left, right or center).
4. Under **Link To**, keep it set to **None** if it's a decorative image that should not be clickable. If it's a thumbnail of a larger version, choose **Media File** to link it to the full-size photo.
5. When you're finished, click **Insert into page** to put it in line with the text.

Note: Uploaded images are automatically resized to a maximum of **1600x1200px**. This will keep the server from unnecessarily storing full-size camera photos when they will only be displayed at screen resolution.

Featured images

Each page has an optional image that appears just above the title, spanning the full width of the page. This can be selected under **Featured Image** in the page edit screen located below **Page Attributes**. You'll want the image to be rectangle and at least **709 px by 355px**.



Embedding videos and other media

The editor allows easy embedding of videos from YouTube or Vimeo, photos from Flickr or Instagram, tweets from Twitter, and even slideshows from SlideShare or Scribd.

To embed one of these, just create a new line inside the text box and paste the URL of the content you're embedding, such as:

<https://www.youtube.com/watch?v=T4UPkMVdoc4>

<https://twitter.com/juiceboxint/status/549645399959404552>

The embedded content will load and display inside the editor. This is the same as it will look once the page or post is published.

A full list of supported embeddable content can be found here:

<http://codex.wordpress.org/Embeds>

Galleries

Photo galleries can be used on any page or post on the site. Here's how to add one:

1. Use **Add Media** to upload a set of photos.

2. Once the photos are uploaded, click **Create Gallery** in the top-left corner of the window.
3. Click each photo that you want to add to the gallery. This will check a box adding the photo to your collection, which you can see at the bottom of the window. You can search for photos and change the view and your photos will remain selected even if they aren't visible.
4. Once you've selected all the photos you want to use, click **Create a new gallery** in the bottom-right corner of the window.
5. From here, you can drag and drop to reorder, and you can click individual photos to add titles and captions.
6. When you're finished, in the right column, change **Link To** to "Media file". Ensure that **Type** is set to "Tiled Mosaic".
7. Click **Insert gallery** to put it inside the content. You can always click the gallery and then the pencil icon in the top-left corner to add, remove, reorder, or retitle images.
8. Publish the page and view it to see the formatted gallery. (Note that the gallery will display very differently inside of the content editor—this is just a placeholder.)

Using tables

1. To add a table to a content region, click the **Table** icon in the top row of the toolbar, hover over **Insert Table** and select the number of rows and columns. (You can always add more later.)
2. To create row or column headings, select the cells you want to modify (click and drag) and then click **Table** → **Cell** → **Table Cell Properties**. Change **Cell Type** to **Header cell** and then change **Scope** to either **Column** or **Row** depending on whether the header cells describe the cells below them or the cells beside them.
3. Fill out the table content. The columns will automatically adjust based on the width of the content inside the cells, but if you need to fix the width of a cell (for instance, if one cell has a lot of text and is throwing off the width of the entire column), you can set this in **Table Cell Properties**.
4. To add additional rows or columns, put your cursor inside a cell and go to **Table** → **Row** → **Insert Row After** (or **Column**, or **Insert Row Before**, depending on what you're trying to do).

Responsive tables

Tables are notorious for being the most non-mobile-friendly element in the HTML toolbox. We have implemented a solution to help counteract this. On devices whose width is less than the minimum width of the table, the left-most column will be fixed in place while the rest can be scrolled horizontally. However, this assumes that the first column (1) contains important information and (2) that it . Keep this in mind when building your tables.

This behavior is “opt-in” because not all tables are suited for this enhanced functionality. To make a table mobile-friendly, click anywhere inside the table, open up the **Formats** dropdown and click “Table - Responsive”.

Setting the page hierarchy

In order to appear in the site navigation automatically, a new page must be created underneath an existing page.

1. Before publishing a new page, look in the sidebar on the right and find the **Page Attributes** section.
2. Under the **Parent** dropdown, select a top-level page to place this new page underneath.

Publishing the page

Once everything’s ready to go, click the blue **Publish** button in the upper right corner of the editor.

Setting the page order

By default, pages will be ordered alphabetically. You can put them in a specific order if needed, though:

1. Click **Pages** in the left sidebar menu.
2. Find your page in the listing. (They display hierarchically, so it may be indented underneath its parent page.)
3. Hover to the right of the page title. Your cursor will change to a “**move**” icon.
4. **Click and drag** either up or down to reposition the page order. The new order will be saved automatically once you drop the page in its new position.

Creating news articles

News articles share a lot in common with standard pages—the interface is similar and all of the content formatting described above in Pages also applies to posts. The difference is that news posts are displayed chronological with the latest posts at the top, and they are categorized to allow for easier browsing by subject.

Creating a new post

News articles are managed in the **News** section of the admin. To create a new post, click **News** → **Add New** in the left menu. From here, the interface will be familiar. The new features are outlined below.

Assigning categories

All news articles must be categorized. When creating a new article, in the right sidebar, check the boxes next to the applicable categories.

While you can create new categories from this interface, we recommend that you avoid creating new categories unless absolutely necessary—the news area will look much better with fewer categories and will be much easier to navigate. Keep the overall number of categories very limited and the category names broad.

Note: Tags and Comments are not used on this website and so they have been largely hidden inside the interface. You may still see a few references here and there if you explore the nooks and crannies of the admin interface, but they have been disabled.

Featuring news articles

The news listing top area displays featured posts. This is a designation that allows you to specify which articles are “important enough” to be given a prominent place throughout the site. You’ll select the homepage featured posts when editing the homepage.

A featured post must have an image associated with it. To add a featured image to a post:

1. In the **Featured Image** box, click **Set featured image**.
2. Upload a new image via drag and drop, or select an existing image from the media library if you’d like to reuse the same photo across multiple pages.
3. Click **Set featured image**. You’ll be returned to the edit screen and the image will display in the box. (This will be a cropped version for preview purposes—the aspect ratio is not necessarily how it will appear on the site.)

Featured images should be rectangle and at least **709 px by 355px**. If they are larger, they will be resized and cropped automatically when uploaded. Featured images are only used for featured posts and will be ignored if attached to a non-featured post.

Highlights

Highlights share a lot in common with standard pages—the interface is similar and all of the content formatting described above in Pages also applies to posts. The difference is that highlights posts are displayed chronological with the latest posts at the top.

Creating a new highlight

Highlights are managed in the **Highlights** section of the admin. To create a new post, click **Highlights** → **Add New** in the left menu. From here, the interface will be familiar. The new features are outlined below.

- Highlight Type - You’ll want to select if you are highlighting a student or a staff member.

- Excerpt - This is the text that will display when one is featured on the homepage or at the top of the "Highlights" page.

Managing the homepage

The homepage can be edited by first logging into the admin panel and then clicking the small "house" icon in the black bar at the top of the screen. From there you will have an "Edit Page" link at the top of the page you can click to edit.

Featured News

The top area is set to show three featured news stories. In the "Featured News" section, you're able to add what stories you'd like displayed by adding it by title.

Featured Highlight

You are able to select the individual you would like to highlight by selecting his/her name from the dropdown.

YouTube Video URL

The YouTube Video URL is where you enter the link for the Linn-Mar TV Update displayed next to the quick links. You'll want to make sure you copy and paste the full URL of the video.

Social Hub

The Social Hub area allows you to customize your hashtag, the text displayed with the hashtag, your Instagram images by providing your tag, a Facebook post excerpt with date and an image.

Quick Links

Quick Links can be determined by either linking to another page or posting a link to an external site. To add another select **Add Link**. To remove one, hover to the right of the "Type" and select the "-".

Managing site-wide alerts

The system has the capability to set a site-wide alert in case of delays or other important notices.

1. To create a new alert, go to **District Info** in the sidebar.
2. Set the text for the alert in the **Body** editor. This should be 25-35 words maximum and can contain links.
3. If the alert should be active, check the box under **Activate** at the bottom of the page and click **Update**.
4. When the alert has expired, open up the alert in the editor, uncheck the box under Activate, then click Publish.

Managing the Digital Backpack

The Digital Backpack is a community events listing that allows organizations and individuals to submit events directly to the website. These submitted events are created as content inside the administration piece. They only need to be reviewed before publishing to the website.

Receiving and publishing Digital Backpack items

When a Digital Backpack item is submitted on the site, an email notification will be sent to the website administrator or another designated recipient. The event is then created inside the administration system automatically and assigned a status of "Pending Approval".

To publish the event:

1. In the administration, visit the "Digital Backpack" section. (This will show both Published and Pending events, but if you'd like to show only Pending events, you can click the "Pending" link near the top of the page.)
2. Click the name of the newly-submitted event to review it. Note that these will list in order of event date, so a newly-submitted event with a date far in the future will be toward the bottom of the list.
3. Review the data from the event and ensure that it meets guidelines for content, formatting, and relevance.
4. Make any necessary edits to bring it in line with the guidelines.
5. When it's ready to publish, click the blue **Publish** button in the upper-right.

Categories

Submitted backpack events are assigned a category such as "Camps & Scouts" or "Educational Opportunities". If additional categories need to be added, the easiest method is to contact Juicebox Interactive and we can get it added for you very quickly. If you'd like to do it yourself, you can follow these steps:

1. Under **Digital Backpack**, click "Backpack Categories".
2. On the form that appears, add a new category by giving it a **Name** and clicking "Add New Backpack Category". The category will appear in the list on the right-hand side of the page.
3. Hover over the newly-created category to view the URL. Look for the number that comes after "tag_ID=", as shown in this image, and remember it:



my=dbp-cat&tag_ID=51&post_type=dt

4. Create a new Page. Give it the same **Title** as your category. Under Page Attributes, give it a **Parent** of "Digital Backpack" and a **Template** of "Digital Backpack Page".

5. In the content area, type the following code:
 `[dbp-listing id="51"]`
 ...where "51" is the ID from the URL above.
6. Publish the page.
7. Under Appearance, go to "Menus". Near the top, select "Digital Backpack - Browse" from the list of menus.
8. Add the newly-created category page to the menu by checking the box on the left and clicking "Add to menu". Click and drag in the main area to rearrange the order of the links.
9. Click **Save Menu**.

The new category will now be visible in the sidebar listing of the Digital Backpack.

Note: The new category will be automatically added to the submission form. You don't need to do anything with this.

Event dates

On the listing pages, events are typically listed with the nearest-occurring events at the top. However, there are some types of events or postings that are applicable year-round. In an earlier version of the Digital Backpack system, we allowed users to enter both a start and end date for their event. As an unwanted side-effect of this feature, the year-round advertisements often stayed at the top of the page, which wasn't fair to those who submitted events with a fixed date and time.

To correct for this, we made Event Date into a single field rather than a range. If a person is creating a year-round posting, they should submit it to one year in the future from the posting date. It will expire after one year and must be resubmitted at that time. Likewise, if a person is submitting an event with a registration period followed by the event being held at a specific date and time, they should enter the specific date and time and then mention the registration period in the Details field.

You will likely receive many event submissions that do not follow the above guidelines for event dates. These should be adjusted prior to posting to the site.

Attachments and URLs

Users can submit either a file attachment (PDF, JPG or PNG) *or* a URL containing more information about the event. If both fields are present, the file attachment will take priority over the URL and only the attachment link will be shown.

Managing school pages

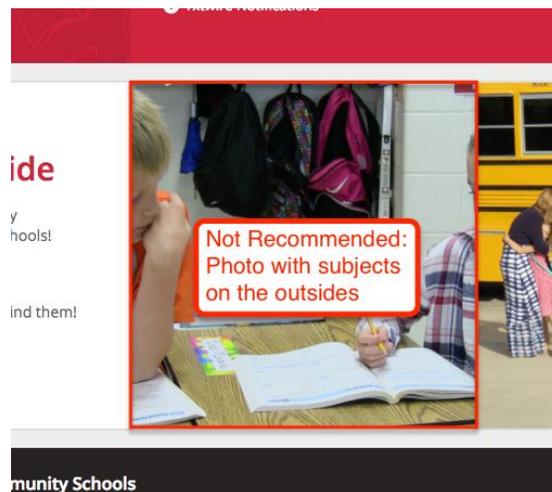
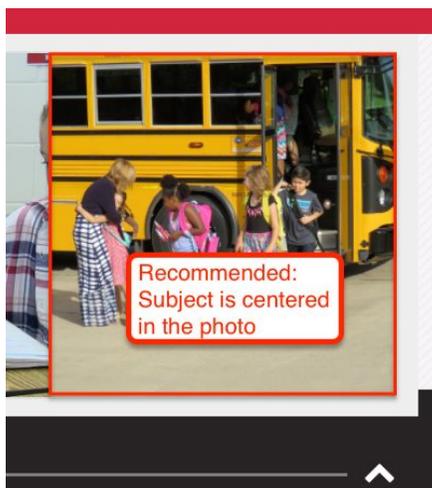
The school sites are setup very similar to standard pages, but with a few differences. The following items are helpful in understanding how school pages work.

- All of the school pages for all schools can be found in the **School Pages** section of the administration.
- A school page *without* a parent page is considered to be a **landing page**
- A school page *with* a parent is considered to be a **subpage** of a school.
- School subpages inherit the **logo, footer** and **navigation menu** from the landing page.

Setting up the school landing page

Each school landing page has a collection of information that is specific to that page. The items below can be edited in the "School Page Fields" box when editing the landing page.

- School Type (High School, Middle School or Elementary School) - This will determine where to show it in the navigation.
- School Hours, address, phone number, fax number and attendance lines.
- News Link
- Message from the principal and link to the rest of the message
- Principal name
- Principal image
- Social Hub type (full vs half) and social hub information. For the #LinnMarPride section the photos will be cropped into a square, which means you want to make sure the subject of the photos is toward the center (see recommended, not recommended below).



Interior pages

Interior pages for schools function in an identical manner to standard pages, except that they are managed under the School Pages section as described above. All of the other editor functions are the same, including images, tables, headings, links, etc.

When new interior pages are created, they should always be given a parent—either of a school landing page or another subpage under a school. As mentioned above, this is what causes the page to inherit the template of the school it belongs to.

Permissions

In the version of the school module that Linn-Mar is using, we are not able to restrict permissions between different schools, e.g. so that someone at Bowman Woods Elementary is restricted to only editing Bowman Wood's pages. In other words, someone who has permission to edit school pages can edit any school's page. We assume that the people who are authorized to edit school pages are responsible enough to only edit their own.

Using the media library

The media library is a repository for all of the images, documents and other files that have been added to the site. You will rarely need to get into the media library directly, as most files are managed through the pages that they are attached to. However, if you do need to search for something and you're not sure what page it's on, it may be worthwhile to go into this section and search.

Replacing media files

By default, if you upload a new media item with the same filename as an existing file, it will add "1", "2", etc. to the end of the file name. However, it may be that you need to continually update a file that should maintain the same file name.

1. To update an existing file, first find the file in the media library and click on it.
2. In the popup, on the right side find "Replace media" and click **Upload a new file**.
3. Click "Browse" and select the new version of the file.
4. Leave the radio selection as "Just replace the file". (The second option does not do exactly what it says it does, so don't use it.)
5. Click **Upload** to replace the file. All other information about the file will stay the same—the title, meta information, and any pages that it is attached to.

Using the forms system

The forms engine is simple to use but very powerful. Forms are created inside the administration and then added to specific pages throughout the site as needed. When a site visitor fills out a form, its contents are sent to one or multiple email addresses and can even be routed to different people depending on how the user filled it out.

Creating a new form

1. In the left sidebar in the administration, hover over **Forms** and click **New Form**.

2. In the right column, find the box that lists the different types of fields. **Standard Fields** are generic field types, e.g. single line text, paragraph text, or checkboxes that can be used for anything. **Advanced Fields** are more specialized but also more user-friendly, e.g. Name, Address, or Phone.
3. Click one of the field types to add it to the form. The fields each have options associated with them such as changing the label or making it required, which you can see by clicking Edit in the field's title bar. Note that when adding one of these Advanced fields, it may display as multiple fields, e.g. "First" and "Last" when entering a Name field, or five fields for an Address.
4. If you need to reorder the form fields, you can **click and drag** the blue title bar and they will rearrange.
5. When you're finished creating the form, click **Update Form** in the right column.

Placing the form on a page

1. To add your form to a page, open up that page in the editor. (Forms can also be added to any other type of content as long as they have a standard content editor field.)
2. Create a line break where you want the form to be placed. With the cursor on its own line, click the **Add Form** button (next to Add Media).
3. Choose your form from the menu.
4. It's your choice whether you want to display the **Form Title** and **Form Description**, but we generally recommend unchecking both of these as the form is usually given context by the surrounding content. Leave **Enable AJAX** unchecked.
5. Click **Insert Form** to add it to the page. A placeholder shortcode will display in the editor, but this will be replaced by the real form when the page is viewed on the site.

Setting up routing

Notification routing allows you to set up different email addresses that the form will be sent to depending on how the user fills it out. Notification routing can only be used if there is a **choice-based** field on the form (in other words, checkboxes, radio buttons or dropdown select fields). Standard text fields cannot be used for conditional routing.

1. Once the form is saved, click **Form Settings** and then **Notifications**. Click **Admin Notification** to edit the default.
2. To send the form to a single email address all the time, enter an email address in the **Send to Email** field. (By default it will send to the general site administration email.)
3. If you want to set up conditional routing, then instead select **Configure Routing**. (It will display a notice if there are no choice-based fields in the form.)
4. Choose the field that you want to base your routing on.

5. Enter an email address under **Send to** and choose a condition (a field name, a comparison type and a value).
6. Click the “+” symbol to add more conditions. For instance, if a contact form has a **Department** field, you could send it to different people by creating different conditions for each department that can be selected.
7. If desired, you can customize the **email subject and body**. You’ll want to leave the **{all_fields}** tag inside the body of the message, but you can add text before and after.
8. When you’re finished, click **Update Notification** to save.

Viewing form submissions

All form submissions will be emailed according to the routing rules that have been set up. However, if you’d like to view all of the form entries in one place, open up the form in the editor and click the **Entries** tab. Click on an entry to view it. This works like email, so unread entries will be in bold until you read them.

Exporting form submissions to CSV

1. To export entries from a particular form into a CSV file, go to **Forms** in the sidebar and click **Import/Export**.
2. Choose a form from the list.
3. Check the boxes next to the fields you want to export. Note that the last ten or fifteen of them are system fields, not user-entered fields, so you may not need all of them.
4. Choose a **Date Range** if needed. If you leave Date Range blank, it will export all entries from the form.
5. Click **Download Export File** to save the CSV.

Accessibility

Under Section 508 and Title II of the ADA, K-12 school districts are required to make their web content accessible to users of assistive technology.

While there is no legal list of requirements under the ADA, we have built the Linn-Mar website to conform to the industry's best practices as best as we are able. More information can be found in the "Accessibility Standards" document.

However, a fully accessible website requires work from both us and you. Juicebox is responsible for making sure that the *framework* of the site conforms to accessibility requirements. This includes the navigation and any areas that are outside of the content-editable regions. As the website administrator, you are responsible to ensure that the *content* of the site conforms to accessibility requirements. This is an ongoing responsibility as new content is being added daily.

Content standards

Fortunately, content standards for accessibility are fairly simple to understand and implement. The difficulty will be in making sure that *everyone who will be editing the site* understands and adheres to these principles. Technically, if even one page is missing even one of these items, the site is in violation of accessibility laws!

1. Content images must have alternative text. *How to meet this criteria:* Alternative text is a description of what the image portrays, for instance "A father hugging his daughter goodbye on the first day of school." When uploading images, ensure that the "Alternative text" field is filled in before inserting the image into the page. (Note that our system automatically generates some text here based on the image filename, but it almost always needs to be adjusted.)

2. Headings must be used hierarchically. *How to meet this criteria:* Headings must be thought of in terms of the overall page outline. Heading 1 is the document title, and there is only one of those so we don't give the users the option of adding additional ones. Heading 2 is used for the immediate subheads, and heading 3 is used for subsections of the heading 2 sections. The bottom line is that you should never have a heading 3 without a heading 2, or a heading 4 without a heading 3. Headings should not be used decoratively but as a way to organize information.

3. Tables must have proper header cells and column scopes. *How to meet this criteria:* When creating a table in the content, ensure that the column headers (typically the first row) have been designated as header cells and that their "scope" has been specified (e.g. whether it is the heading for the column below or for the row across). You can do this by selecting a cell, clicking the Table icon in the formatting toolbar, selecting Cell and then Table cell properties. Choose "Heading" under Cell Type and either "Column" or "Row" under Scope. You should also avoid using tables for page layout purposes.

4. PDFs must be generated in a machine-readable and accessible format. *How to meet this criteria:* When generating PDFs from Microsoft Word, Google Docs, or other equivalent systems, they should automatically have the proper level of machine readability. However, scanned

documents generally do not. Usually scanned documents are treated as an image wrapped in a PDF file format. Avoid using scanned PDFs whenever possible.

5. Videos must have closed-captioning. *How to meet this criteria:* If you are using YouTube, you may already be covered; they caption their videos automatically using speech recognition. However, in order to be strictly compliant, you should always go back in and edit the auto-generated captions for accuracy.

6. Link text must be descriptive. *How to meet this criteria:* Make sure your text links do not say things like "Click here" and that they make sense out of context. Some screen readers will collect all of the text links on a page in order to save the user time in navigating between them. A link that says "Click here" is not very helpful.