

Content Management System Webmasters Guide

**Learning to use the City of Alexandria's
Content management System (CMS)**

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1 OVERVIEW

This document is designed to provide an overview of how to use the City of Alexandria's Content Management System to add, edit or delete content on the City's Web site. This document is written for Alexandria authors who have the responsibility of managing content on the public Web site. This Webmaster's Guide however, is not intended to be an exhaustive description of all functionality contained within the Web site. Rather, it is to be used as a quick start guide.

1.1 What Authors Need in Order to Publish Content

Authors will need access to the following items in order to access the Content Management System (CMS) and add, edit or delete content on the Alexandria Web site:

1. A high speed Internet connection
2. A PC with Windows 7 or 8.
3. Internet Explorer versions 9 or 10.
4. A user name and password (provided by the E-Gov Team)

 **NOTE:** We have not extensively tested the new CMS software with browsers other than Internet Explorer 9 and 10, and Chrome for Windows. It is important that you clear your browser cache before editing content the first time. Please use Internet Explorer 9 or 10 if you can.

Instructions on how to clear the browser cache for:

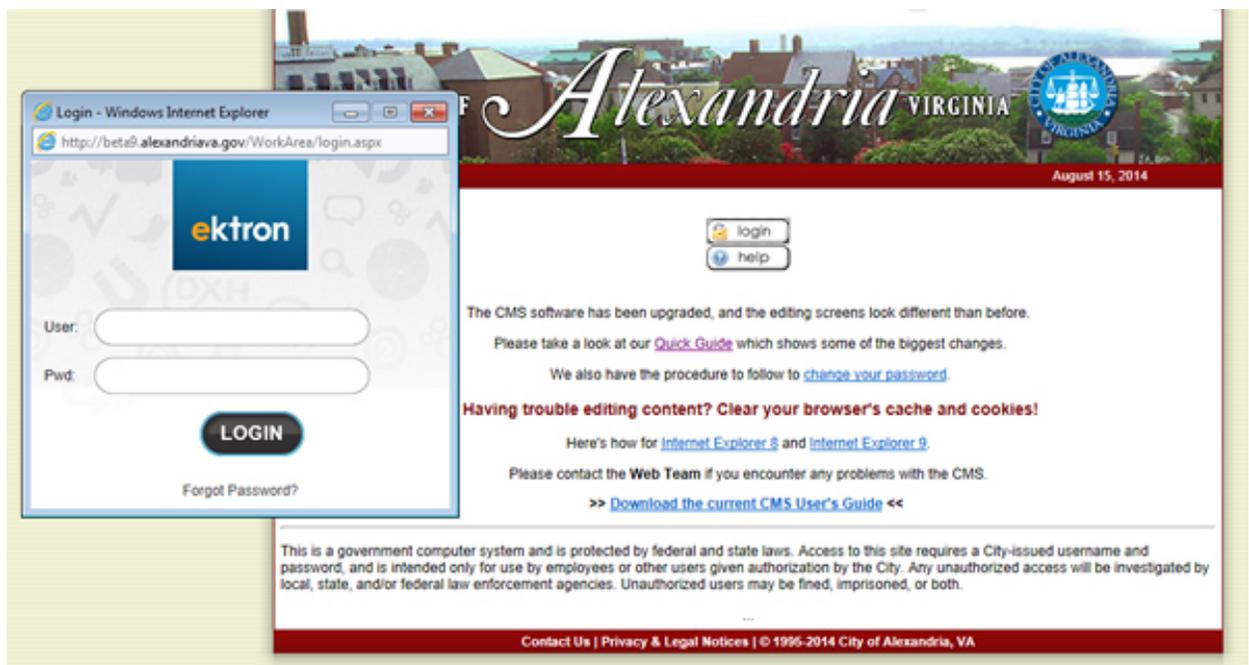
- [Chrome](#)
- [IE 9 or 10](#)

2 USING THE CMS

2.1 Logging In

Please note: **You must be at a City worksite and connected to the internal network** (not using public WiFi, cell phone data connection, etc.) **in order to log in to the CMS.** If you expect that you will need the ability to edit content from home or via some other Internet connection, please contact your IT Coordinator to discuss options including Citrix and VPN.

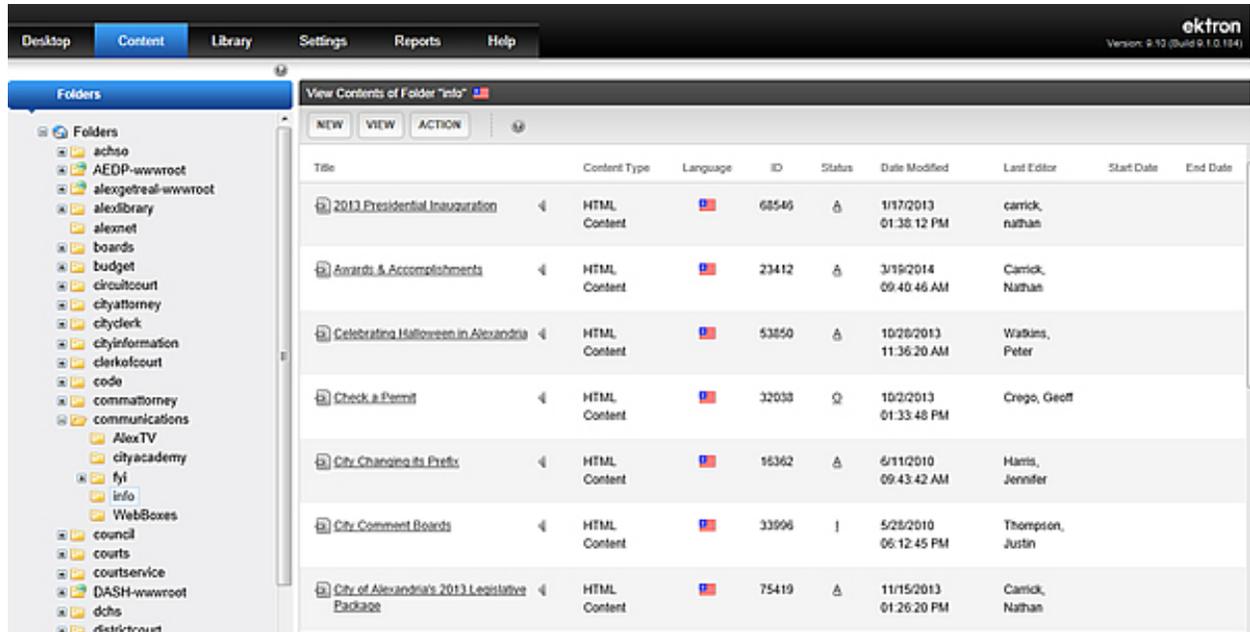
1. Go to <https://www.alexandriava.gov/CMS>
2. Click **login**.
3. Enter your **user name** and **password** in the pop up box.
4. Click the **Login** button.



5. Click the **Workarea** icon.

 **NOTE:** If you are unable to login, make sure your Web browser is able to accept cookies.

2.2 Understanding the Workarea



The Workarea is a web based interface that allows CMS users to access the different components of the content management system.

You can find the links to the different CMS components on the upper left corner of the Workarea. As you click the links, contents associated with the selected components will appear on the main section of the browser window:

- **Content** – This is the default screen. Every content item resides in a folder or in one of its subfolders.
- **Desktop** – Shows CMS system wide information such as content awaiting approval, content currently checked out and expiring contents.
- **Library** – Stores images, files and quicklinks that can be inserted into a web content.
- **Settings** – Allows you to change your username, password or email address, as well as view the group(s) to which you belong.
- **Reports** – Currently disabled.
- **Help** – Shows information and instructions on how to perform specific tasks on the CMS. We recommend that you call the Web Team or use this guide if you have any questions about the CMS.

2.3 Understanding the Javascript Editor

Whenever you add, edit or archive content on the CMS, you will use its built-in Javascript Editor. The Javascript Editor's tools work exactly like those you would find in a typical word processing program. Using the Javascript Editor, you can:

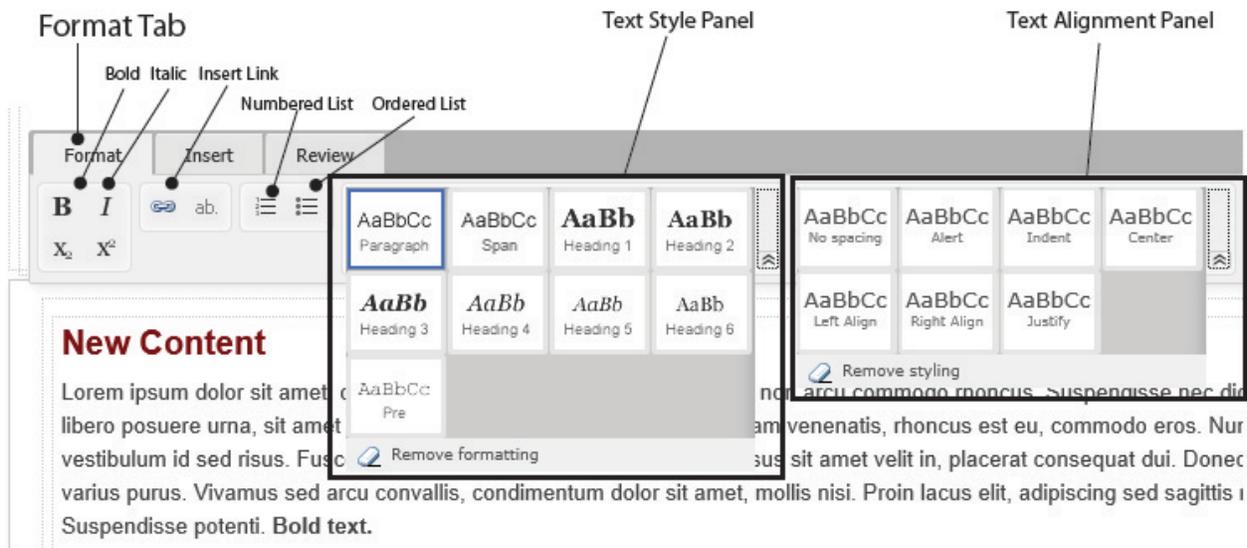
- Add, edit and delete text
- Format text with predefined styles or with simple attributes
- Align paragraph text
- Add numbered or bulleted lists
- Add bookmarks
- Add images
- Add hyperlinks
- Spell check

2.3.1 Defining the Javascript Editor's Toolbar

The following diagrams help explain the toolbar:

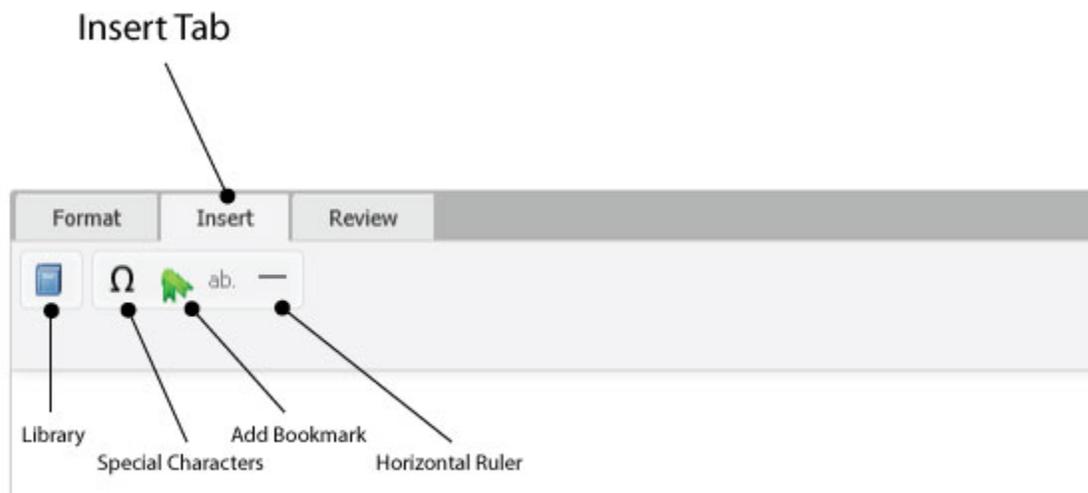
Format Tab – Use this tab to format the text on the web page.

-  - Bold (Ctrl/b)—Make selected text bold.
-  - Italic (Ctrl/i)—Make selected text italic.
-  - Superscript—Make selected text appear smaller and above text line.
-  - Subscript—Make selected text appear smaller and below text line.
-  - Add Hyperlink—Add information about a hyperlink. See Working with Links.
-  - Display bubble text on content—See Displaying Bubble Text on Content
-  - Number—Begin the line on which the cursor rests with a number. If the line above this line is not numbered, assign this line as number 1, else, assign a number one more than the line above.
-  - Bullet—Begin the line on which the cursor rests (or all selected lines) with a bullet.



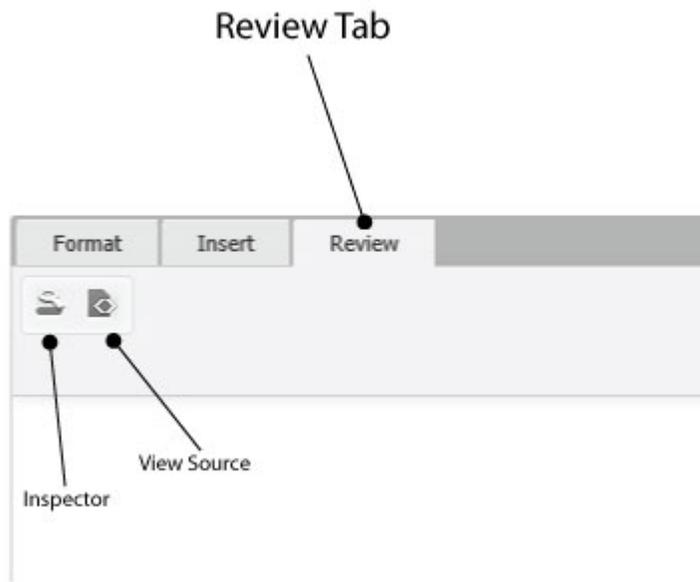
Insert Tab – Use this tab to insert library items, hyperlinks or horizontal lines on your web page.

-  - Insert library file
-  - Insert symbols and special characters
-  - Add a bookmark
-  - Display bubble text on content
-  - Insert horizontal line



Review Tab – Use this tab to open the Inspector window, and to view the source code for your web page.

- —Inspector—apply properties to selected content
- —View content source



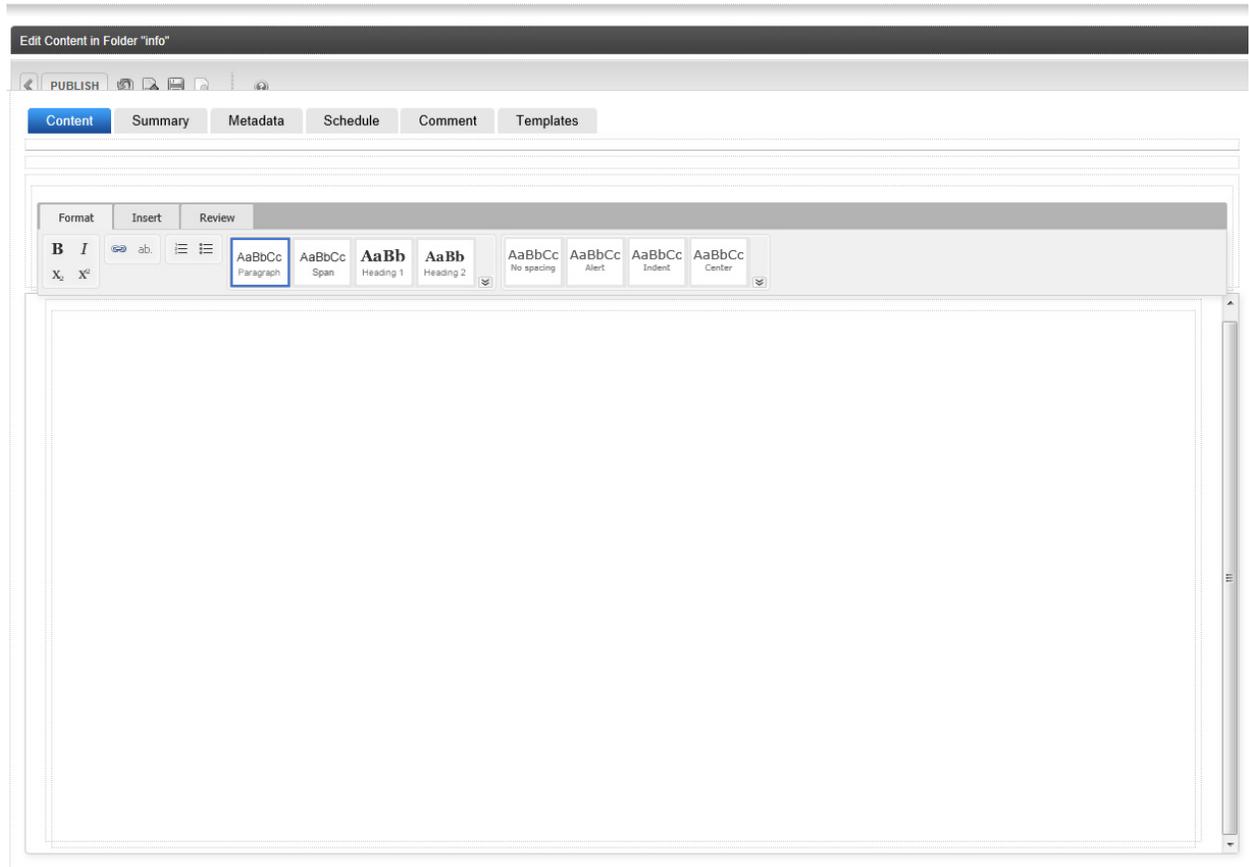
2.4 Adding Content

1. Under the **Content** tab, navigate to your **Department folder** and click the **info** subfolder, or other folder you want to add content to.
2. Click **New > HTML Content**.

The screenshot displays the CMS interface with the 'Content' tab selected. The left sidebar shows a tree view of folders, with 'info' highlighted under the 'fyi' folder. The main content area shows the 'View Contents of Folder "info"' page. A 'NEW' dropdown menu is open, showing 'HTML Content' as the selected option. Below the menu, a table lists the contents of the 'info' folder.

	Content Type	Language	ID	Status
NEW				
HTML Content				
HTML Form/Survey				
DMS Document				
Frequently Asked Questions About Extended Parking Meter Hours	HTML Content		78827	A
City of Alexandria's 2013 Legislative Package	HTML Content		75419	A
RSVP to the Employee Public Service Award	HTML Content		75201	A
Test Content using the latest CMS	HTML Content		73174	A
Service Excellence	HTML Content		70626	A

- When the **Edit Content window** appears, you are ready to create the content.



- Enter a **Title** for your content. It is best practice to keep it as short and descriptive as possible. *See Section 3.13 for additional information.*
- Enter your content in the content block. All titles and text should be left aligned, never centered. Use the Format tab to select heading and alignment styles for the text elements of your web page. Heading 1 should always be used for page titles, and Heading 2 should be used for all sub titles or sub headers.
- You **must** enter a brief summary in the **Summary** tab. A summary provides a short description of content to supplement the title when displaying a list of content on a Web page. The summary is also used for Facebook posts, RSS feeds, and it may be displayed by Web search engines (such as Google).

 **NOTE:** The CMS automatically generates a summary for new content if none exists. If the summary is blank, the CMS copies the first 40 words of the content to the summary. After the content is published, you can update or edit the summary.

- You **must** enter information in the **Metadata** tab. Metadata helps site visitors find content on your Web site.
 - Enter useful **Keywords** that may be relevant to the content and will be searched by leading search programs. You may select a pre-existing keyword by selecting it from the list, or add your own, by selecting the **Add** button. If you would like to

- select multiple keywords to add, click on a keyword and hold down the CTRL key to select more keywords, and click **Add**. If you need to remove any keywords, you can select one or multiple keywords, and click the **Remove** button.
- It is not necessary to enter information in the **Alexandria Searchable Text** field. A period is automatically inserted for you – this simply puts a period at the end of the search results.
 - Redirect URL** will allow you to go to a URL (Universal Resource Locator) from a navigation pane that is not within the CMS. See alexandriava.gov/CityCode as an example.
 - The **CommentBoardID** field is used to attach an online comment board to a CMS content block. This can be left blank by default. If there is an existing comment board you want to link to, contact the Web Team for the ID# to insert here. *See Section 3.12 for additional information.*
 - Use the **Image Data** field to add a thumbnail image to your content. This image will be used for Facebook posts. If no image is assigned to your content, the CMS will use the City seal as its default thumbnail image for Facebook posts.

This image was used in the **Image Data** field and will appear in a Facebook post.



- In the **Schedule** tab, enter the start date for when the content should appear on the Web site, and the End Date for when you want the content to expire on the Web site. Start and End Date are both optional.
 - Archive and remove from site (expire)** – DOES NOT allow visitors to view content upon expiration and is not indexable by search engines. However, it does allow the Webmaster to view and edit the archived content by going to *View > Archive Content*.
 - Archive and remain on site** – Content is removed from the Workarea, allows content to be indexed by search engines, content is visible and it allows the content to appear in a list summary, such as News Releases and Press Releases.
 - Add to the CMS Refresh Report** – Disregard this option.
- Enter any comments in the **Comments** tab (optional), which are not viewable by the public and is only shared among authorized Webmasters for that content.

10. Once you have finished adding content, the final step is to **Check In, Save, Publish** or **Cancel** your content.

- a.  **Check In** – Save and check in the content. This action updates the content in the database and exits the editor. It does not submit the content into the approval chain. Rather, it allows you and other users to continue changing it.
- b.  **Save** – Save the content without leaving the editor. It is a good idea to save your work frequently, however, you **must check in or publish** your content before you exit the CMS.
- c.  **Publish** – Publish the content to the Web site. **Note: Only the approver in the approval chain, or workflow, sees this icon. If no approval chain is assigned to the content’s folder, every authorized user sees this icon. See Section 2.7 for additional information.**
- d.  **Cancel** – Close the editor without saving changes. **Please note that this button leaves the content in *checked out* state. You normally do not want to use this button!**
- e.  **Preview** – Preview current content in a new browser. If you cannot see the preview, make sure your browser does not block popups.
- f.  **Undo Checkout** – Close editor without saving changes. Return the content to its state prior to checkout.

11. The **Template** tab shows which template is being used for the content and does not require any action.

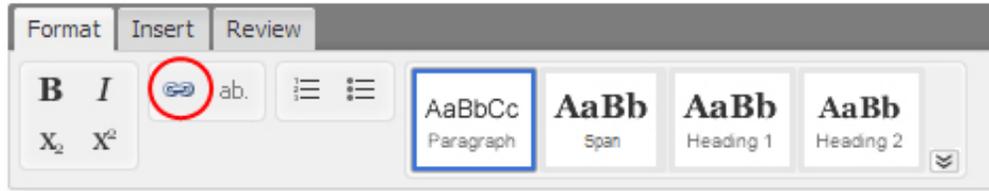
 **NOTE:** If an approval chain, or workflow, is in place for your department, please see [Working with an Approval Chain, Section 2.7](#) for additional information.

2.4.1 Using Hyperlinks and Bookmarks

Use hyperlinks to let a user “jump” from any word or phrase to another page within the CMS or anywhere on the Internet. When creating a hyperlink, you must specify a **source** and a **destination**. The source is the text the user clicks to move to the destination. The destination is the section of the Web page that appears when someone clicks the source.

2.4.2 Add Hyperlinks to Non-CMS Web Pages or Sites

1. Select the source text that will become the hyperlink.
2. Click Link  on the Format tab. (Note: If you click Link on an empty space, a link appears in the content as New Link. Be sure to change New Link to something meaningful.)



A link tab appears.



3. In the link field, enter the desired destination URL and press Enter. The selected text becomes a hyperlink.

 **NOTE:** To test a hyperlink, save the content. Click the Preview () button, click the link to verify that it opens the correct Web page.

2.4.3 Add Hyperlinks to CMS Pages – Working with Quicklinks

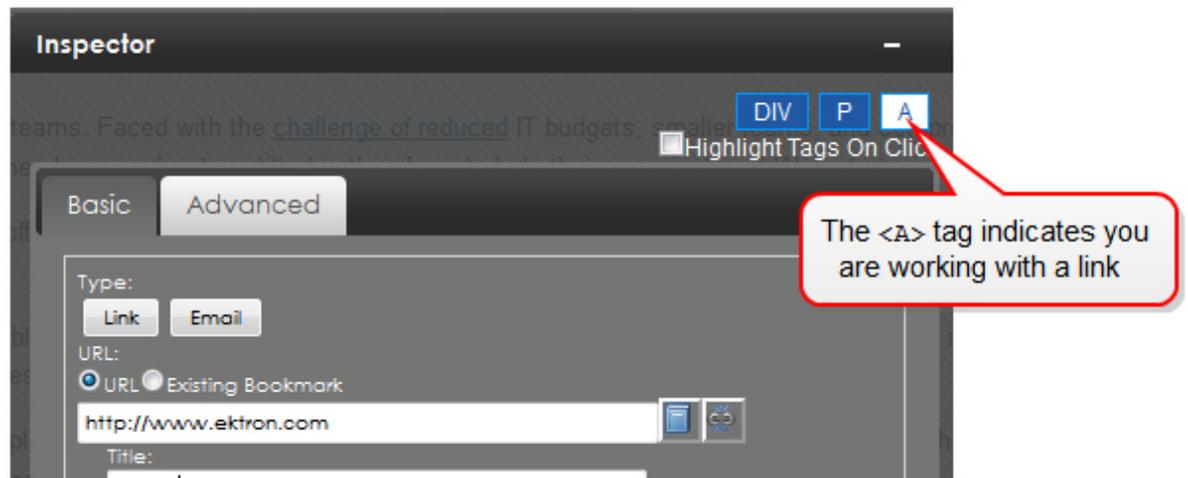
A quicklink is a special hyperlink that “jumps” to content on your website. You can apply a quicklink to text or an image. When a site visitor views the content and clicks the quicklink, a new page appears, displaying the referenced content.

1. Place the cursor where you want the quicklink to appear. If you want to attach the quicklink to text or an image, select it.
2. Click **Insert > Library** (.
3. Navigate to the folder that contains the content whose quicklink to want to insert.
4. From the file type dropdown list, select **Quicklinks**.
5. Click the quicklink you want to insert.
6. Click **Insert**. The quicklink is added.

2.4.4 Editing Hyperlink Properties

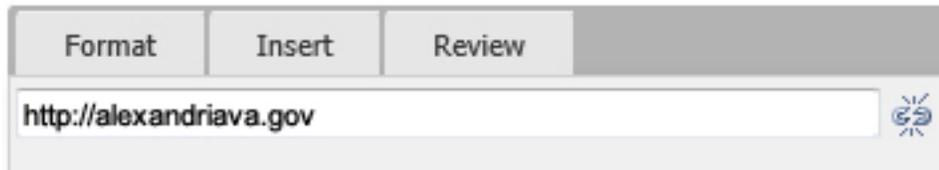
To change a hyperlink’s properties, follow these steps:

1. To edit link properties, select the linked text and open the Inspector () on the **Review** tab.
2. Set or modify link properties such as Title, Target Frame, Text Attributes and Alignment within the Inspector.



2.4.5 Removing a Hyperlink

1. Click the linked item. The link destination appears in the toolbar.



2. Click the **Break Link** (🔗). The link is removed.

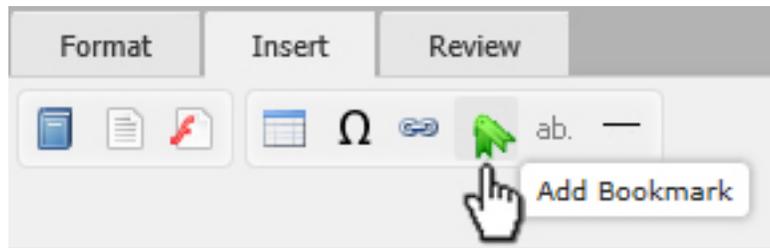
2.4.6 Adding Bookmarks

Bookmarks are particularly helpful if your page is very long. Use bookmarks to let a user “jump” from any word or phrase to another place in the same content block. Within your content block, text appears in a different color to indicate the bookmark.

To create bookmarks, you must specify a **source** and a **destination**. The source is the text the user clicks to move. The destination is the location where the cursor jumps when the source is clicked.

To create a bookmark's destination:

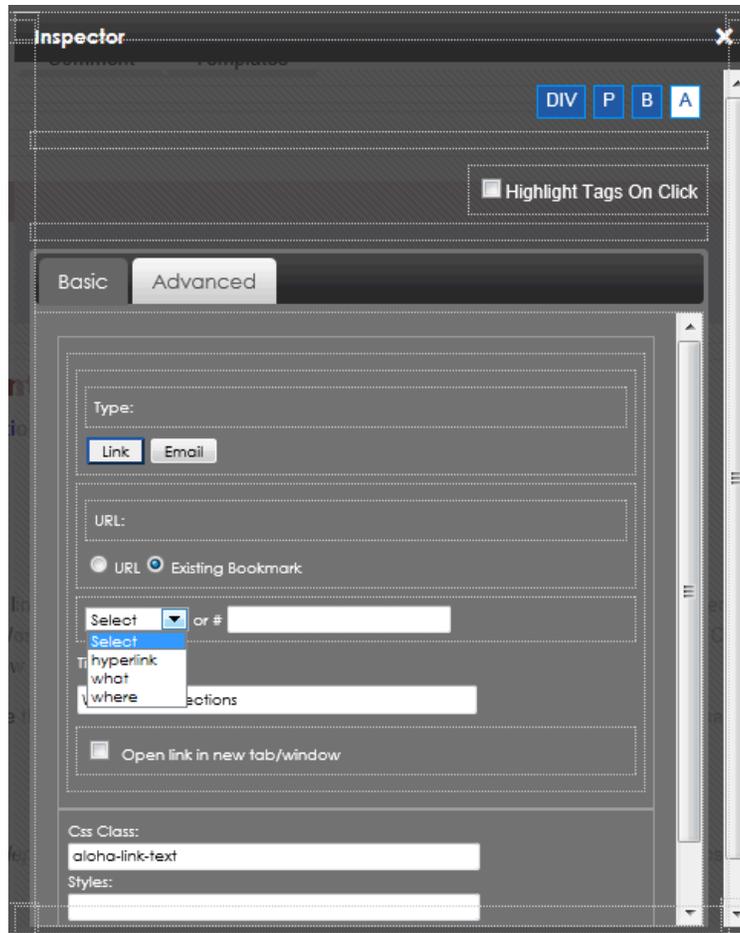
1. Place the cursor where you want to create the bookmark
2. Click **Insert > Add Bookmark**



3. Double click the bookmark.
4. Open **Review tab > Inspector** ()
5. Specify the name of the bookmark.

To create links to the bookmarks:

1. Highlight the source text.
2. Choose **Format > Insert Link** (). The text is selected.
3. Double click the selected text.
4. Open **Review tab > Inspector** ().
5. Choose **Existing Bookmark**. A drop-down list appears from which you can select a bookmark.



2.4.7 Inserting Email Links

If possible, avoid using staff names for email addresses. Use the City's ***Call.Click.Connect.*** to allow users to contact staff or to submit or request information about your programs. Please contact JoAnn Maldonado of the Office of Community Relations if your department needs to have a ***Call.Click.Connect.*** page for your program.

If it is necessary for an employee to be the sole contact for a project/program, follow these steps:

1. Highlight the text that you want to become an email link.
2. Click Link() on the Format tab.
3. Double click the source text and open **Review > Inspector** ().
4. Select email for the type, and type the email address.

2.5 Check in / Check out Content

It is important to check content in when you are done working on it – if it will not be immediately published to the Web. A checked-in content item is one to which changes were made, after which it was checked in instead of being submitted or published. When content is checked in, it is accessible to all users who have permissions to edit it. They can check it out and change it.

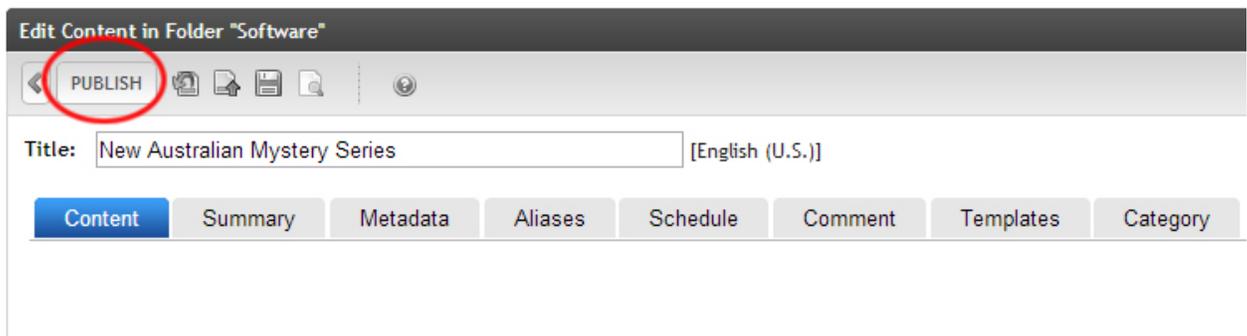
Whenever you check out, or edit, content, it “locks” the content so that no one else is able to make changes while you are working on it. While in this status, other users are prevented from editing it. The content remains checked out until it is checked in by the user who checked it out or a system administrator. Only the user who checked out the content can edit it.

2.6 Working with Content

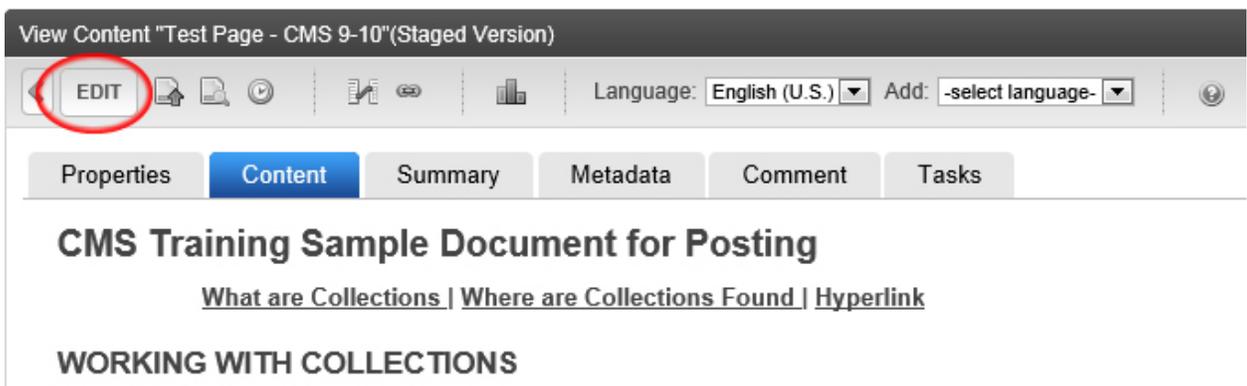
(See section 3.6 for additional information)

2.6.1 Publish Content

For content that is ready to be immediately published to the Web, click the () **Publish** button in the upper left corner.



2.6.2 Edit Content



You can only edit content for which you have permission and in one of the following statuses:

- Published
- Checked in
- Checked out by you

1. In the Workarea, navigate to the content you want to edit.

2. Click the **Edit** () button to begin editing your content.

3. Make the edits that you need to make with the text contained within the main body area of the CMS Editor.

4. When you are satisfied with the edited content, press the **Checkin** () button to check the content in or click the **Publish** () button to immediately publish the edited content.

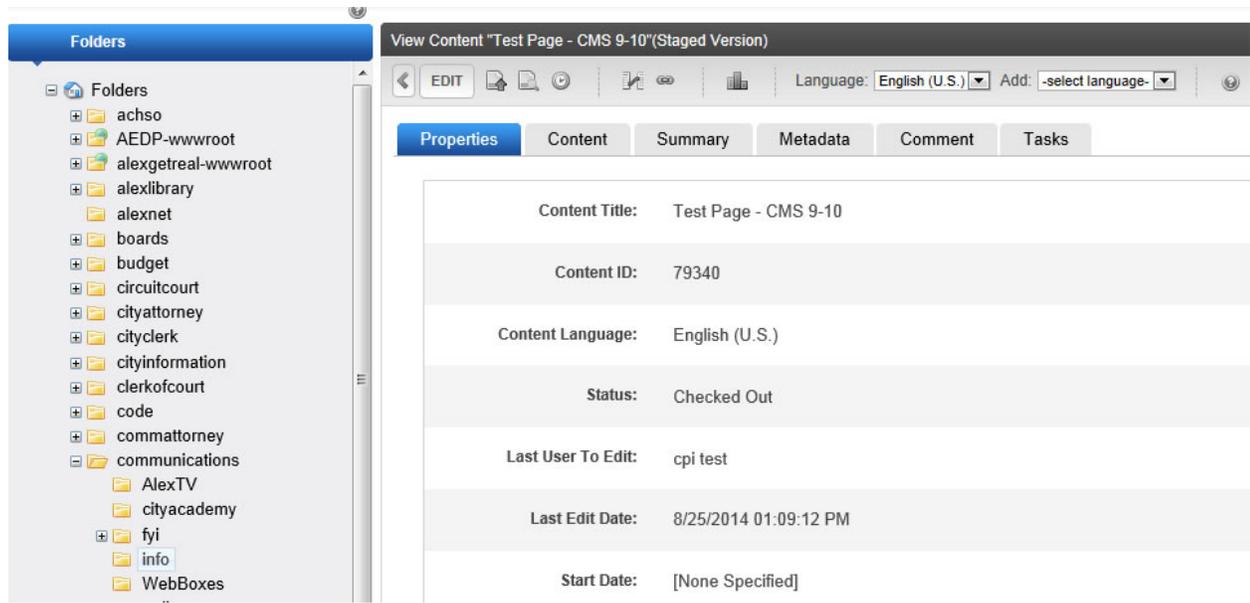
2.6.3 Editing Content Using the Editing Toolbar



Webmasters and content editors can conveniently update content directly from the website (after logging in). When logged in to the CMS, you will see a beige editing toolbar for most pieces of content. This toolbar provides direct links to some common CMS tasks. While the toolbar is visible to you as you browse the page, it will not appear in printed copies of the page.

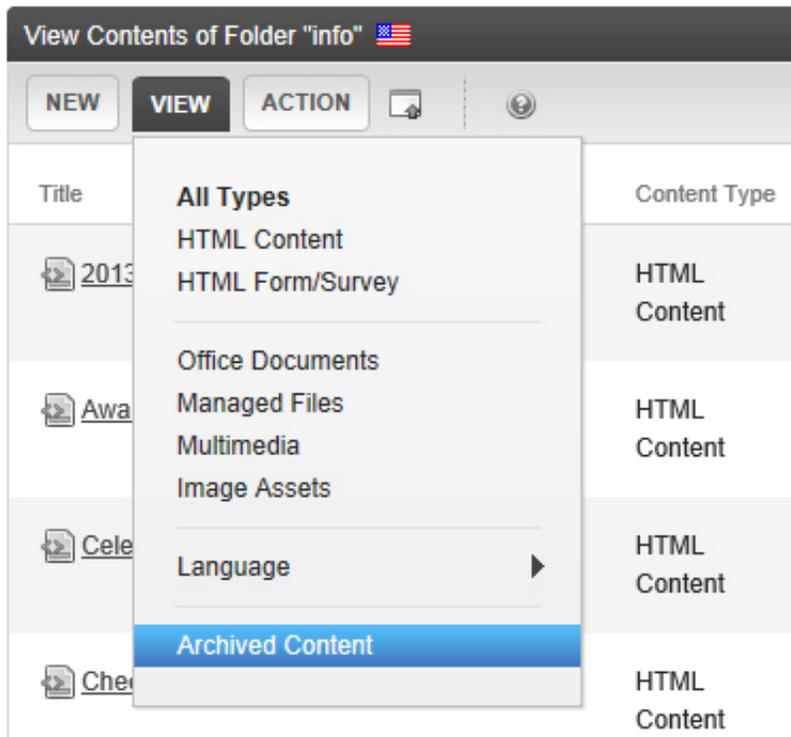
Please note that the Editing Toolbar will appear even on pages that your CMS login account cannot modify. The system will not allow you to edit content unless your CMS login account has appropriate rights.

- **Edit** – opens the content in a new window in **Edit** mode with all the menus and tabs you need for editing and publishing.
- **View History** – opens the **View History** window where you can see the published edit/publish versions of the content and other information such as edit/published dates, and the last user to edit the page.
- **Properties** – opens the content **Properties** window showing information about the content.



- **Workarea** – opens the **Workarea** where you can navigate to the different areas of the CMS.
- **Log Out** – opens the <https://www.alexandriava.gov/CMS> page, where you can use the “logout” button to log out of the CMS.
- **Hide Editing Links** – hides all Editing Toolbars on the current page. You can reload the page to make the editing toolbars reappear.

2.6.4 Archive Content



Use the content's archive options to determine what happens upon reaching its end date/time. To be eligible for any option, the content must already be published and should have reached its end date/time. Until those events occur, the content remains visible both within its content folder and on the site. Once content is expired, you may view and/or republish the content by following these steps:

1. From the Content tab, go to the folder where you have the content, click **View**
2. Click **Archived Content**
3. Select the **Title** of the archived content.

2.6.5 Using the Content Schedule Feature in Lieu of Deleting Content

We discourage everyone from deleting content from the CMS. Once the content is deleted, there is no way to recover it if you find yourself needing that same page again at a later time. Instead of deleting the content, we strongly suggest that you use the scheduling feature of the CMS.

Content	Summary	Metadata	Alias	Schedule	Comment	Templates	Category
Start Date:		Friday, March 23, 2012 04:50 PM			 		
End Date:		Wednesday, April 25, 2012 01:55 PM			 		
Action on End Date:		<input checked="" type="radio"/> Archive and remove from site (expire) <input type="radio"/> Archive and remain on site <input type="radio"/> Add to the CMS Refresh Report					

1. Navigate to and click on the content you want to delete.
2. Click the **Edit** icon.
3. Click the **Schedule** tab.
4. Select a Start Date by clicking the calendar icon. Start Date is when the document will be made accessible to the public.
5. Select an End date by clicking the calendar icon. The End Date is when the document will be expired and archived.

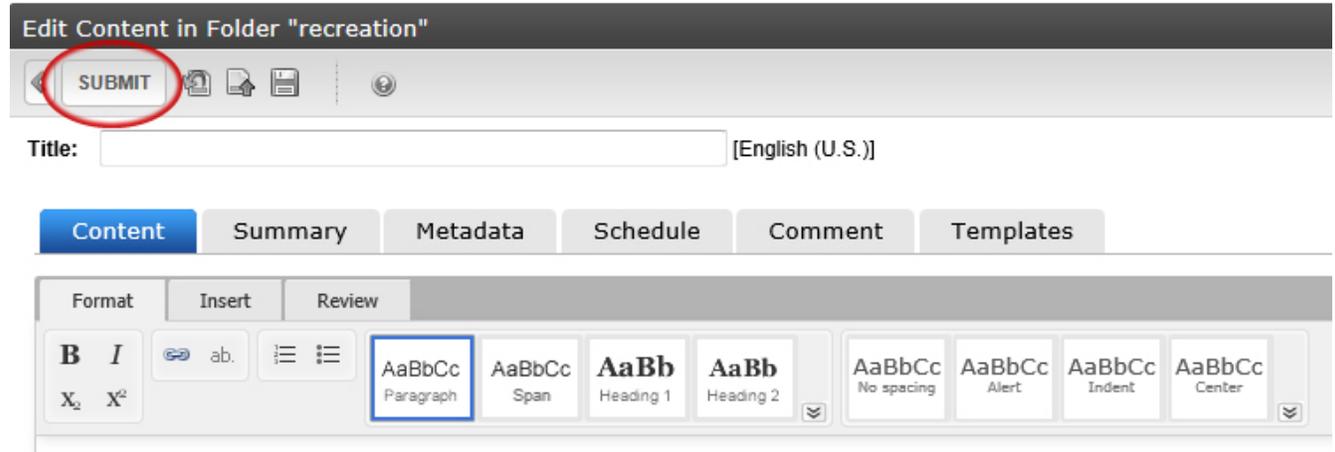
2.6.6 Content Status

The table below describes all possible content status.

LETTER	MEANING	CONTENT STATE
A	Approved	Published on the Web site.
O	Checked Out	Currently being edited. Has not been checked in.
I	Checked In	Checked in for other users to edit.
S	Submitted for Approval	Saved and submitted into the approval chain.
P	Pending Go Live Date	Approved, but the Go Live date has not occurred yet.

2.7 Working with an Approval Chain or Workflow

The approval chain, or workflow, begins when a content contributor submits new or edited content. Once the contributor has finished working with the content, and is ready to submit it to their departmental approver, the user must click the **Submit** button.



 **NOTE:** The contributor must inform the departmental approver of the staged, or unpublished, content. After the approver is notified by the contributor of the edited content, it is up to the approver to publish the content changes, which *may* involve additional editing of the content.

2.8 Working with the Library

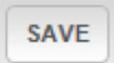
2.8.1 Add PDF Files to the Library

 **NOTES:**

1. PDF files should be no larger than 5MB in size. To determine the size of your PDF file, open the file and right-click on Document properties...
2. If your PDF file contains scanned pages, be sure that you have used Acrobat Professional to apply OCR recognition. This allows all users to search for text within the file, and makes the file more usable to individuals with visual impairments.
3. Title all your PDF files. Right-click on Document Properties and enter your title under the Description tab.
4. For assistance in optimizing, or reducing file size for Web use, please contact the E-Government Team for assistance.

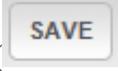
The screenshot shows the CMS interface with the 'Library' tab selected. On the left, a 'Folders' pane shows a tree structure under 'Library', with 'info' selected. On the right, the 'Library Folder: "infofiles"' view shows an 'ADD' button, a search icon, a dropdown menu with 'Files' selected, and a language selector set to 'English (U.S.)'. Below this is a table of files:

Title	ID	Date Modified
Alexandria Citizens Academy Application PDF	43392	1/21/2011 10:18:58
Alexandria Marketing Fund Application - PDF	47362	5/3/2011 3:47:51 PM
Cable Television Franchise Agreement PDF	63484	1/11/2013 3:21:46 P
City Academy Application Form (pdf)	69004	7/29/2013 10:48:22
City Hall Main Phone Numbers	23554	6/18/2009 1:29:22 P
Day of Service flyer	68852	1/17/2013 1:36:22 P
FYI Alexandria - Fall 2008	17230	10/28/2008 4:47:26
FYI Alexandria - Fall 2009	27912	11/25/2009 2:53:22

1. Go to the **Workarea**.
2. Click the **Library** tab.
3. Navigate to your department folder and click the **info** subfolder, or appropriate subfolder.
4. In the drop down menu, select **Files**.
5. Click the **Add Library item** button ().
6. Enter a brief and descriptive **Title** for the file. This title will appear in your departmental RSS feed.
7. Click **Choose File** button to locate the PDF file that you want to add.
8. Enter a brief description in the **Description** field. This text will appear in your departmental RSS feed.
9. Click the **Save** button ().

2.8.2 Add Images to the Library

Microsoft Office Picture Manager or Photo Editor (discontinued Microsoft product on older PCs) is installed on all City PCs. You can access one of these image editing programs by locating Microsoft Office, from your Programs menu. You may also use an image editing program with which you are already familiar, however, you must be mindful of the ITS' [Information Technology Acquisition Protocol](#) for approved image editing programs.

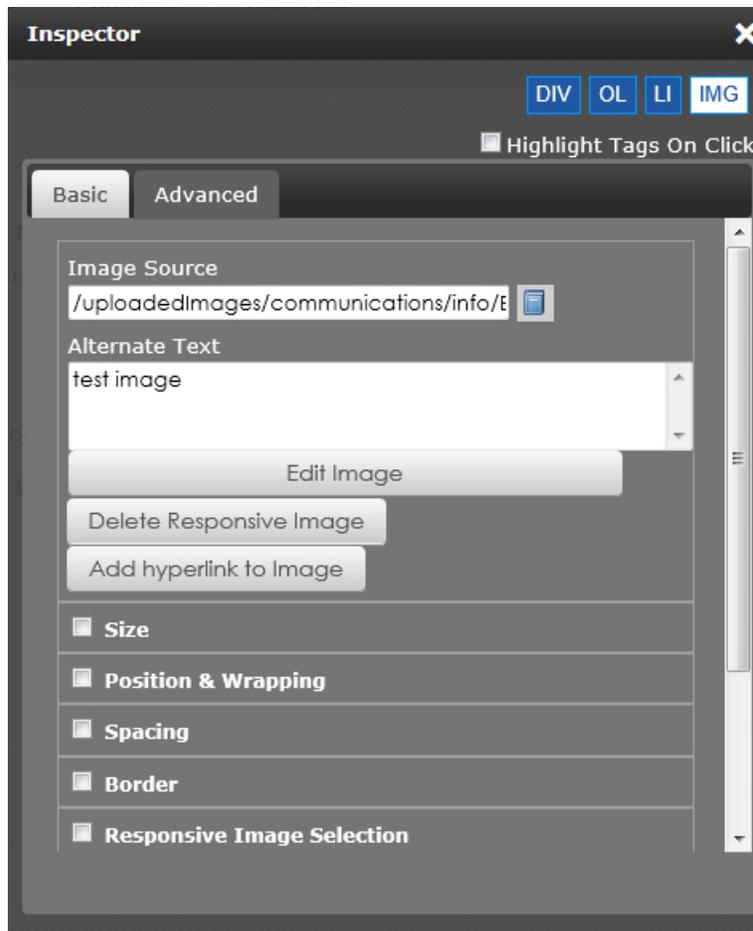
1. Click on the **Library** tab.
2. Navigate to your Department folder and click the **info** subfolder, or appropriate subfolder.
3. In the drop down menu, select **Images**.
4. Click the **Add Library** button ().
5. To add your image, first give it a unique name to the image in the **Title** field. This is the text that will be display when the image is rolled over.
6. Next, click the Choose File button and navigate to the location of the image on your computer. After you have selected it, the location will appear in the Filename field.
7. To add the file to the library, click the **Save** button (.

2.8.3 Adding a File to the Library and Inserting it Into Content

Use this procedure to insert an image into content that has not yet been copied to the Library. This procedure inserts the item into the Library, then into the content.

1. Open your page in Edit mode.
2. Place the cursor where you want the Library item to appear.
3. Select **Insert > Library** button (.
4. Navigate to your Department folder and click the **info** subfolder, or appropriate subfolder.
5. Set the dropdown list to images. Click the **Add Library** button (.
6. **Browse** to the file you want to insert.
7. Enter a **Description** for the file.
8. Click the **Add Library** icon (.
9. The file is inserted into the selected Library folder and the content.

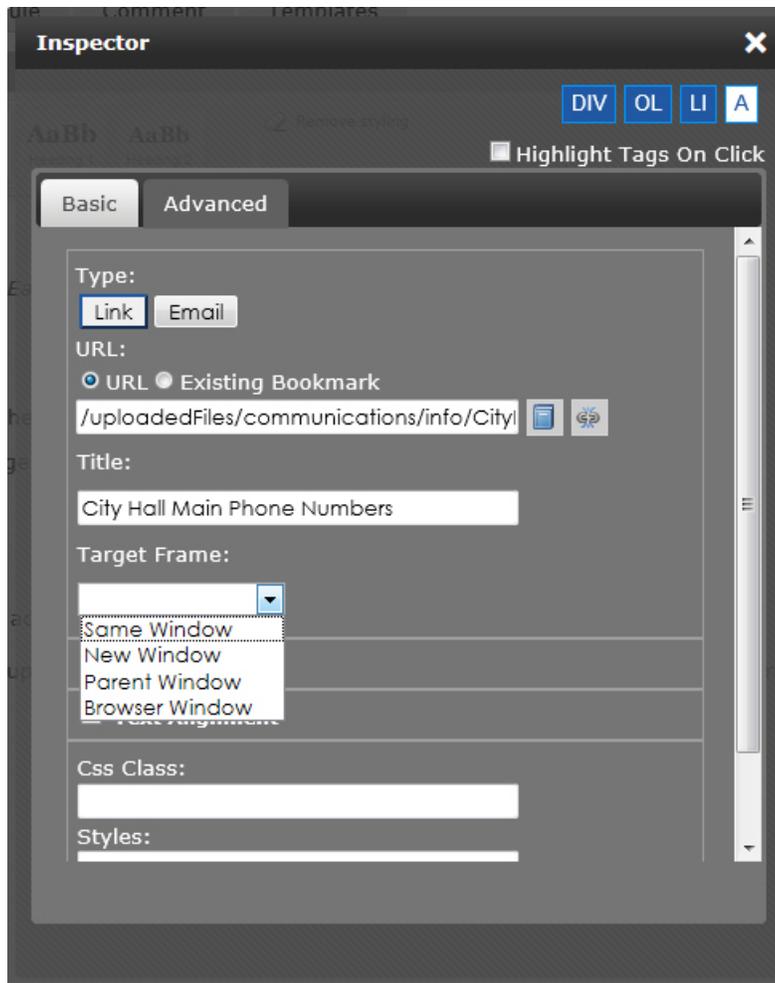
 **NOTE:** To modify the image, select the image, go to **Review > Inspector** () and change the properties there.



2.8.4 Linking to PDF Files

To add a link on your content to a PDF file, follow these steps:

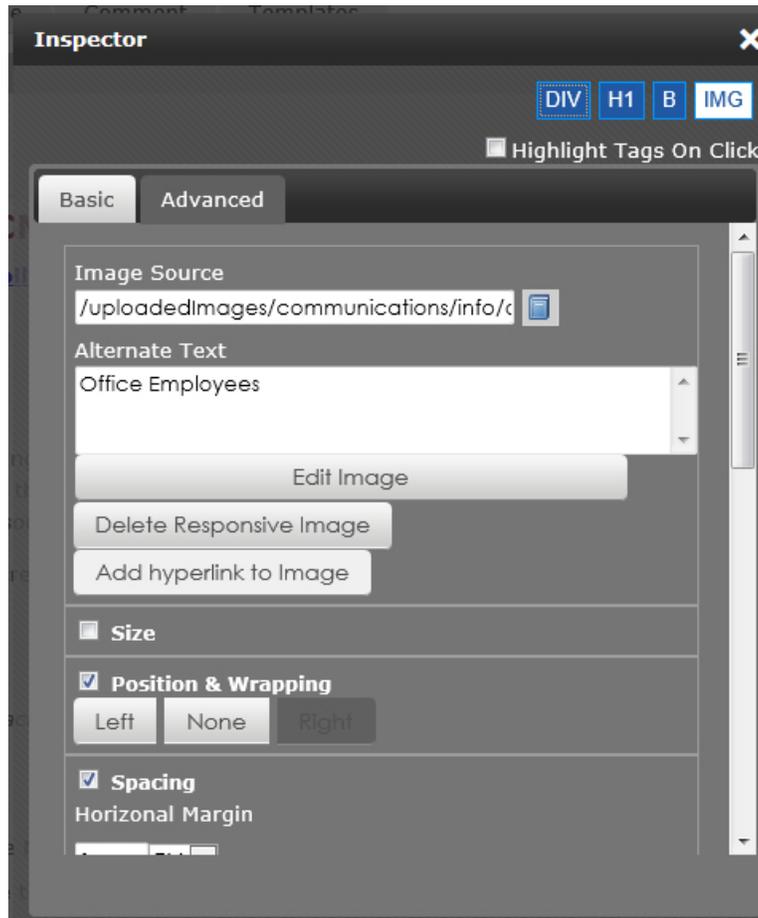
1. Select the text that will link to the file.
2. Click the **Library** button () to open the Library window.
3. Select **Files** from the drop down menu.
4. Navigate to the location of the file you wish to link to.
5. Select the file and click the **Insert Item to Library** () button to add the link.
To change the properties of the link (example: Target Frame), double click the hyperlink, go to **Review > Inspector** ()



2.8.5 Add Hyperlink to Images

To add a link to an image, follow these steps:

1. Insert the image to your page
2. Double click the image to select it. Go to **Review > Inspector** ()



3. Click the **Add hyperlink** to Image button
4. The Hyperlink Manager dialog appears. Select the **Hyperlink** tab.
5. Enter a URL.
6. Under the Target drop down menu, select **New Window**.
7. Close the Inspector.

2.8.6 Overwriting PDFs and Images

The new image or file must have the same file name as the file being replaced. If a PDF or an image becomes out of date or the wrong version was copied, you may replace it with a new version.

 **NOTE:** When overwriting an image, the new image must use the same size dimensions, filename and file extension as the older image.

 **NOTE:** PDF files should be no larger than 5MB in size. To determine the size of your PDF file, open the file and right-click on document properties. For assistance in optimizing or reducing file size for Web use, please contact the E-Government Team for assistance.

To overwrite a PDF or image, follow these steps:

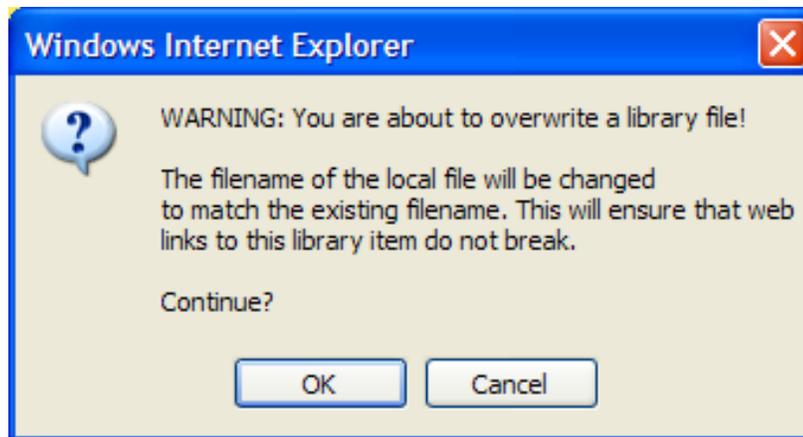
1. Go to the Library tab.
2. Navigate to the folder where the file resides.
3. Select the file by clicking on the title.



4. Click the **Overwrite** button ().
5. Click the **Browse** button to select the replacement file.
6. If necessary, enter a description for the new file.
7. To overwrite the current version of the file with the newer version, click the **Update**



- button ().
8. The following message appears:



9. To overwrite the file, click **OK**.

3 MISCELLANEOUS

3.1 Change Your Password

1. Go to the Workarea.
2. Select **Settings > User Profile**.
3. Then click the **Edit** icon.
4. Replace both the **Password** and **Confirm Password** with your new password.
5. Then click the disk icon to save changes.

 **NOTE:** Please remember your password, as the E-Government Team cannot retrieve it, and it will need to be reset.

3.2 Log Out

1. Click the **Logout** button () in the CMS landing screen
2. The **Logout** confirmation box appears.
3. Click the **Logout** button.

3.3 File Names

- **Filenames should not contain underscores, spaces or hyphens** – only English, alphanumeric characters (no special or international characters).
- Use mixed case, such as FilingDeadline.pdf.
- Include dates in file names, **EXCEPT** for documents that are intended to be updated annually or irregularly. For example, FilingDeadline2005.pdf, FilingDeadline2006.pdf. Simply naming the file FilingDeadline.pdf would allow for easier updates and permanent links from other sites.
- Use dates for old files that will be kept active on the CMS.

3.4 Images

- If an image accompanies a hyperlink, the image should also act as a hyperlink.
- Optimize image sizes (standard is 72 dpi for Web graphics)
- Use JPGS or GIFs.
- Always use a title for an image, so that users who cannot see the image will have a description. All Titles (for images, content and files) are required to have unique names; otherwise, the CMS will add numbers in parenthesis to the end of your title to differentiate media. (e.g., FYI Alexandria (1))
- If importing HTML, all images need to have an ALT tag.
- Use your discretion on the dimensions of your image.

- Animated GIFs should not be used, except to illustrate a process or another similar step-by-step graphic.
- If you are unsure about image properties (animation, sizing, resolution, etc.), please contact the E-Government Team for guidance.

3.5 Media Files

Submit audio and/or video media to the E-Government Team or place them in a shared network drive, if applicable. PowerPoint presentations must be converted to PDF files, as it is the City's standard for Web use.

3.6 Web Boxes

Departments that wish to feature content more prominently on their homepage, similar to the style of the City's homepage, now have the option of enabling "Web Boxes" on their department or program homepage. Web boxes are simply a collection of CMS content blocks (pages), that take advantage of the Metadata tab to associate an image and summary that makes up the web box format. In addition, web boxes add additional functionality to your homepage content, including the ability to automatically begin/expire content, reorder items, etc. If your department would like to use the Web box format, please contact the Web Team.

3.7 City Calendar Admin Interface

To use the City's centralized Calendar Admin Interface for entering internal and external City-wide events, go to <https://alexapps.alexandriava.gov/Calendaradmin/>. Please note that you will need to have rights to add, edit and/or submit events, which is managed by the Web Team.

3.8 Calendar Widgets

Calendar "widgets" are essentially snippets of code that will display a preset City Calendar view and allow you to embed that view automatically on your page. The code snippet must be embedded by a member of the Web Team, and usually includes items on the calendar based off of a keyword (tag) or date range search. When contacting the Web Team about adding the calendar widget, you will need to specify how many items you want to show, if you would like the events to be displayed in a table or bulleted format, and which other pages you will want to embed the calendar.

3.9 Quick Links

Quick Links are a collection of links to CMS or City webpages, that can be accessed and edited from within your department's CMS Workarea folder. Generally, there is a set of two collections that comprise the Quick Links list: a top and bottom list. The purpose of the second, bottom list, is to provide an option to assign a different header to the second set of

links (e.g. alexandriava.gov/Historic). The text of Quick Links **directly reflects the Title of the CMS page**, and thus, changing the Title will change the Quick Link text. Both Quick Link collections can be accessed by clicking View > Collections, selecting the desired collection, and then Edit. For more help with Quick Links or collections, please contact the Web Team.

3.10 Surveys

The Office of Communications and Public Information maintains an enterprise account with SurveyGizmo.com, which provides a way for departments to create and manage their own surveys and similar polls and forms. SurveyGizmo provides a substantial discount over other services, custom URLs that preserve the City's domain name, an ad-free user experience, and direct end user support to employees. **Departments may not use any other online survey or similar service without prior approval of CPI.**

To obtain access to SurveyGizmo, contact the Office. The Office will provide consulting services in conjunction with the survey project, including best practices and review of the draft survey instrument. The survey will be made live by the Office when it is ready to launch.

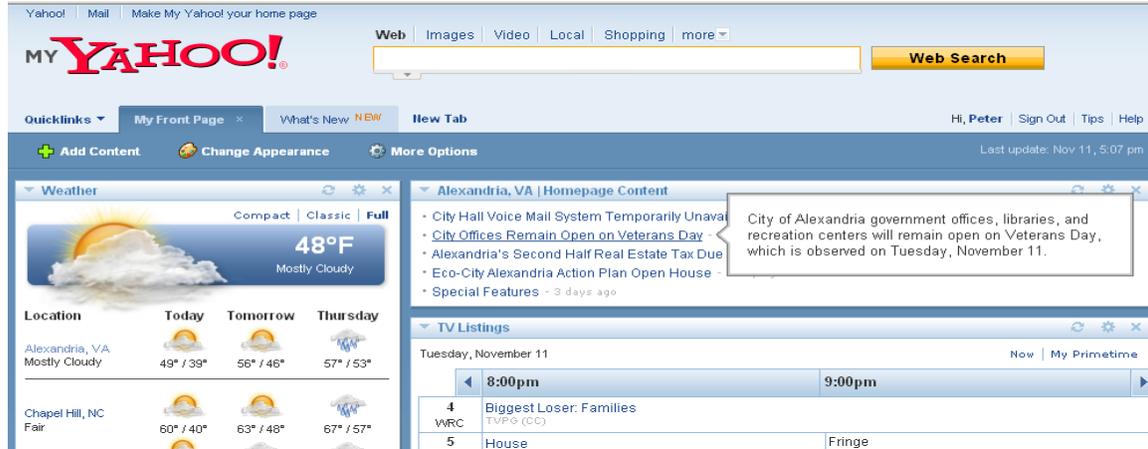
3.11 Departmental RSS Newsfeeds

The City's Web site allows users to subscribe to Really Simple Syndication, or RSS, feeds for every CMS page. RSS provides an easy way for users to read the latest postings. Many Web sites offer RSS feed subscriptions so that whenever new content is published, the user will receive a summary or the full article automatically in their RSS aggregator.

There are a number of ways that users can subscribe to RSS feeds from Web sites that interest them:

- The latest Web browsers have built-in support for RSS feeds.
- Web sites like Yahoo! and Google allow users to place headlines from RSS feeds onto personalized custom Web pages.
- Specialized "RSS aggregator" software.
- Microsoft Outlook has a built-in RSS aggregator (under File, Account Settings, Account Settings, RSS Feeds).

Custom Yahoo! page showing Alexandria RSS including content summary below.



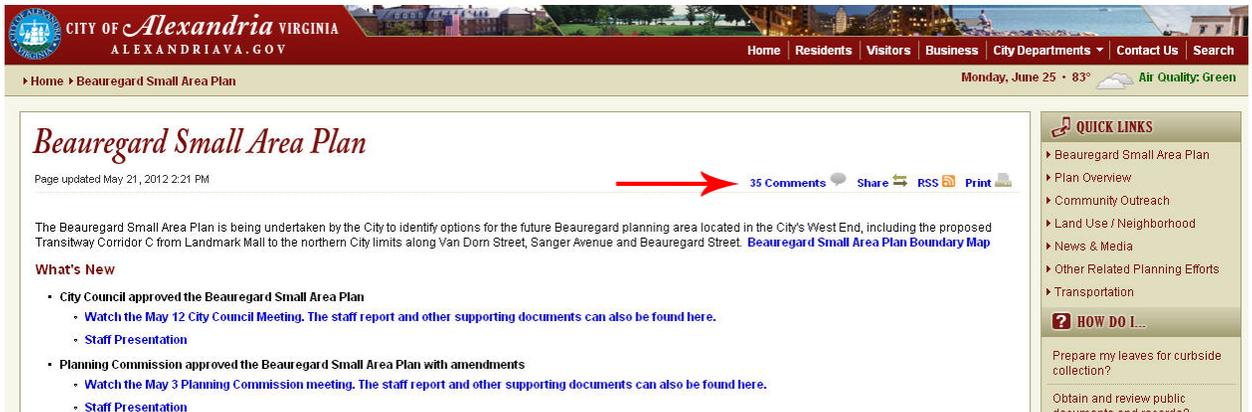
The screenshot shows a custom Yahoo! homepage for Alexandria, VA. The page includes a weather widget for Alexandria, VA (48°F, Mostly Cloudy) and a TV Listings section for Tuesday, November 11. The TV Listings section shows programs like 'Biggest Loser: Families' and 'House'. A callout box highlights a news item: 'City of Alexandria government offices, libraries, and recreation centers will remain open on Veterans Day, which is observed on Tuesday, November 11.'

What are the keys to making RSS useful for your visitors?

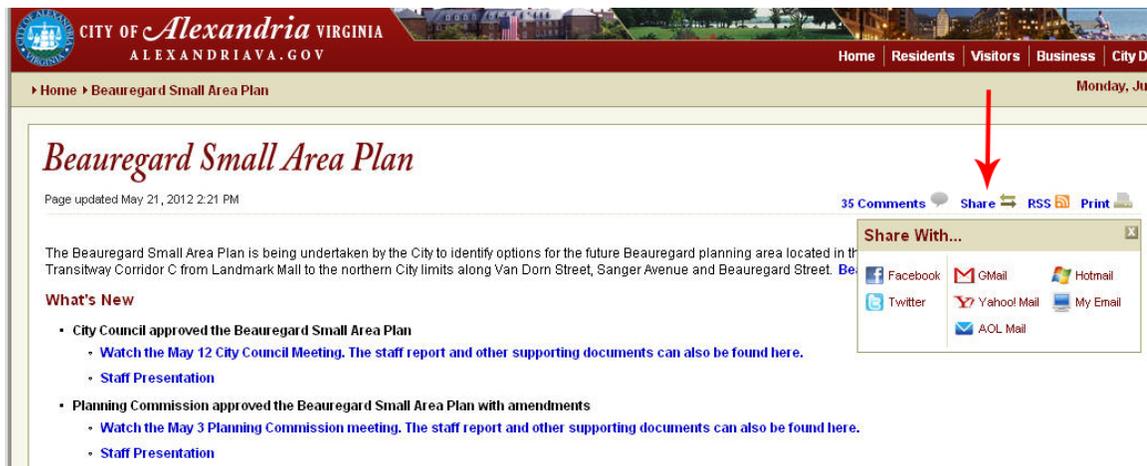
- Use clear titles for both HTML content and PDF files that you upload. The "headlines" of your RSS feeds will be the titles you choose in the CMS. This includes files, so it's not enough to name the pdf file well (MeetingMinutes2008Oct31.pdf). You should also choose a good title, e.g. "Meeting Minutes, Oct 31 2008".
- Write a good summary text for your Content and Descriptions for your uploaded PDF files. The text you provide in those fields are displayed in the RSS feeds.
- Remember that the most recently modified content is listed first. If you add an important page and then make minor changes to a number of existing pages, your new page could get lost -- most customized Web sites only show the first 3-5 entries in your RSS feed. If you're updating several pieces of content, make the minor changes first, then major changes, and then add new content.

3.12 Sharing your Content

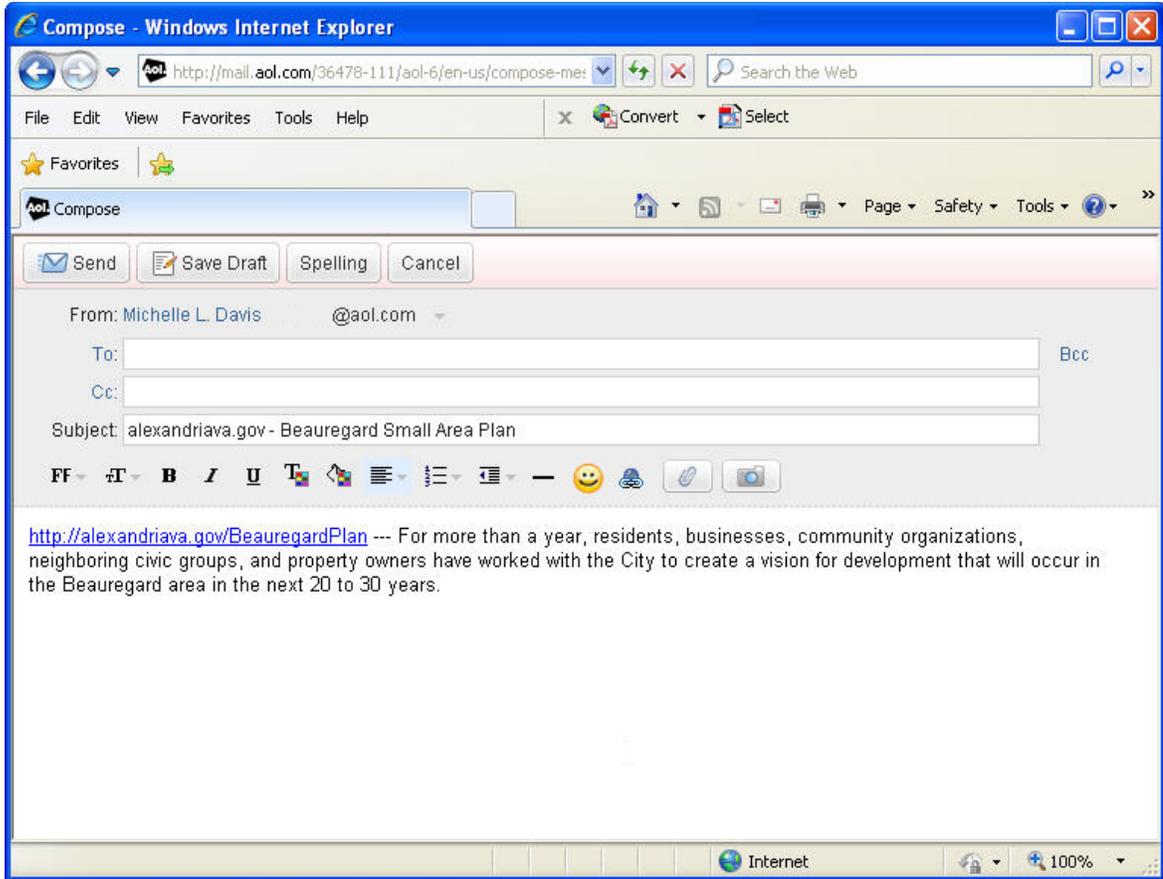
Users are now able to comment on a particular page by clicking the Comment link. You will be required to log in using the MyAlex Web Login. You may create an account for alexandriava.gov if you do not have one or you may log in with a Google, Yahoo!, or secure OpenID account.



To share content through email, and the various social networking sites, click the hyperlink “Share” as shown on the image below.



As an example, selecting AOL Mail as shown in the above illustration will open your AOL mail account. The Content title will be the subject of your email, the content summary, and a link to the page will be displayed in the body of your email. Simply provide the other required information and send your email.



If you share the same content with Twitter, the Content Title and a link to the page will be displayed on your post.



3.13 Content

- Use brief and detailed content titles. The titles are used for the City's RSS feeds, which help visitors learn about the latest updates to the City Web site as soon as they are posted.
- Avoid using staff names for email address, if possible. Use the [Call.Click.Connect service request application](#). JoAnn Maldonado of the Office of Community Relations can assist you in setting up a [Call.Click.Connect](#) account for your program.
- Heading 1 should always be used for page titles, and Heading 2 should be used for all subheaders.
- All titles and text should be left aligned, **never centered**.
- Press enter for a new paragraph and shift + enter for a line break or "to move to the next line."
- Use Spell Check.
- Use the Select Style Modifier, on the Editor tool, to differentiate between headings, sub headings, etc.
- All Titles (images, content and attachments) are required to have unique filenames, otherwise, the CMS will add numbers in parenthesis to the end of your title to differentiate media (e.g., FYI Alexandria (1)).
- Use the [CPI Preliminary Style and Protocol Guide](#), on CityNet, for City Publications as a guide (such as dates, times, telephone numbers, etc.).
- When referring to external links, be sure to select New Window from the Target Frame drop down menu.
- When creating content, keep the overall "look and feel" of the Web site, the customer, and these guidelines in mind at all times.
- Do not embed code, such as javascript, from another site without prior approval from the E-Government Team.

3.14 References and Links

The City's Web sites list information about or links to non-City entities for the convenience of users. The sites accessible through these links are not created, maintained, or controlled by the City, and the City makes no representations concerning their content. In no case shall mention of a non-City entity constitute an endorsement of that entity by the City, nor shall the failure to mention a non-City entity constitute disapproval of that entity by the City. When a City Web site lists entities in a particular category, every attempt is made to list all entities in that category, and to link to those entities' Web sites when available. If a particular entity is not listed, or a link is incorrect or missing, please contact us by [email](#) or by phone at 703.746.3960 so that the information may be updated.

To sum it up, the most important rule of thumb is that we do not give preference to one private website over another in the same category. For example, if we want to put a list of pizza restaurants, we need to list all of them. We can use rational criteria (must be licensed business, must be located in Alexandria, etc.), but otherwise we cannot leave anyone out.

3.15 Assistance

This Webmaster's Guide is not the only resource to the functionality of the CMS. Contact the E-Government Team with any questions or concerns by [email](#) at "Web Team" or by phone at 703.746.3960.