TRAINING INFORMATION

Help: itservices@udayton.edu
Download this guide: udayton.edu/udit/communications_collaboration/webservices/index.php
Cascade Training Dates and Registration: go.udayton.edu/ittraining

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QUICK REFERENCE GUIDE

• Naming
  o The names of all folders, pages, photos and components in Cascade should be lowercase with no spaces between words (underscores and hyphens are acceptable).

• Copy
  o Make sentences and paragraphs short. For ease of use and scanability, keep the most important content above the fold and reduce how much scrolling is required to find content on a page. Jump links provide convenient access to content below the fold.
  o Speak with the “you” voice. Use familiar tones (we, you, our, your). Choose bright, concise language in everyday words.
  o When selecting and editing content, think in terms of benefits. Content should answer the viewer’s implicit question: “What’s in it for me?” or “Why do I care?”
  o Follow the AP Stylebook guidelines for consistent use of spelling, capitalization, spacing, phrasing and punctuation. Some key items to keep in mind:
    ▪ Lowercase names of majors (except proper nouns).
    ▪ Capitalize the University (when referring to UD).
    ▪ Do not use the serial comma (e.g. “apples, grapes and bananas”).
    ▪ Phone numbers use dashes, not parenthesis: 937-229-xxxx.

• Photos
  o Photos should not infringe on any copyrights; acceptable photos may be selected from the University’s image library (creative.udayton.edu).
  o Text should not be used unless matching ALT text is provided (text shown in images is not accessible).
  o ALT tags/descriptions should be added to all photos to improve accessibility.
  o Photos should be sized as follows, and they should not be stretched or distorted in any way:

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<th>Image Type</th>
<th>Recommended Image Sizes (Width x Height)</th>
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<td>Top-of-Page Images</td>
<td>750 x 475px; 800 x 525px; 900 x 600px; 1140 x 760px (or similar)</td>
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<td>WYSIWYG Inline Images</td>
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<td>Blog Posts</td>
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<tr>
<td>Profiles</td>
<td>Square -- 300 x 300 px; 400 x 400 px; thumbnails 100 x 100px</td>
</tr>
<tr>
<td>Hero</td>
<td>1250 x 700 px or similar size/ratio</td>
</tr>
</tbody>
</table>

TIPS FOR WEB WRITING

1. Start with your most important content, keeping it brief and simple to understand.
2. Readers don’t look at a website the way they would a book; people scan for information on a website rather than read every word, so keep it concise.
3. Break up large amounts of text into chunks by using headlines, subheads and bulleted lists. Apply the headline and bulleted list styles available in Cascade, which are already formatted and ready to use.

4. Make use of links throughout the page — if you mention something on another Web page, lead readers to it.

5. Don’t assume readers have looked at the rest of the website; treat each page as if it stands alone, or link back to other pages if it’s important.

6. Relate each page to just one main idea. Depending on the topic, keeping copy between 300–700 words is best.

7. Make sure your pages are updated regularly and contain fresh content (especially important for pages with dates, contact information, index pages, etc.). Visitors want to see something new on the page each time they visit.

8. Hyperlinks should be several words long and descriptive of where they’re going; not “click here.”

9. For accessibility and responsive design purposes, avoid directional words like “see below” or “to the right” — this can confuse the reader, as the page layout can change depending on the device they’re using to access the site.

10. Write to a global audience; use gender-neutral words; avoid language that would be confusing for an international reader. Our brand directly addresses the audience — write to the reader using “you.”

11. Proofread and double-check everything before it gets published — spelling, grammar, names and links should all be checked. Don’t rely on a spell-check program.

12. Don’t use underlined words in copy, and use bolds, italics and exclamation points sparingly.

13. Cut your text down to the most important words; avoid wasting space with things like welcome messages or extraneous information.

14. Follow the University of Dayton style guide and brand guidelines.

15. Avoid the passive tense. Reword sentences to make them active and more engaging to the audience.

16. Each page should have a purpose. Use Google analytics to determine if people are visiting your page. If not, try reworking the page, consolidating its information elsewhere or deleting it.

**SEO TIPS AND BEST PRACTICES**

1. Offer original, valuable and relevant content to readers.

2. Use keywords throughout the copy that match the phrases readers are searching.

3. Embed keywords in places like the title, headings, links, metadata and image tags as well as the copy.

4. Make each page unique by using its own topic, title and keywords.

5. Make sure the keywords are representative of the page’s topic.

6. Choose the most relevant and popular keywords that apply to your page.

7. [Watch this SEO video](#) for more information.

**BRAND RATIONALE**

Transforming lives and being inclusive is a cornerstone of the University of Dayton. And part of this tradition includes sharing our story and our message with others. It reveals our true character as a top-
tier Catholic research institution and, perhaps more important, allows us to inspire others to join us on our journey.

Every day, the University of Dayton communicates with a diverse audience – from high school students to CEOs. Thus, we must present a consistent message about ourselves. By speaking with one voice, people will clearly recognize who we are and what we are trying to accomplish.

The unified, branded University web presence exists to:

- Create a consistent, branded web presence to educate visitors about the institution and, ultimately, lead each user to become more engaged with the University.
- Emphasize our reputation as a top-tier national, doctoral-level research university with a significant depth and breadth of academic programs grounded in the Catholic, Marianist tradition.
- Present content in an interesting and engaging way.
- Lead visitors through an optimal online experience, where they can easily navigate the site and quickly access information they need.
- Provide a single point of access to information and functionality.

“Branding,” as the origin of the word suggests, is the formation of a standard which separates one’s group identity from others. We hope content managers will use these guidelines to communicate original, inspiring work that communicates the University of Dayton identity.

**GOOGLE ANALYTICS**

For all Cascade sites, Google analytics are collected. For access to the analytics, contact itservicecenter@udayton.edu. NOTE: Due to the complexity of Google Analytics, UDit does not provide training or support. You are welcome to use Google’s online training and support materials. University Marketing also offers a quick-start guide on their website.

**SITE MAINTENANCE**

A website should be dynamic and continually evaluated to ensure it is accurate, timely, informative and user-friendly.

Best practices include:
Updating photos (especially the brand moment and photo on the welcome tab) at least quarterly. These images are the first ones people will see when coming to your website, and displaying a new photo/video is the easiest way to show dynamic content – and show that you regularly update your site. People are far more likely to return to your site if they feel it is updated often.
- Skimming the site at least quarterly to verify all content is factual and updated. At the bare minimum, every page on a site should be reviewed and updated on an annual basis.
• Clicking every link on a page and ensure it goes to the correct location. Update when appropriate.
• Checking all email addresses (including those specified in forms) to ensure the correct person is receiving the email and their address is correct. (This is especially important now, as many email addresses on the site still have the old @notes.udayton.edu format).
• On an annual basis, have someone less familiar with the site (e.g. not the program director and/or content manager) test usability, clarity of content, navigation, etc.
• Referencing Google Analytics to see how people are using your site – and make changes accordingly.

SECURITY

Security is about protecting our information and systems from unauthorized access. System administrators focus on making sure the underlying systems are appropriately configured and that the appropriate protocols are available. It’s up to web developers and content managers to make sure we aren’t putting the data we collect and publish at risk.

For more information, please review UD’s Electronic Use of Confidential Data policy.

THIRD-PARTY SOFTWARE

In instances where third-party software is used, it is recommended that the content manager, unit or IT representative first contact UDit and/or the WebMAT team to ensure the University’s content management system is not able to handle the needs of the office/department. When possible, all content and services should make use of the capabilities offered in Cascade.

When third-party software is used, every effort should be made to have the look and feel of the software match the currently existing design of the University’s site – so a user does not immediately notice that they are on a different site/using a separate system.

While personalization of the site/software is limited by the flexibility and technical options offered by the third-party program, every effort should be made for the site/software to incorporate these elements:

• Header from the University’s website. Ideally this would include the dynamic links and search box, but at a minimum, should be a static image that has the University’s name and logo/wordmark. Contact itservicecenter@udayton.edu for the image file.

• Footer that has the University’s contact information. Ideally this would include official University footer (with links), as well as University’s wordmark, but at a minimum, a white bar with the black University of Dayton wordmark should be included.

Samples of sites that have incorporated elements of the UD website, so they feel part of the existing site:
• Course Catalog (catalog.udayton.edu) — dynamic header and footer
• Admission event registration (udayton.gotoextinguisher.com/Event/) — dynamic header and footer
• Digital library (digital.udayton.edu/cdm/) — static header
CASCADE GENERAL INFORMATION

All websites are hosted within the University’s content management system (Cascade) unless an exception is made by the web management team. Cascade templates provide users with the ability to focus on the content rather than the underlying coding of the websites.

One goal of having a consolidated website, and having all websites managed through the same CMS, is to reduce the amount of duplicate content across the entire web presence. As part of this effort, avoid duplicating content of any sort. With over 10,000 web pages in UD’s web presence, duplicate content only serves to make maintenance and development more difficult in the long-term.

CASCADE ACCESS

The University of Dayton’s content management system (Cascade) is operated under the auspices of UDit. User accounts are generated and administered solely by that office. If you wish to access the CMS and do not yet possess an account, a request should be submitted to itservicecenter@udayton.edu.

Before access is granted, the user must attend Cascade technical training to learn the basics of editing and maintaining a site within Cascade. Training sessions are posted on the IT Training webpage, go.udayton.edu/ittraining.

TYPES OF SITES

The University’s websites are comprised of three types:

- UD Main (www.udayton.edu)
  - Targets an external audience and provides a high-level introduction to the University.
  - Maintained by the University Marketing and the web management team.
- Subsites (www.udayton.edu/subsite)
  - Primarily targets an external audience, but can include information for internal audiences when it is appropriate to showcase internal efforts to the external world.
  - Copy delves into the specific details of a unit, area or program.
  - Controlled by individual people or units. The web management team retains the right to review content, but the content manager is responsible for maintaining the site.
- Shared-ownership Subsites
  - Shared ownership sites provide primary and re-usable content for specialized purposes.
    - Calendar website (udayton.edu/calendar) – for University sponsored events, academic calendar, holidays
    - Directory website (udayton.edu/directory) – for University faculty and staff profiles
    - Blogs website (udayton.edu/directory) – for news, feature articles, and perspectives
LOGGING IN

Authorized users can access the CMS by logging into cascade.udayton.edu with their University of Dayton username and password.

1. Using a browser such as Chrome or Firefox, go to cascade.udayton.edu. (Internet Explorer is not a reliable browser for using Cascade.)
2. Use your UD username and password to log in.
3. Work faster: Go to Settings to (1) check the box for “Unpublish option enabled by default when moving or deleting assets” and (2) set your site as the Default Site.

CASCADE FOLDER STRUCTURE

Sites built within Cascade come with a default folder structure in place, which can be expanded with additional folders depending upon your needs.

- **Base Folder**
  - The top of every site structure is the “Base Folder.” You may not change or delete this folder.
- **_internal**
  - The _internal folder stores UDit assets. Do not change, delete or add anything in this folder.
- **_resources**
  - The _resources folder is where you should store all of the assets used on a page. This includes, but is not limited to, components, images, documents and symlinks (links to external sites/pages not housed within Cascade).
    - **components**
      - This folder should contain almost all of the components included on the website.
      - The components folder does not have any prescribed folder structure. However, it may be beneficial to separate the components into different folders if you plan on dealing with large numbers of them.
      - Follow the naming convention used for each component for consistency and usability across sites.
    - **docs**
      - Documents of any type can be uploaded and hosted from within Cascade. In general, only documents referenced on the website should be placed within Cascade. The most common types of documents are PDFs and Word documents.
Every file placed within this folder should end with the appropriate file extension (.pdf, .doc, .docx, .ppt, etc.). If the file extension is missing, the document will be invalid.

- **img**
  - The img folder contains images used on the website. Image files must include the appropriate file extension (.jpg, .png). Please see the image section for more information.

- **symlinks**
  - Cascade uses external link assets (formerly “symlinks”) to reference web pages not within Cascade.
  - Each external link must be created individually and stored within this folder.

**VIEWING FOLDER CONTENTS**

1. To view the contents of a folder in the working pane, Right click on the folder and select “View” or hover on the folder and click the arrow.

**CREATING FOLDERS**

1. Click the “Add Content” menu and select “Folder” from the dropdown.
2. Enter a folder name – lower case with no spaces. Use underline or dash if you want to separate words. The folder name becomes part of the URL.
3. Set the placement folder.
4. Enter a Display Name – this is the friendly text used in the page navigation and breadcrumb.
5. Enter a Title – this is used in the browser tab/window. It is perfectly okay to use the same text as the Display Name.
6. Optional: To hide the folder and any of its contents from the page navigation, open the Properties view and uncheck the box for “Include when indexing.”
7. Click Save & Preview and then Submit.

VIEWING PAGES

1. Make sure to select your site in the Site dropdown.
2. In the folder tree, browse to the folder you want to open. Click on the folder icon to expand the folder.
3. Click on the page you want to view. By default, Cascade loads a preview of the selected file. The preview takes several seconds to load. The Preview of pages displays images, videos, Google drop-ins and forms; navigation and links are active.

**TYPES OF PAGES**

Websites consist of a collection of hierarchical folders and pages. Depending on the site, they may include these layouts:

- **Cover (High/Low) layout**
  - For use as the homepage on select top-level websites featuring dynamic news and events content.

- **Page layout**
  - The page layout provides site headers, breadcrumb, navigation, footer and several types of content sections: WYSIWYGs, Related Links, Galleries, Forms, Callouts, etc.
  - Pages can contain any number of content sections.
  - While the number of content sections is adjustable, it’s important to keep length in mind, as users will tune out your content if a single page is overly long.

- **Hub Page Layout**
  - Displays a compilation of news articles, blog posts, and events

- **Video Pop-up Page**
  - Displays a video and is used in the Page Layout Gallery

- **Calendar event**
  - Events exist only in the “Calendar” website and are used to provide information for University-sponsored events
  - A Calendar event should provide location, cost, and contact details
  - A Calendar event can be pulled into the Page layout as a “Featured event”
  - Up to three Calendar events can be pulled into the Cover layout in the news/events section

- **Profile page**
  - Profile pages exist only on the “Directory” website and are used to provide information on faculty and staff.
  - Profile page content can be tailored to each department’s individual needs, but at a very minimum, the individual’s contact information, position and picture should be included.
  - A profile listing can be pulled into the page layout in a “Featured Profile” or as part of a listing of profiles.

- **Blog post**
  - Blog posts exist only on the “Blogs” website and are used to provide news, opinions and other time-sensitive information not appropriate as static content on your website. Blog posts appear simultaneously on the University Blog homepage and the individual blog homepage.
  - Blog post teasers can be pulled into the Page layout as “Stories”
  - Blog post teasers can be pulled in the Cover layout in the news/events section
  - Blog post teasers can be included in the University’s email newsletter when appropriate for external audiences
TYPES OF CONTENT

In Cascade, there are several “assets,” or kinds of content, that comprise web content. Assets are created from asset templates under the “Add Content” menu.

- Folders
- Pages
- Components
- Files (pdf, doc, xls, etc.)
- Images (jpg, png, gif)
- Symlinks (URLs)

1. Click the “Add Content” tool in the top toolbar.
2. Click the asset you want to create. The asset template will open. Instructions for each asset are located elsewhere in this guide.
NAMING CONVENTIONS

As one of our goals is to reduce duplicate content, content managers are able to reuse images, components, documents and other files that are already in Cascade. As such, using consistent naming practices is important, as it allows others to easily identify elements – and use them, if appropriate.

• Pages
  o Page Name
    ▪ The page name is both an internal name and part of the resulting URL. Names should be as short as possible in order to reduce URL length and should contain no capitals or special characters. Use hyphens or underlines instead of spaces.
  o Display Name
    ▪ The display name is shown in the page navigation and the breadcrumb.
    ▪ Display names should be short.
    ▪ Use standard capitalization and spacing.
  o Title
    ▪ The title displays on browser tabs. Browser tab titles should be short and not include organizational tags ("Dept of ...") unless it’s the index page.
  o Keywords
    ▪ Keywords are entered as free text and should be specific to the page content. They affect how Google displays your site, and may affect click through rates from Google's search results page.
  o Description
    ▪ The description text is displayed verbatim in Google search results. It may affect click through rates from Google's search results page.

• Components
  o Each component (also referred to as a “block”) should be labeled with an identifying name, followed by an underscore and component label. E.g. conference-room-request_form
  o All names should be lowercase and use hyphens or underscores in place of spaces.

• Folders
  o Folder Name should be short, succinct and self-explanatory. The folder Name becomes part of the URL, so you want it to be easy to understand and type.
  o Folder Names should consist of all lowercase letters and use hyphens or underscores in place of spaces (though it’s best to keep the name to one word, if possible).
  o Folder Display Name
    ▪ The display name is shown in the page navigation and the breadcrumb.
    ▪ Display names should be short.
    ▪ Use standard capitalization and spacing.
COPY

Copy refers to all of the text on the page – in contrast to images, layout elements, navigation items, etc. All copy should be grammatically accurate and stylistically consistent, following AP Style. Please refer to the University of Dayton specific AP Stylebook for questions regarding copy style.

TONE/VOICE

The voice of the University of Dayton website should speak in a hopeful, inclusive and sophisticated way that not only provokes thought, but also encourages visitors to join the University in its search for knowledge, community and social change. The voice is assured, personable and down-to-earth, while also being highly intelligent, unpretentious and intellectually curious.

Ultimately, this brand voice should converse meaningfully with thoughtful adults who want to search for answers and make the world a better place.

Tips for writing in the branded tone/voice:
- Speak with the “you” voice. Use familiar tones (we, you, our, your).
- Choose bright, concise language in everyday words that are easy and quick for viewers to digest.
- Make sentences and paragraphs short.
- Think in terms of benefits. Content should answer the viewer’s implicit question: “What’s in it for me?” or “Why do I care?”

The style/tone varies slightly depending on the page type:
- Cover page: Short, marketing “teasers” should be used in the navigation boxes.
- Page: The “headline” for the detail page should be a brief overview of the content on a page – similar to a page title – and the copy on these pages can be more informational/journalistic in nature.

FONT/TEXT STYLE

- Body copy should follow the default style specified by the Cascade editing tool.
- If a content editor desires to use headlines to break copy into subsections within a content section, headline 3 (H3) through headline 6 (H6) should be used in descending outline order.
- Bold and italics may be used for emphasis but should not be overused or used in such a way that it makes the copy distracting, confusing or difficult to read.
- Underlining is commonly used by many browsers to offset links from the rest of the text. Whenever possible, underlining plain text should be avoided.
- All copy should be left-aligned.

COLORS

For readability and consistency, the default stylesheet colors are used for all copy. This results in red or gray headlines, dark gray copy and red hyperlinks.
STYLE AND FORMATTING OPTIONS

For consistency, the formatting options provided in the Cascade editing tool are limited to those that do not alter University brand style settings. Custom UD-branded style settings are provided for image layout, headings, bullets, lists and tables.
IMAGES

While photography and artwork can greatly enhance the appearance of a web page, great care must be taken to avoid copyright infringement and inadvertently presenting the University in a negative light.

UNIVERSITY SUPPLIED PHOTOGRAPHY

Content managers may browse NetX (creative.udayton.edu), the University’s digital asset management system, where photos can be downloaded or requested for use. Within NetX, content managers will find a “web” folder that contains photos cropped to the appropriate web dimensions; these photos can simply be downloaded and used as-is. Details can be found in the NetX user guide: udayton.edu/universitymarketing/_resources/files/photo-library-user-guide.pdf

PHOTOGRAPHY STYLE

General photography, from academic to campus life environments, should convey the University of Dayton's sense of community, thoughtfulness, focus and vibrancy. Ideally, each photograph is saturated with color to communicate the University's welcoming environment. Finally, make sure that the colors and brightness on images are leveled in order to achieve a consistent look and feel for each created piece. Also, be sure not to show students wearing logos or names of other universities.

Portrait photography should ultimately convey — through individual human subjects — the University's sense of warmth, thoughtfulness and focus.

When selecting images for layout, it is very important to consider pacing (i.e. displaying a mixture of subjects, so not all photos on your site are of just buildings – or just people). In order to properly convey the depth and breadth of the University of Dayton community, photos should also take into account a variety subjects (races, sexes, ages, etc.), campus locations, etc.

VARIETY

- On each page, try to find a photo that complements your copy, resulting in a variety of photos throughout your site.
- On a regular basis, review your photos to ensure they are still representative and appropriate – and update, if necessary.

INFOGRAPHICS

Infographics are used to enhance a story by supporting copy and photography. In addition, they can be used to create visual interest when an appropriate photograph does not exist. Typically, infographics are used to help visually express facts and figures.

In terms of style, University of Dayton infographics should be clean and easily understood, created with bold lines and simple concepts.
More information about infographics, as well as samples, can be found on the University’s brand site. Contact University Marketing with questions.

ALT TAGS

One of the simplest ways to improve accessibility is to ensure each image on your website has an ALT tag (alternative text for images). The ALT tag is a written description of what appears in your photo, and it is displayed (or read) when (a) someone mouses over an image or (b) the image is not visible on a page.

ALT tags should be:

• Brief yet clear (e.g. “Tree” is a good tag; “Oak tree” is a better tag; “50 year old oak tree with yellow leaves” is too much; “Picture” doesn’t describe the image).
• Contextual (You want the words to make sense if someone can’t see the photo. If you have an image of a logo, use “University of Dayton”, not “logo”).
• Well-written ALT tags will help your search engine rankings, as the images on your page promote and enhance your keywords.

COMMON PITFALLS

As a Catholic, Marianist university, we cater to a wide demographic. Photographs can sometimes mistakenly include undesirable items — especially in the backgrounds of photos.

Here is a list of common things to look for:

• People wearing clothing with logos or names of other universities.
• Alcohol, cigarettes, litter, etc.
• Revealing /inappropriate clothing.
• People looking bored or uninterested.
• People wearing dated clothing.
• Outdated building/campus photos (e.g. using a photo of a building prior to a renovation).

COVER LAYOUT HEADER IMAGES

Header images should be a single photographic image that takes up the entire image space (see sizes below), and text should not be overlaid. However, if a unit has been working with University marketing to create a branded marketing campaign, the unit may request that University marketing create a header image that matches the printed campaign materials. These requests will be reviewed and approved on an individual basis. Header images that use multiple photos or graphic elements may only be used if approved by University marketing and created by the design team who developed the corresponding print pieces.

SIZE & FORMAT FOR IMAGES FOR CASCADE LAYOUTS
All images should be formatted for the web and should be cropped to the appropriate size before uploading.

- Images should not be stretched or distorted in any way.
- Compact the image before saving it. This reduces the file size and improves its load time.
- Image files should be saved as .jpg, .png, or .gif.
- Image files should be named in the following format WITHOUT SPACES OR CAPS:
  - image-name_widthxheight_px.filetype
  - For example: christmas-tree-humanities_700x300px.jpg

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<tr>
<td>Blog Posts</td>
<td>3:2 ratio -- 300 x 200 px; 600 x 400 px</td>
</tr>
<tr>
<td>Profiles</td>
<td>Square -- 300 x 300 px; 400 x 400 px; thumbnails 100 x 100px</td>
</tr>
<tr>
<td>Hero</td>
<td>1250 x 700 px or similar size/ratio</td>
</tr>
</tbody>
</table>

**UPLOADING IMAGES**

**METHOD A: ADD A NEW IMAGE FILE**

1. Go to Add Content >> Image or File
2. File Name: Don’t enter anything. Once you have chosen an image, Cascade will apply the filename of your image including the extension.
3. Placement Folder:
   a. Click in box to open the chooser.
   b. Click “Browse” view the folder tree.
   c. If not already set, select your website from the dropdown.
   d. Click on “_resources” folder icon to expand the sub folders.
   e. Click the radio button on the “images” subfolder.
   f. Click the Choose button.
4. Click the Browse button to select your image file to upload, or, drag the image into the area.
5. NOTE: You’ll see some basic editing tools in the preview section (crop, resize, etc.) Using these tools is not recommended because they do not work reliably. Size images before you upload them.
6. Click “Save & Preview”, then “Submit”. The file is now uploaded into Cascade and ready for use.

**METHOD B: UPLOAD AN IMAGE WHILE EDITING**

You can upload an image WHILE you are editing. But you must follow the steps in the correct order to save yourself headaches later. In any field or WYSIWYG where an image is insertable:

1. Click “Choose file” or, if placing an image in the WYSIWYG, click the Insert/Edit Image tool.
2. In the file chooser, click “Upload”.
3. From your desktop, drag or choose the image to upload.
4. IMPORTANT: Set the placement folder – usually the _resources/img folder
5. Click “Choose” to complete the upload process. The image/document will be saved in Cascade and will also be inserted in the page.

IMAGE CUSTOM STYLES
Images placed inline with the copy via the WYSIWYG editor should be used judiciously and only as an accent to the copy. Images should never contain important content or information in text. If text appears in the image, the text should be repeated in the ALT text.
- Small images (300 px wide or less) should use following style from the class field to wrap the text:
  - image-top-left
  - Adds padding to right and bottom of an image. It also aligns an image left so text can wrap on right side of image.
• Large images (300 px wide or more) in the WYSIWYG, use the following style from the Class field to make the image resizable for responsive use.
  o img-responsive
• In addition, you can wrap text around the image by adding one of these styles to the image:
  o Img-top-left – margins on right and bottom of image
  o Img-top-right – margins on left and bottom of image
  o Img-bottom-left – margins on right and top of image
  o Img-bottom-right – margins on left and top of image
  o Img-left – margins on top, right and bottom of image
  o Img-center – margins on all sides of image
  o Img-right – margins on top, left and bottom of image
• To add, make sure the image is selected, then go to the Formats > Custom menu and click the desired style.
• To remove a style, go to the Formats > Custom menu and click a selected style to de-select it.
• NOTE: Images will be "responsive" if their widths are percentage based and not set to a specific size.
VIDEOS

VIDEO HOSTING AND UPLOADS
Any office or group is encouraged to contribute video content to university’s overall online presence. Any video associated with the University of Dayton must be hosted and distributed through an official channel and adhere to certain guidelines for content and design that uphold the University of Dayton mission and visual identity. Uploading and review is coordinated via University Marketing.

To submit your video, fill out the required information on video upload request form (https://udayton.edu/universitymarketing/resources/video-upload-request.php). You must include a title, description and responsible party, as well as some basic information that will help determine which service and method is used to host your video. You should provide a complete caption of the video content. Options exist to serve all needs from completely public to very restricted. Your needs should be conveyed on the form so that the appropriate option is selected.

ADDING VIDEOS TO CASCADE PAGES
Videos hosted on YouTube (most common) should be embedded on a website using only the YouTube fields specifically created within page templates or the video pop up page layout.

In Cascade, videos can be presented in these places:

- Embedded inline with or without surrounding text using the WYSIWYG. The video plays in the page.
- In a gallery (usually when there is more than one video you want to show). The video opens and plays in a pop-up window.
- In a callout or list-o-matic. A symlink to the video opens at a hosted website such as Youtube or Vimeo.
- In a blog post
- To see these on a sample page, visit: udayton.co/CN6

Videos hosted on other services may require special assistance to embed, or may be handled via the video pop up page layout. If you have special needs, University Marketing will help you understand how to distribute your video after it has been uploaded.

Some videos may not be intended to distribute to a mass audience via YouTube or have restrictive copyrights. Videos in this category can easily be secured by indicating your needs on the request form.

CREATION OF VIDEOS
University Marketing can assist in creating videos for marketing purposes; contact us for more information. For general tips on making quality, effective videos (for little or no cost), we encourage people to review the tips available through YouTube’s Creators Hub (www.youtube.com/yt/creators/).
If you plan on making a video in house (e.g. without paying someone to produce it) with the intent of it being a high profile piece (e.g. emailed to external audiences, posted on your website, etc.), we recommend working with our University marketing office early in process – before filming begins.

**APPROVAL OF VIDEOS**

High profile videos and/or those that are intended to be used for specific audiences may need additional review by University Marketing. These videos will most likely need to be consistent with the University’s brand.

**SYMLINKS**

A symlink is a simple piece of content that stores a hyperlink to a webpage outside of Cascade. They can be used anywhere in the templates that call for a link such as Related Links, Social Media Links, and Call-out links.

To create a symlink:

1. Go to the “Add Content” menu and select “Symlink” from the dropdown.
2. Enter a system name for the symlink – lowercase, no spaces.
3. Set the placement folder. It is recommended that symlinks be stored in the _resources folder, preferably in a symlinks folder.
4. Enter a display name and a title (these do not appear anywhere in the website).
5. Enter a full URL in the Link field.
6. Click Save & Preview and then Submit.
NAVIGATION
The navigation that displays on each published web page is generated automatically by Cascade based on the folder/page organization in Cascade. Parent folders, subfolders and pages appear in the same nested order as organized in Cascade.

There are certain aspects of the navigation that you can control manually:

- display names of items in the nav, breadcrumb and page title
- hide items from the nav
- change the order of items in the nav

CHANGING NAVIGATION TEXT
Each folder and page in Cascade has a field for Display Name. The text you enter in the Display Name is appears in the navigation, breadcrumb and page title.

1. Edit the folder or page.
2. Change the Display Name.
3. Republish the parent folder that includes the folder or page.

HIDING A PAGE OR FOLDER FROM THE NAVIGATION
1. On the Page Edit>Configure tab, or the Folder Edit>Properties tab, uncheck the box “Include when indexing”.
   NOTE: By unchecking the box, you are telling Cascade to exclude the folder or page from the “index” of folders and pages that populates the navigation menus. The page is still publishable and its URL will still be indexed by search engines. The page will have the breadcrumb and page title, but no navigation.
2. Republish the parent folder of the changed folder or page to update the navigation on all related folders and pages.

CHANGING THE ORDER OF THE NAVIGATION
By default, the items in a parent folder appear according to their creation date. To change the order of the published navigation:

1. View the contents of the parent folder in working pane of Cascade.
2. Click on the “Order” heading to arrange the items in the order displaying on the website.
3. Drag items to change their order. Always keep the index page at the top (order #1)
4. Publish the folder to update the navigation on the website.

CHANGING BREADCRUMB AND PAGE TITLE TEXT

UD HOME LINK

The first link in the breadcrumb is the represented by a house icon. It is not editable. It links to udayton.edu.
SITE HOME LINK

The next link in the breadcrumb points to the site home page. It is set in the Base Folder Display Name field.

1. Edit the Base Folder
2. Change the Display Name
3. Publish all pages in the site to reflect the change.

BREADCRUMBS

The links in the breadcrumb are determined by the folder and subfolder Display Names (see “Changing Navigation Text” section).

PAGE TITLE

You can manually override the default Page title (from the Title field) at the parent folder level. All pages and folders within that folder will display the custom section title you enter. To set a custom section title:

1. Edit the Folder.
2. On the Edit>metadata tab, enter the section heading into the “Custom Metadata” field.
3. Publish the folder.
MOVING, RENAMING, & DELETING ASSETS

The original system name and placement folder of a folder, page or file establishes its corresponding URL. Changing the system name or placement folder creates a different URL. Great caution is required when considering a change to a file name or placement folder.

Considerations when moving or renaming an asset:

- Links to the changed page from external sites or bookmarks will be broken because the URL of the page is no longer the same.
- Google and other search engine results will continue to return the former page for up to two weeks until such time as our websites get re-indexed.
- Links to the changed page from other Cascade pages will be broken until those related pages are republished. The Relationships tool shows the other Cascade pages that link to the current page. Contact the owners of the relating pages to request republishing to update links.
- IMPORTANT: You must unpublish a page BEFORE changing its system name or moving it. If the changed page remains published on the web servers, it is still live, still viewable, but not editable from Cascade. It is critical that you make sure to unpublish a page before or at the same time as you move or rename it. Cascade will prompt you to unpublish on move, rename or delete if you create a setting for it.
  - Go to the Settings option under your user menu. Check the box for “Unpublish option enabled by default when moving or deleting assets. This also applies if you rename an asset.

Considerations when deleting an asset (page, folder, image, etc.)
• Deleting is not the same as unpublishing.
• You MUST unpublish the asset before or as you delete it. If you don’t, it will remain live, but orphaned, on the Web. In addition, you will have no way to edit the orphaned content.
• Links to the deleted asset from external sites or bookmarks will result in a page-not-found error.
• Google and other search engine results will continue to return the former page for up to two weeks until such time as our websites get re-indexed.

DELETING ASSETS

1. Go to the page or file to be deleted.
2. Click the More menu and select Delete.
3. In the pop-up window, make sure the Unpublish Content checkbox is selected.
4. Leave all destinations selected.
5. Click Delete (upper right of screen).

RESTORING DELETED ASSETS

You can restore items that have been deleted in the last 15 days. After 15 days, the files are permanently removed from Cascade and cannot be recovered. Restored items can be edited and republished.

1. Open the trash/recycle bin. It is located at in the Site Content nav tree at the top of the list.
2. Check the box for the item(s) you want to restore.
3. Click the Restore tool (reverse arrow).
4. The item(s) will be moved to their previous location in the Site Content nav tree.
THE PAGE LAYOUT

The Page template is divided into five editable sections:

- Page settings
- Top of Page
- Content (See section “Page Content Sections”)
- Social Sharing
- Engagement

PAGE SETTINGS

The page settings can be updated at any time. Republish the page to activate the changes on the published site.

CONTENT VIEW

This is the default view when editing a page.

- Page Name: establishes the URL for the page. NOTE: Renaming the page name affects the URL of the page. See section “Moving, Renaming and Deleting Pages” for important cautions.
- Placement Folder: determines the parent folder. NOTE: Changing the placement folder also affects the URL of the page. See section “Moving, Renaming and Deleting Pages” for important cautions.
- Display name: Establishes the “friendly” name displayed in the navigation and breadcrumb.
- Title: Controls the text displayed by the browser tab.
- Keywords (optional): Helps search engines index your content.
- Description (optional): Provides short description for use by search engines.

METADATA VIEW

To access the metadata view: edit the page, then click the Metadata view option. All fields on the metadata view are optional.

- Summary, teaser, and author: leave these blank
- Start date: Optional. If set, the page will be automatically published at the date and time.
- End date: Optional. If set, the page will be automatically unpublished at the date and time.
- Review date: Optional. If set, the asset owner will receive an email notifying them of the upcoming review 7 days before the Review Date.
- Expiration folder: select a folder for storing expired content (from the end date field)
- Facebook image: Enter a URL for the image you want Facebook to use when you post the page to Facebook.
- Facebook image width: Enter the pixel width of the image. Use digits only e.g. 300
- Facebook image height: Enter the pixel height of the image. Use digits only e.g. 400
- Section title: Leave blank.

CONFIGURE VIEW
To access the configure view: edit the page, then click the configure view option.
NOTE: The only settings to use in this view are “Include when indexing” and “Include when publishing”. Do not change any other settings in this view.

- Include when indexing: When checked, the page will appear in the published navigation. When unchecked, the published page will not display in page navigation. This feature is useful when you want to publish a web page but hide it from page navigation.
- Include when publishing: When checked, the page is publishable. When unchecked, the page cannot be published. This feature is useful when a page is under construction or no longer needed.

**TOP OF PAGE**

- Image is optional. Images should be sized similarly to these example dimensions:
  - 750 x 475px
  - 800 x 525px
  - 900 x 600px
  - 1140 x 760px

- To add an image to the top-of-page section, click the Choose File link; in the chooser, click “browse”, select the site folder, then click on the _resources folder to expand it. Click the images (img) folder and click the radio button of the image you want to use. For more information about images, see the section “Images.”
- Jump Links
  - If checked “yes,” this feature uses the headline from each content section on the page--EXCEPT the first content section -- and creates a list of jumplinks at the top of the page.

**CONTENT SECTION(S)**

There are several layout/functional content types available for a content section. Content sections are repeatable so that you create as many content sections on a page as needed.

The most typical content type is the WYSIWYG which provides a place for a headline and body content. Instructions for the WYSIWYG and other content section types are detailed in the [Page Content Sections] of this guide.

**SOCIAL SHARING**

This optional section has one purpose: to display social media sharing and printing tools at the bottom of the web page.
• To activate social media sharing option on the page, click the radio button.

ENGAGEMENT SECTION

• This optional section has one purpose: to display contact info and social media links at the bottom of the web page:

  CONTACT US
  
  CASCADE TRAINING
  300 College Park
  Dayton, Ohio 45469 - 2230
  937-229-3888

  CONNECT

  FACEBOOK  EMAIL

• Change the radio button to “Yes” to expand the engagement section.
• In the Section Title field, enter “Contact Us” or a similar, short heading
• Choose a contact info block from the _resource/components folder.
• Note: The contact info block must be created separately. See section “Contact Info Component” for instructions.

CONTACT-INFO COMPONENT

1. Go to the “Add Content” menu and select “Contact Info” from the drop-down.
2. Enter a system name.
3. Set the placement folder to _resources/components.
4. Fill out the template with as much information as desired.
5. The Social Media section requires a symlink for each social media account. See section “Symlinks” for instructions.
6. Click Save & Preview and then Submit.
PAGE CONTENT SECTIONS

- By default, the page template includes one content section.
- Additional content sections can be added to the template by clicking the plus sign (Add New Group)

- There are several layout types available in the content section providing design and functionality options for your webpage. This section of the Web Style Guide reviews the usage and instructions for the content section types.

  - WYSIWYG
  - Blog Listing
  - Callout
  - Events
  - Featured Profile
  - Form
  - FORMS
  - Gallery (Photos)
  - List-o-Matic
  - Profile Listing
  - Story
  - Related Links
  - Social Feed
WYSIWYG

• Purpose
  o Displays a headline and copy. Can include inline images, hyperlinks, videos, Google calendars, Google maps. The WYSIWYG is the most commonly used content type in the page template. It consists of a headline field and a WYSIWYG text editor.

• Usage
  o Displays across full width of web page content area.

• Common pitfalls
  o If a sentence or paragraph is entered in the WYSIWYG without a final line return, the copy will not display on the published webpage (the copy is missing HTML paragraph tags). To correct this, edit the copy and add a paragraph return using your keyboard’s enter key.

HEADLINE FIELD
The headline field should ALWAYS be filled in. Use standard capitalization. Special characters are allowed.

• NOTE: Alternative alphabets/characters can be used. For help with alternative characters, see: Microsoft’s help for alternative characters or Mac OS alternative characters help from Washington State University.

INSERTING COPY
1. Enter body text in the WYSIWYG. Use standard capitalization and paragraphs. 
   NOTE: Before pasting content from a Word doc or other application, click “Paste as Plain Text” 
   under the Edit menu. Then paste the content. This will remove carryover formatting and excess 
   code.

2. Once entered, text, images, links and tables can be formatted using the tools in the WYSIWYG 
   toolbar and menus such as bold, italics, underline, symbols/special characters, etc. See 
   additional formatting options in the following sections.
   • NOTE: The toolbar does not allow changes to fonts, font colors, or font sizes. Such 
     formatting is controlled by the system style sheet (CSS) for all University web pages.

---

**FORMATTING - HEADINGS**

You can apply heading styles to section titles. Use heading styles in descending order of importance such 
as you would in outline form starting with Heading 3, then Headings, 4, 5 and 6.

**FORMATTING - CUSTOM**

The Custom dropdown contains options you need for:

- Images – to make them responsive or to make text wrap; see the Images section of this guide 
  for instructions
- Bulleted lists – to make the bullet icons display
- Numbered lists – to make the numbers/letters display
- Tables – to make them responsive; see the Tables section for instructions
- Videos and galleries – to make the open in a pop-up

**NOTE ABOUT CHANGING FORMATS**

*Only one format from the list should be applied* to an element in the WYSIWYG. If more than one 
format has been applied, none of them will function. **To change a format:**

1. Highlight the text, image, table, etc.
2. From the format dropdown, *deselect* the current format by holding shift and clicking the 
   currently selected format, indicated in the dropdown list by a bar.
3. After the current format(s) has been deselected, select a different one.

**FORMATTING – BULLETS**

1. To get bullet symbols to display, highlight the list you want bulleted and click on the bulleted list tool.
2. Then, with the list still highlighted, go to the styles dropdown and select “bullet.”

**FORMATTING – NUMBERED LISTS**

1. To get numbered lists to display, highlight the list and click on the numbered list tool.
2. Then, with the list still highlighted, go to the styles dropdown and select one of these: list-upper-roman; list-lower-roman; list-upper-alpha; list-lower-alpha.

**INSERTING LINKS**

- There are two kinds of links:
  - **Internal** – to link to other University of Dayton web pages or to link a PDF, word doc, or other file for viewing/downloading
  - **External** – to link to non-Cascade web pages; to send an email
- Use descriptive link text that indicates what the links do and where it goes.
  - Good link text:
When linking to a file, always include the file extension in parentheses using lowercase abbreviations without a period: (pdf), (doc), (xls), (jpg), etc.

1. Enter descriptive link text.
2. Highlight the link text and click the “Insert/Edit Link” tool in the WYSIWYG toolbar.
3. In the link tool pop-up, select internal or external.
4. For an internal link:
   a. Click “Choose File, Page or Link” and then “Browse.”

b. Navigate to a Cascade page or file. NOTE: to link to a page or file on another University of Dayton site, select the site in the sites dropdown, then locate the page or file in the folder tree. Click “Choose.”
5. For an external link:
   a. In a separate tab or window, visit the webpage you will link to and copy the URL from the browser address bar.
   b. Delete the pre-populated “http://” from the link field.
   c. Paste in the copied URL.
6. Enter a title which will display on hover.
7. If desired, change the Target setting to “New Window” to make the link open in separate tab or window. This is recommended when linking to a PDF, image or other downloadable file.
8. Click “Choose.”

INSERTING IMAGES

NOTE: See the section “Images” for information on preparing and inserting images.

INSERTING VIDEOS, CALENDARS, MAPS

- Google apps, YouTube videos, Vimeo videos and other such media can be embedded in the WYSIWYG.
- NOTE: Video files must be hosted outside of Cascade on sites such as Youtube and Vimeo. Contact the University Marketing Media Production Group or submit the video upload form to have your video posted to UD’s YouTube channel.
Embedding a Youtube, Vimeo or Other Video in a WYSIWYG

1. Place cursor in the WYSIWYG.
2. Select the Insert/Edit Media tool.
3. On the General tab, paste the “share” URL of the video into the source field. (The “Share” URL is not the same as the “Embed” code. Be sure to just use the Share URL.)
4. IMPORTANT: Check the protocol of the address. If it is http://, change it to “https://”.
5. Leave the Dimensions as is.
6. Click “OK”. A video placeholder displays in the WYSIWYG. The video will display after you submit the page.

NOTE: If the embedded video isn’t displaying on the website, edit the URL of the video. Add an “s” to the URL “http” protocol to make it “https”. Submit the page and republish it.

Embedding Calendars and Maps
Tip: To learn how to create custom maps, visit support.google.com/mymaps/answer/3024396
Note: Your Google calendar sharing setting must be set to “Make this calendar public”.

1. In a separate browser tab, go to the resource you want to embed in your page. Use the resource’s share tools to access the embed code. Set the display to a medium size or a size less than 700 pixels wide. Copy the embed code.
2. In Cascade, place the cursor in the WYSIWYG. Click the “Insert/Edit Media” tool (filmstrip icon).
4. Paste the embed code in the window, replacing the placeholder text.
5. Click “OK.” A yellow placeholder box will appear in the WYSIWYG. The app will display after you save and submit the page.

TABLES
Tables should be reserved for tabular data to organize content (not for page layout). As you plan table content, keep in mind that the table will be viewed on variously sized screens, from mobile devices to desktop monitors. Although Cascade websites are responsive and the table will be resized, smaller screens may not display a wide table or complex table accurately.

CAPTIONS AND SUMMARY TAGS
One of the simplest ways to improve accessibility is to ensure each table on your website has a caption and, if the table is complex, a summary tag (description of table contents). Captions and summaries provide information that can help users find, navigate, and understand tables. While they are not required in every case to meet WCAG 2.0, captions and summaries are fairly straightforward ways to provide such information that is often needed.

A caption functions like a heading for a table. Most screen readers announce the content of captions. Captions help users to find a table and understand what it’s about and decide if they want to read it.

A summary conveys information about the organization of the data in a table and helps users navigate it. For example, if a table has an unusual structure, information about what content can be found in
which row or column can be provided to the user. A summary is usually only needed for complex tables. The summary should not duplicate information present in the caption.

CUSTOM TABLE STYLES
By default, tables do not display borders or shading. To apply a style to a table in the WYSIWYG, double click on the outer border of the table and make sure all table contents are highlighted. Then select a table style from the “Formats > Custom” dropdown.

Custom Style: “Table”

<table>
<thead>
<tr>
<th>Form</th>
<th>udayton.edu/ltc/learningresources/onlineforms/adaptive_furniture.php</th>
</tr>
</thead>
<tbody>
<tr>
<td>Callout</td>
<td>udayton.edu/arts/departments/index.php</td>
</tr>
<tr>
<td>Story</td>
<td><a href="https://udayton.edu/law/academics/pilt/index.php">https://udayton.edu/law/academics/pilt/index.php</a></td>
</tr>
</tbody>
</table>

Custom Style: “Table-Bordered”

<table>
<thead>
<tr>
<th>Profile listing</th>
<th>udayton.edu/apply/undergraduate/meet-counselors.php</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement Section Contact Info</td>
<td>udayton.edu/careerservices/student/index.php</td>
</tr>
<tr>
<td>Jumplinks</td>
<td>udayton.edu/udit/accounts_access/zfa/faq.php</td>
</tr>
</tbody>
</table>

Custom Style: “Table-Striped”

<table>
<thead>
<tr>
<th>Featured Profiles</th>
<th>udayton.edu/engineering.centers/cetrase/team/index.php</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile listing</td>
<td>udayton.edu/apply/undergraduate/meet-counselors.php</td>
</tr>
<tr>
<td>Engagement Section Contact Info</td>
<td>udayton.edu/careerservices/student/index.php</td>
</tr>
<tr>
<td>Jumplinks</td>
<td>udayton.edu/udit/accounts_access/zfa/faq.php</td>
</tr>
</tbody>
</table>

TABLE COLUMN ALIGNMNET
To get your table to align neatly, you will need to edit the HTML source code in the WYSIWYG. Each table cell, <td>, needs to be defined for its width. Widths of each row’s cells should total 100%. If a table has 2 columns, the two cells width are 50% and 50% or 75% and 25%. For 3-column tables, the cell width is 33%. For four-column tables, cell width is 25%, and so on. Click on the HTML view in the WYSIWYG tools to see the table in HTML format.

1. For each <td>, change it to <td width="25%"> (or the appropriate width %).
Instructions for editing the HTML is beyond the scope of this user guide. Contact itservicecenter@udayton.edu for questions about tables.
STORY

MEET THE DIRECTOR

Taking PILT To The Next Level

Professor Tracy Reilly is behind the visionary thinking that's putting PILT at the forefront of technological innovation and its impact on the law.

READ MORE

• Purpose
  o Displays a teaser of a news article or blog post with a link to the full article.

• Creation
  o Select “Story” as the content type
  o Set the desired color for the border
  o Optional: Enter a section heading to appear before the story
  o Browse to the desired news article in the News website or the blog post in the Blogs website

CALLOUT

Dayton Corps

Dayton Corps members work with local non-profits in three areas: neighborhood leadership development, housing insecurity and employment, and education. Applications for this program are be accepted right now!

LEARN MORE

• Purpose
  o Brings attention to a specific piece of information with option link to more information.

• Creation
  o Select “Callout” as the content type
  o Set the desired color for the border
  o Select an image. Best images will have a subject centered in the frame to allow for resizing.
  o Enter a headline
  o Enter a teaser – keep copy as short as possible (1 or 2 sentences). Large blocks of text stretch the callout and the image into unattractive proportions.
  o Ignore the fields for Callout Stand In and Countdown
Optional: If you want to link to more information, select a page or symlink to link to and enter the link text i.e. “Learn More”

- Common pitfalls
  - Making the teaser too long stretches the callout to an ungainly proportion

**EVENTS**

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
<th>TIME</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JAN 26</strong></td>
<td>Thursday Night Live at ArtStreet Café</td>
<td>8 p.m. — 10 p.m.</td>
<td></td>
</tr>
<tr>
<td><strong>FEB 11</strong></td>
<td>CAB Presents: Crafts, Cupid, and CAB</td>
<td>10 p.m. — 11:59 a.m.</td>
<td></td>
</tr>
</tbody>
</table>

- Purpose
  - Feature one or two Calendar website events linked to the Calendar detail page for more information.

- Creation
  - Select “Events” as the content type
  - In the Page section, browse to the Calendar website and select an event.
  - To add a second event, click the “Add new field” button (plus sign)
FORMS

• Purpose
  o Provide online form submission functionality. Form submissions are delivered via email to designated recipients. Optional: Form submissions can be accessed in bulk via the Forms website. Contact itservicecenter@udayton.edu to request this service.
  o These are not authenticating forms, but they are https (encrypted).
  o Every form has CAPTCHA on it. This tool greatly reduces the number spam emails, as spam bots cannot complete this section.

• Best practices
  o Be aware of FERPA, HIPPA and the University's privacy policy.
  o Keep form short.

• Usage
  o Only one form can be used per page.
  o After a visitor fills out the form on your website and clicks the submit button, two things happen with their responses: 1) The responses get emailed to a designated recipient(s). 2) The responses get stored in a Cascade database. You decide who receives the emails of the form responses. And if you want, you can request that all the responses stored in the Cascade database be collected into a results file that you and/or others can access and download. To get access to the Cascade results file, send a request to itservicecenter@udayton.edu and include the filename of the form component or the URL of the page that the form component is on and the UD Usernames of the people who should have access to the form results.

• Creation
  o Select “Form” content type
  o Optional: Enter a headline for the form section. The form component itself has a headline, so this field may or may not be needed.
  o Browse to select the form component/block you already created separately. See next section for details on creating the form block to be used in this Form content section.

• Pitfalls
CREATING THE FORM BLOCK (FORM COMPONENT)

- The form block is created separately, then placed in the page layout Form section.
- There are two kinds of form blocks in Cascade: “form component” and “multi-part form component.” The multipart form component should only be used when you have a very long form with many fields the user must fill in. The set-up of the multi-part form requires you to create a series of separate form components, then linking to those from the multi-part form component.

1. Under the Add Content>Components menu, select “Form Component.”
2. XHTML/Data Definition Block Name: formname_form
3. Placement folder: _resources/components
4. Primary Email Address to Receive Results
   Enter the email address for the person who should receive the form responses. Click the green “+” to add other recipients.
5. Email Heading (Subject)
   Enter a Subject line for the email of the form responses. For example, “Form Response: Name of Form.”
6. Append a unique number to the Email subject
   By checking the box, each time a visitor submits the form, a unique number is added onto the Email Heading you just created. This keeps Gmail from grouping the like-titled form responses into a collapsed “conversation” in the recipient’s inbox.
7. Append a form field to the Email subject
   This does basically the same thing as the previous check box. Each time a visitor submits the form, one of their responses, perhaps their last name or their email address, is added onto the Email Heading. This keeps Gmail from grouping the like-titled form responses into a collapsed “conversation” in the recipient’s inbox AND it provides the recipient with identifying information.
8. Enter the name of the field to append
   Leave this blank unless you checked the box in the previous step, “Append a form field to the Email subject.” If you checked the box for “Append a form field to the Email subject,” don’t fill this in YET. You will come back to fill this in after you have created the Form Items for the user to respond to. Once you have created Form Items, copy the Field Name from the Form Item you want appended to the email subject heading and paste into this field.
9. Form Title
   Give the form a title. This title displays on the page.
10. Form Instructions
    These instructions can be as short or as detailed as needed.
This is a repeatable section. You will create one for each item of information you want to collect. A form item can be as simple as a text field that the user types into, or it can be a series of checkboxes, radio buttons, dropdown options, etc. See the next section, “Creating Form Items in the Form Component,” for instructions for each field type.

12. Submit Button Text

Usually, “Submit” works well. But if you want, you can change the text to indicate another action, such as, “Register” or “Send.”

13. Redirect to this page for confirmation: [page chooser]

If you want, you can create a separate webpage with additional information for visitors who submit this form. For example, you may want them to see details about the event they just registered for. If you don’t have the page created yet, come back to add it here later.

14. Form Confirmation Text

Enter a message to inform the visitor that they have successfully completed the form. You can include additional information, if desired. This message appears at the top of the same page that the form was on, replacing the form so that they don’t try to fill it out again.

(Note: This field required, even if you use the redirect option—just leave the default text)

Creating the Form Items in the Form Component

There are several kinds of fields/input types you can present in your form:

- Form Item Field Types
  - **Text**: Provides a single line text input area
  - **Text area**: A larger area for longer text responses
  - **Password**: This is a non-functional field type. Do not use.
  - **Dropdown**: Provides a list of values from which the responder chooses one. The dropdown can be pre-populated with one of the values to be displayed first in the list.
  - **Checkboxes**: Provides a series of values from which the responder can select as many as desired. One of the values can be pre-selected as the default value so that one of the checkboxes is already selected in the form.
  - **Radio Buttons**: Provides a series of values from which the responder can select one. One of the values can be pre-selected as the default value so that one of the radio buttons is already selected in the form.
  - **Hidden Field**: Provides information in the emailed form response but not visible to the form responder. For example, you may want each form response to include dates, event specifics, or some other specific information pertaining to the form that the responder need not be concerned with.
  - **Description Field**: Provides a place to include instructions or other information between form input fields. If desired, this field can also be used as a subheading to separate sections in the form. Note: The Display Name is required but does not display unless the subheading box is checked. When using this description field for instructions, enter the instructions in the Default Value field.
  - **State Selector**: Provides a pre-populated dropdown of U.S. states
  - **Date Selector**: Provides a date chooser
  - **Time Selector**: Provides a time chooser
  - **File**: Allows user to upload one file (PDF, XLS, JPG, PNG) with their form submission. The file size limit is 2 MB.
• Settings for each form item:
  o **Form Grouping** - Ignore this field.
  o **Field Type**
    o Select a type from the dropdown.
  o **Field Name**
    o Enter an identifier for the data to be collected in this item. Must not have any spaces. Lowercase is preferred. This identifier does not display on the form. However, it will be visible in the form results and the optional email confirmation message that goes to the form responder.
  o **Display Name**
    o Enter the prompt for the responder to answer, i.e. First Name, Email Address, or a question or instruction.
  o **Default Value**
    o This can be left blank for field types: Text, Text Area, Hidden, and the selectors. Default value is useful when you want to pre-populate the form dropdown, checkbox or radio button with one of the available values. For the Description type, the default value must be filled in with the description text.
  o **Value**
    o This is a repeatable field and you can create as many selections as needed for dropdowns, checkboxes or radio buttons. Ignore the Value field for Text, Text Area, and the selectors. For the Description type, use the Value field for entering instructions or other text.
  o **Required Field**
    o For each form item, decide if a response is required. If so, check the box.
  o **Send a confirmation notice...**
    o This is useful ONLY when the field type is Text or Text Area and you are asking the responder to enter a single email address. When the responder submits the form, this checkbox triggers an email to the responder that contains their responses and serves as a confirmation that they submitted the form. This checkbox should be checked only ONCE in a form. If it is checked in more than one Form Item, the responder will NOT receive a confirmation email.

**Creating the Multi-part Form Component**

When the user fills out a multi-part form, there are “continue” and “back” buttons to step them through the separated form sections. Here is a [UD page that uses a multi-part form](#):

**Preparation:** Create a form component for each separate section you want in the online form.

1. For their system names, name the forms sequentially, i.e. application-part-1, application-part-2, etc.
2. Fill out the email configuration sections the same.
3. Create the form fields as needed.
4. Save the individual forms in the `/_resources/component/` folder.

Then create a multi-part form component
1. Under the Add Content>Components menu, select “Multi-part Form Component.”
2. Give it a system name and set the parent folder to /_resources/component/ folder.
3. Fill in the email configuration section.
4. Give the form a Title and instructions.
5. Place each separate form component that you have already created into the individual form sections in the multipart form component in sequential order.
6. Save the multi-part form.
7. On a webpage, edit or add a content section and set it to the “form” content type.
8. Place the multi-part form component in the Form Block field.
LIST-O-MATIC

Purpose
- This component is a general listing tool to cover links not directories, profiles, news articles, blogs.

Usage
- Each item in the list is composed of a headline, optional thumbnail image (100x100), teaser copy and link.

Creation
- Select the “List-o-Matic” content type.
- Enter a headline which will be linked if you provide a link
- Optional but recommended – Enter a thumbnail. 100x100 or other square image
- Optional. Enter a subheadline – appears in italics
- Enter a teaser/short description
- Optional but recommended – browse to and choose a page to link to
- To add additional items, click the “Add New Group” button (plus sign).

Best practices
- Be consistent with the list items.
- Keep the list short since there’s no pagination.

Common Pitfalls
- Making the teaser content too long.
GALLERY

PHOTOS OF POD

- Performing on Campus
- Drumline
- Brass Section
- Some of our Trombones
- Twirlers Perform on Campus
- Marching at Welcome Stadium
- A Pregame Formation
- Our Troops are Marching

**Purpose**
- This component allows you to easily display images related to your department or program.

**Usage**
- Add a headline and caption to each photo. This information will display in the gallery and give it context.

**Creation**
- Select the “Gallery” content type.
- Depending on the context of the photo gallery, you may wish to include some introductory text that will display above the gallery.
- Enter a title for the group of videos. This is optional and may be left blank if there is only one group of videos in the gallery.
- Select the type of gallery. See next section for descriptions of the gallery types.
- Use the “Add New Group” tool for additional photos.

- Choose or upload a photo in the Default Photo field.
- The roll-over image is only needed when using the roll-over gallery option.
- Photo Title: The title displayed with the photo. Keep these short.
- Photo Caption: The caption displayed with the headline. Keep these short.
- Leave the Link field blank unless you are creating a video gallery. See instructions for video gallery in the next section.

**Best practices**
- Add text to the “Introduction” section to provide context for the photos.
- Make sure all photos are RGB color scale. In some browsers, CMYK photos display with strange colors — or don’t display at all.
We recommend making all your photos are the same size/ratio. Switching between horizontal and vertical photos and/or small and large photos can be awkward to a user.

**OPTION: PHOTO**
- **Purpose**
  - This is the default setting for the Gallery. The images you put in the gallery will display on the webpage in a grid.

**OPTION: POP-UP GALLERY**
- **Purpose**
  - When any of the photos in the gallery is clicked, a pop-up slideshow opens with next/back controls for flipping through all of the images

**OPTION: ROLLOVER GALLERY**
- **Purpose**
  - When a mouse hovers over the picture, it will change to the rollover picture.

**OPTION: VIDEOS**
- **Purpose**
  - A collection of video thumbnails is displayed in a grid. When the thumbnail is clicked, the video will play in a pop-up.
- **Creation**
  - Separately, use the video pop-up page layout to create a pop-up page for each video you want to include in the gallery.
  - Separately, create a still image from the video to use as a thumbnail. If desired, edit the thumbnail to overlay a play button. The button isn’t functional, but it will indicate that the image is clickable.
  - Enter a title for the group of videos. This is optional and may be left blank if there is only one group of videos in the gallery.
  - Select the “Video” radio button from the Type options.
  - Expand the Content » Gallery » Group »Photo section. Create additional sections for each video.
o In the default photo field, link a thumbnail of the video. (You may need to save your work and separately create a thumbnail for each video. Thumbnails should be 300-500 pixels square.)
o Enter a title for the video. (Optional)
o Select yes or no to show a caption.
o If desired, enter a caption.
o Link to the symlink or video-pup-up-page of the video.
PROFILE LISTING

• Purpose
  o This component displays a hand-selected listing of profiles linked to the full profiles on the Directory website.
  o NOTE: For a dynamically-generated listing of profiles based on school, department, office, or other metadata, use the “stand-in” content type. See the Stand-In section for details.

• Usage
  o Requires that profiles have already been created separately in the Directory website. See the Directory Website Profiles section for instructions.

• Creation
  o Select the “Profile Listing” content type.
  o Optional: Enter a headline for profiles listing.
  o Optional: Enter an introduction to the profiles listing in the Content field.
  o In the Profile field, browse to and choose a profile to list.
  o To add more profiles, click the “Add New Field” button (plus sign).
  o Profiles can be re-ordered using the move up/move down controls.
STAND-IN

• **Purpose**
  o This component displays a listing of profiles based on metadata categories such as unit, division, department, office, etc.
  o The profile listings are linked to the full profiles on the Directory website.

• **Usage**
  o Requires that profiles have already been created separately in the Directory website. See the Directory Website Profiles section for instructions.
  o Requires that a listing block component has already been created to specify the metadata categories of the profiles to be included in the listing. See the Directory Website Profiles section for instructions.

• **Creation**
  o Select the “Stand-In” content type.
  o Enter a heading for the profile listing.
  o In the block field, browse to and select the desired directory listing block.

SOCIAL MEDIA

• **Purpose**
  o Display current feeds from your social media sites – Facebook, Twitter, or Instagram

• **Creation**
  o Select the “Social Media” content type.
  o Select a social media provider
  o Enter the URL or account name
COVER (HIGH/LOW)

- **Nav Bar Site Links**
  - You can have as many site links as will fit across the published cover page, about 6. Shorter link text may allow more; longer links will reduce the number.
  - The Cover template site links are managed in the 540-SUBSITE-NAV component in the /_resources/components folder.

- **Nav Bar Hover Links**
  - The sub-links are managed in the 540-SUBSITE-NAV component in the _resources/components folder. Each of the 6 (or as many as can fit across the bar) Site Links can have 0-8 manually selected sub-links that appear on mouse-over/hover.
  - Sublinks are optional and can be added to none, some, or all of the top-level Site Links. It is recommended that the sub-links be related in some way to the top-level Site Link.

- **Heroes**
  - Heroes should be changed out periodically. Ask University Marketing for help acquiring images and writing headlines.

- **Hero Image**
  - Should be 1250x700-ish. Use the PSD file to preview hero images to see how they display when used on the cover template. The responsive code adapts/crops the image according to the screensize of the device. Crop the image to ensure the center portion of an image always displays and the edges that sometimes display. The center portion aligns beneath the header titles/links. Note: 920x310 images don’t work well for smartphone screens — they leave a big gap before the headline.

- **Hero Headline**
  - Generally, the lines break at about 13 characters. Try to make headline long enough to break into three lines on desk-top view. This improves appearance across devices.
  - Hero superheadlines ask big questions or make bold statements to set the tone. A super headline should always stand alone. (Example: Do you believe the truth or the hype?)

- **News and Events Feature**
  - For stories, you can use news articles from the News website or blog posts from the Blogs website. For events, use events in the Calendar site.

- **Content Sections—White Backgrounds/Gray Backgrounds**
  - Try to alternate the backgrounds. Trial and error is the best method for seeing what works and what doesn’t. There are no rules, just your preference.

- **Content Sections—Picture Nav**
  - The picture nav section gives you up to 8 teasers, each consisting of a thumbnail, headline, teaser and link. The last section doesn’t have to be a teaser. It can also be Related Links or a Callout. See this UD page for an example of Picture Nav.

- **Content Sections—Feature block**
  - Two features are required. Try to make them the same length. See this page for an example of feature blocks.

- **Content Sections—Featured Profiles**
Three profiles from the directory site are required. Use profiles that have profile images, not default images or no images.

- **Content Sections—Related Links**
  - Minimum two links, maximum 8.

- **Engagement Section**
  - This is for the contact information for your site. The section title should be something along the lines of “Contact Us” or “Contact Information”. Use the contact-info component located in the `_resources/components` folder. Select a large image for the background.
HUB PAGE

- **Purpose**
  - The hub layout provides a page where manually-selected and automatically populated blog posts, news articles and events can be displayed in a panel layout with no left-hand navigation. See this page as an example of a hub page:

- **Usage**
  - Feed-based articles and posts will be combined into a single listing displayed newest to oldest.
  - Manually selected articles can be featured
  - Manually selected events can be featured

- **Creation**
  - The first section of the layout contains fields for defining which RSS feeds to pull articles from.

**RSS Sources**

1. To have news articles automatically display on the hub page (can be limited by tags): In the RSS Source section of the layout, insert this symlink from the News website:
   - news/_resources/symlinks/news-articles-rss-feed-symlink
2. To have blog posts automatically display on the hub page (can be limited by tags): In the RSS Source section of the layout, insert the symlink for blog rss feed. The blog RSS feed symlinks are located in Cascade in the Blogs website here: blogs/_resources/symlinks/
3. To add more RSS feeds to the hub page, click the plus sign for additional fields.
4. If you are including the UD News RSS Feed on your hub page, specify which News tags to use. Enter any of these News tags, separated by a comma and a space:
   - Athletics
   - Business
   - Diversity and Inclusion
   - Engineering
   - Faculty
   - Fine Arts
   - Engineering
Optional: For Blog RSS feeds, specify tags to limit which posts from a blogsite feed are displayed. Enter any of these blog tags separated by a comma and a space:


Rows
In the next section, you will decide how many rows of content to have on the page.

Row for the RSS feeds.
1. Using one of the “Row” sections, set the type radio button to “RSS Feed.” If you want the hub page to only display full rows of posts/articles, check the box for “Full Rows Only.” If blank, a final, partial row of posts might display on the page.

Rows for Manually Selected Articles, Posts and Events
Optional: The hub page can include rows of manually selected content. You can create multiple rows of manually selected content as needed. It is recommended that each row contain three items in any combination of news articles, blog posts and events.
1. If needed, add a Row to the page by clicking the plus sign in an existing Row.
2. Set the type to Manual
3. In the first item, set the type to News Article, Blog Post or Event and select the content.
4. Add a second Row>>Item, set the type and select the content.
5. Add a third Row>>Item, set the type and select the content.

Row for Feature Story
The item that is selected for this row will display as the featured story and will span the entire page width. The feature story can appear in any row, it does not have to be in the first row.
1. Set a row to be of type Manual. In that row make sure there is only one Row >> Item. (You may have to delete a couple row >> items to get it down to one.)
DIRECTORY WEBSITE PROFILES

Note: Please request access to the Directory website by emailing itservicecenter@udayton.edu. Include in the request which website you normally edit.

ORGANIZING DIRECTORY CONTENT

1. In Cascade, go the Directory website in the sites dropdown.
2. Locate your unit’s folder.
3. If not already in place, create subfolders in the parent folder according to the basic organizational structure of your area, or whatever makes sense for managing the profiles in Cascade. Remember that the folder is part of the profile URL: e.g., udayton.edu/directory/ministry/center_for_social_concern/cardilino_nick.php
4. You may want subfolders for keeping profile content organized: img, components, docs
5. Upload the profile pictures into the images folder. Profile images should be about 300 – 500 pixels square.

CREATING A NEW PROFILE

IMPORTANT: You must set metadata for each profile after you have entered the basic profile content. Step 3 includes full instructions.

1. Go to the Directory website.
2. Under the “Add Content” menu, select the Profile asset. The Profile layout opens in the Content view.
3. Begin filling in the profile sections, noting these formatting instructions:

Metadata fields:

- **System name**:.lastname-firstname. (No caps, no spaces)
- **Parent Folder**: your site’s folder/subfolders
- **Classification**: Check as many classifications as apply

Directory Profile Fields:

- **Picture**: Use image with face centered, cropped to a square. For best results, size between 300x300px and 500x500px
- **Thumbnail**: Use same image, sized to 100x100px
- **Professional Title**: Enter a title. Be consistent with your use of titles across your unit and, if possible, with the way other units have entered titles. Also, if the person has multiple titles, punctuate as needed to separate titles using your choice of comma, semicolon, or pipe. The text from this field displays on the listing snippet under the person’s name as well as on the full profile:
Location: Enter building and room number

- **Phone Number:** xxx-xxx-xxxx
- **Email Address:** The email address entered in this field DOES NOT display on the profile and is not accessible to spambots. On the published profile, a contact form pop-up is launched for the visitor to fill in. When submitted, the form is sent to the hidden email address contained in the profile in Cascade.
- **Example of a pop-up contact form**

- **Website:** Optional. Enter a full URL
- **Curricula Vitae:** Optional. Link to PDF stored in Cascade.

Social Media Fields:

- Enter the URLs to any applicable social media pages on Twitter, Facebook, Linked In, You Tube and Google+.

Profile Section Fields:
This section is optional. This is a repeatable section -- add as many sections as needed. Each section consists of a section title and body copy. Full WYSIWYG options are available.

Suggested section titles:
- Profile
- Areas of Interest
- Research
- Courses Taught
- Degrees
3. Set the metadata tags.

IMPORTANT: For profiles to display and function properly in listings, you must set customized metadata.

a) Select the “Metadata” tab from the Edit sub-menu.

b) **User Metadata Section:**

   Leave this section blank.

c) **Custom Metadata Section:** The custom metadata tags a profile with a person’s unit and subunit. It allows Cascade to pull listings of people by unit/subunit. It also standardizes the way department and office names are displayed in profiles across the Directory site.

   IMPORTANT: **If a unit or subunit is missing** or incorrectly labelled in the Custom Metadata lists, please contact UDit, itservicecenter@udayton.edu, so that we can update the listings.

   You must specify both the unit and, if applicable, the corresponding subunit.

   ![Custom Metadata Diagram]

   i. In the “Unit” list, click the appropriate unit. If more than one unit is applicable, hold the shift key to click additional units. To unselect, hold shift and click the item.

   ii. Then, locate the corresponding subunit list. Click the appropriate subunit. If more than one subunit is applicable, hold the shift key to click additional subunits. For example, a faculty member may belong to two departments or a staff member may report to two offices.

4. Click “Submit” to save the profile.

5. Publish the profile.
CREATING DIRECTORY LISTINGS

You can create automatic listings of profiles by these categories:

- University divisions/Cascade site
- Sub-units of divisions such as offices or departments
- Employee categories such as faculty, staff, graduate assistants, etc.

Automatic directory listings pull profiles according to the metadata categories selected in each profile. Depending on the size of the listing, it may make sense to have separate listings for full-time faculty, staff, graduate faculty, or other subsets. See udayton.edu/artssciences/academics/biology/ as an example.

1. Go to the Directory Site in the sites dropdown and navigate to your unit. There may be subfolders in your unit also. Each unit or subunit has a sub-folder for storing the profile images. There may also be a subfolder for documents such as CVs.
2. Click “New” and select “Directory Listing Block.” It will open in the “Content” editing view.
3. Enter the system name.
4. Set the parent folder (_resources/components/etc.)
5. Enter a title. The title does not display anywhere.
6. Leave the Last Name, Middle Name and First Name fields blank.
7. Classifications: To include all types, leave the checkboxes unchecked. To create a custom listing, e.g. Full-time Faculty, check the applicable categories.
8. Leave directory_listing settings as is: No, No, Yes, Yes, 10.
9. Click the Metadata tab.
10. Leave user metadata blank.
11. In the Custom Metadata sections, click to select the Unit (control+click deselects).
12. Select the corresponding subunit.
13. To include additional subunits in the listing, shift+click to select or deselect others.
14. Submit to save the new component.

CREATING MANUAL DIRECTORY LISTINGS
You can hand-select profiles to include in a listing. The profiles can come from any of the folders in the Directory website.

2. Enter a name for the listing.
4. Leave Display Name and Title fields blank.
5. In the Manual Directory List section, leave the Headline and Intro Content blank.
6. Click “Choose Page” and browse to the profile of the person to add to the listing.
7. Click "+" (Add New Field) to add more profiles to the listing.
8. Use the up/down caret to arrange the order of the profiles in the list.
9. Save and Preview; Submit.

PLACING THE DIRECTORY LISTING ON A PAGE

1. Go to your website in the sites dropdown.
2. Create a new page or edit an existing page in your site.
3. In the Content Section, select the "stand-in" content type.
4. In the Content>Block chooser, search and select the desired listing block (the block might appear in your history of recently visited content; if not, browse to the Directory website to locate the listing block).
CALANDER WEBSITE EVENTS

The Calendar website, udayton.edu/calendar, provides a central location for University of Dayton events. In addition, events stored in the Calendar website can be re-used in your own website – either on the Cover page or as a featured event in the page template.

You will need to request access for adding events in the Calendar website by emailing itservicecenter@udayton.edu.

LOG IN

1. Using Chrome, Firefox or Safari, go to cascade.udayton.edu. Log in with your UD username and password.
2. In Cascade, select “Calendar” from the sites dropdown.

ADD A NEW EVENT

1. Select “Event” from the “Add Content” dropdown menu.
2. Events are organized by year then month. To select the appropriate “Placement Folder”, click on the “Calendar” folder.

3. In the pop up window, click “Browse.” Then click on the folder icon of the year of your event. This will expand the folder to display the subfolders for the months. Click the radio button of your event’s month.
For example: if your event starts on February 21, 2018 you would click on the 2018 folder, then click the radio button next to the 02 folder. Once you have selected the appropriate folder and it is showing as the “Current Selection”, click the “Choose” button. This will return you to the main editor.

4. Skip in the “Inline Regions” section.
5. In the “Display Name” and “Title” fields, enter the full name of your event. Do not use punctuation or special characters in these fields.
6. Skip the keyword and description fields.
7. Select a category for your event. To add multiple categories, hold the CNTRL key while selecting.
8. Enter the start and end dates and times for your event. Clicking on each element will bring up a dropdown menu.
9. All Day Events can be specified by selecting the “Yes” radio button next to the “All Day?” label. If you choose “All Day,” specific times selected in the previous step will not display in the final listing.
10. Repeating events can be set up by selecting the “Yes” radio button. This will bring up a dropdown menu allowing you to specify the frequency with which the event will repeat. Depending on the frequency of your event, additional dropdown menus will let you further refine how your event repeats.
11. Open the details section by clicking on “Details”.
12. Enter the location for the event in the provided text box. Please use full building names instead of abbreviations.
13. (Optional) If your website has a page for this event containing more information, enter the full URL (including https://) in the provided text box.

14. (Optional) If you have created a Facebook event page, you may enter that URL in the provided text box.

15. Either enter a cost for your event or leave it blank.

16. (Optional) You may attach a file(s) to the event. Click in the “Materials” field to choose or upload a file.

17. (Optional) You may upload a thumbnail image. Click in the field to open the file chooser. Click “Browse” to navigate to your images folder or click “Upload” to choose an image from your desktop.

18. In the “Information” editor, add a short 2-3 sentence description of your event. This description should contain enough information for people to understand your event, but should not include lengthy descriptions. This is not an advertisement or a web page for your event, but a simple calendar entry. Detailed descriptions, schedules of events, keynote details, etc. should be hosted on your department’s website.

19. Click the “Contact Information” button to expose the contact fields.

20. In the “Name” field, enter the name of a person or department interested parties may contact for more information.

21. If your department has a website, enter the website URL in the provided field.

22. In the phone and email fields, enter the appropriate information. All events should have either a phone number or email address.

23. Once you have completed the above information, click the “Save & Preview” button, then “Submit”. “Submit” does not publish your event to the public website. Follow the “Publish an Event” instructions below.

PUBLISH AN EVENT

Before events are displayed on the website they must be published.

1. Select the “Publish” tab from the top menu bar.

2. On the publish tab, all of the check boxes should be checked by default. Leave them checked.

3. Click the “Submit” button.

4. Open https://udayton.edu/calendar and navigate to the day your event is on. Check that all of your event information is displaying correctly.
BLOGS WEBSITE

The University of Dayton Blogs website provides a robust, central website for news, feature articles, and perspectives. To request a blog site, contact itservicecenter@udayton.edu. It is recommended that you familiarize yourself with udayton.edu/blogs before you begin posting blogs.

In addition to your blog website, blog posts are re-usable in these locations:

- Blogsite homepage
- Cover-high -- News & Events content type
- Page – Stories content type
- Hub page (as RSS feed)
- UD Email Newsletter (subscription service) – UD uses Cerkl as an opt-in email newsletter available to anyone, but geared to external audiences such as alumni and friends. NOTE: Contact Michelle Tedford (mtedford1) regarding inclusion of your blog in the Cerkl feed. NOTE: See instructions below for marking a blog post for inclusion in the newsletter.

LOG IN

1. Using Chrome, Firefox or Safari, go to cascade.udayton.edu. Log in with your UD username and password.
2. In Cascade, select “Blogs” from the sites dropdown. Click on your blog folder to expand it.

INDEX PAGE SET UP

The only thing you might want to change is the Lead Story. Otherwise, leave all other settings as is. If you think you want these changed, contact and discuss with UDit, itservicecenter@udayton.edu. Lead Story: If desired, select one of your existing blog posts to appear full-width across the page. Publish the index page whenever you change the lead story.

PAGE NAVIGATION AND SIDEBAR SET UP

Manual navigation, suggested links and social media links appear on all of your blog site pages. On your homepage, they appear on the left. On your posts, they appear on the right. Any changes you publish will be applied to all the pages.

By default, there are two links already in the page navigation: UD Blogs Home and your blog’s homepage. It’s recommended these remain as is. If there are other links relevant to your blogsite that you want to provide users, you can add them to the Suggested Links section.
SUGGESTED LINKS SET UP

NOTE: The Subscribe link is already included in your Suggested Links.

To add other links to the Suggested Links section of the blog homepage and blog posts, you need to create a symlink file for each additional link and store it in the `_resources/components/suggested-links/references` folder.

1. Go to Add Content > Symlink.
2. Enter a Link name
3. Set the placement folder to Blogs/_resources/components/suggested-links/references
4. Enter a display name and title
5. Enter or paste the URL in the Link field.
   a. NOTE: If the link points to a page in Cascade, enter only the relative path of the URL – everything that comes after https://udayton.edu – including the initial /.
      i. For example, the relative path of this page
         https://www.udayton.edu/studev/leadership/involvement/index.php is /studev/leadership/involvement/index.php
6. Skip the “Properties” section.
7. Click Save & Preview, then Submit.

SOCIAL LINKS SET UP

Create a Symink for each social media site you want to add to the Social Media section. Store the social media Symlink in the `/resources/components/` folder.

1. Go to Add Content > Symlink.
2. Enter a Link name
3. Set the placement folder to Blogs/_resources/components/
4. Enter a display name and title
5. Enter or paste the URL in the Link field.
   a. NOTE: If the link points to a page in Cascade, enter only the relative path of the URL – everything that comes after https://udayton.edu – including the initial /.
      i. For example, the relative path of this page
         https://www.udayton.edu/studev/leadership/involvement/index.php is /studev/leadership/involvement/index.php
6. Skip the “Properties” section.
7. Click Save & Preview, then Submit.
8. Edit `_resources/_components/SOCIAL-LINKS`
9. Select a source from the Type dropdown
10. In the link field, select the Symlink you just created.
11. Click Save & Preview, then Submit.
13. To add additional social media symlinks, repeat steps 1-8. Click the plus sign (Add New Group) for each additional link and follow steps 9-12.
CREATING A BLOG POST

1. Go to Add Content >>[Your Blogsite] Post
2. Enter a Page Name according to this naming convention: yy-mm-dd-blog-post-title
3. The system name becomes the URL of your blog entry, so it can’t have spaces. It’s best to name it the date and title without spaces. So if the blog post entry is “Today I Went to Class” you would use “18-01-31-today-i-went-to-class”. Also avoid capital letters.
4. Placement Folder: Should always be your blog. If desired, you can create subfolders in your blog folder for each year which will help keep things organized.
5. Title: Change the placeholder text to the headline of your post. Use standard capitalization.
6. Author: (optional; displays in the post after the blog title)
7. Start Date: The date you want the post to go live. By default, it is set to the current time/date.
8. Include in email newsletters (Cerkl): NOTE: Contact Michelle Tedford (mtedford1) regarding inclusion of your blog posts in the Cerkl email newsletter feed. Only check this box if the post is written for an external audience, such as UD alumni. If the post is internal in nature, i.e. for current students or employees, do not check the box. NOTE: When a logged-in user clicks to a UD blog post from their personalized Cerkl feed, it will populate a customized collection of stories at the bottom of the post that may also be of interest to them. If a user is not logged into Cerkl, it will display the "What's Trending" feed.
9. Blog Name: Don’t change this!
10. Web/Porches Comments: (Optional)
11. Tags: Tag your entry – especially if you want it included in UD e-newsletters. To apply multiple tags, CNTRL+Click to multi-select.
12. Primary tag: One of these must be selected if you want the post included in the email newsletter.

BLOG-SINGLE

1. Ignore the thumbnail section – this has been discontinued.
2. There is a default image already selected in the Feature field. You can select a different image (recommended). A Feature image shows at the top of your blog post entry and also gets used as a thumbnail along with your teaser in listings and if designated, the eNewsletter. It is 600x400 pixels.
3. Show teaser in blog post: The teaser is used for the listing of blog posts. If you want the teaser text to also display at the top of the post itself, check the box.
4. Teaser: The “intro” to your post that appears wherever a list of entries is displayed, such as your blog homepage, the full UD Blogs homepage, and eNewsletters. One to three sentences is plenty, but there is no character limit. A teaser is not required, but strongly recommended. If you don’t specify it, then the first hundred or so characters from your post content will be used as a teaser which is fine. NOTE: Don’t enter your full blog post as a teaser.
5. Post Content: This is where you type your actual post.
6. Photo Gallery: The photo gallery displays at the bottom of the post. It can include as many images as you want. General rule of thumb for images sizes is 600px by 400 px, but any size will work. Try to make gallery images about the same size.
   a. Image: Your previously uploaded asset. Should show up in the chooser when you click Search, otherwise click Browse to find the image directly.
b. Image Alt. Text: short description of the image – this is not a caption; it is something in the background for accessibility that describes the image to screen readers. So, it does not display.

c. Click the plus sign (Add New Group) to add another photo. Click the minus sign if you add too many or want to remove one. You can also use the arrows that come up when you have more than one if you want to change the order.

**NOTE: Photos taken on phones:**
The rotation of an image has to do with the device it was taken with and viewed on. When taking a photo with an iPhone, for example, the orientation of the phone is recorded and stored as extra data in the image.

When the image is viewed on an iPhone compatible device (iPhone, iPad, Mac, etc.) it reads the extra data to determine what the orientation of the image should be. An Android phone may not read the extra data so the image displays as intended. iPhone is trying to be helpful but really it isn't. There are two ways to fix it:

- **Option A:** make sure the phone or camera is rotated the correct way when taking the photo; or
- **Option B:** use a tool to remove the extra data. Caveat - we have no idea how to tell if the camera or device is rotated the correct way.

Here's some more information on Option B:
Images contain metadata; information such as location the picture was taken, what type of camera it was taken with, and when it was taken. Another piece of information that can be included is the orientation of the camera when the picture was taken. You can remove this metadata, called EXIF data, in a couple of ways. On a Mac, the best way we found was to use a tool called [ImageOptim](https://imageoptim.com). On Windows, you can right click the image, select properties, and go to the details tab. At the bottom you should see a link to "Remove Properties and Personal Information".

**RELATED LINKS**
See an example of related links here: [https://udayton.edu/blogs/daytondocket/2014/20141113-twoyearvideo.php](https://udayton.edu/blogs/daytondocket/2014/20141113-twoyearvideo.php)

1. Link Title: What the link should be labeled
2. External Link: Not used.
3. External Link URL: Type or paste the full URL here. Make sure to include the https://
4. Related Document: Click Search and your Asset should pop up in the history area, otherwise type the name to automatically search or click Browse to find the file directly.
5. If you want to add more related links, click the plus sign (Add New Group) Related Links section bar. Click the minus sign to remove one if you add too many. You can also use the arrows that come up when you have more than one if you want to change the order.

**YOUTUBE VIDEO**
See an example of a video in use here:
1. Youtube Video URL: needs to be a special “embed” URL which takes the following form:
   http://www.youtube.com/embed/<videoID>
   a. Where do you find the video ID? It’s easy but you have to know what you’re looking for.
      Here are a few YouTube URLs as examples that show the ID string is always prefixed with v= and ends before the following & if there is one.
   b.  
       i. http://www.youtube.com/watch?v=6cfCgLgiFDM  
       ii. http://www.youtube.com/watch?v=N0w9qrNSaFc&feature=branded  
       iii. http://www.youtube.com/watch?v=DgTF99CTeso&feature=relmfu  
   c. So your embed URL looks like this: http://www.youtube.com/embed/oEby2CdPSi4

SAVE AND PUBLISH

NOTE: If this is a newly created blogsite, you must contact itservicecenter@udayton.edu to request that the blogsite be enabled for Live publishing. In the meantime, you can publish to the staging server and preview your blogsite at www-staging.udayton.edu/blogs/yourblog.

1. Click Save & Preview, then Submit. Check over your post.
2. To publish the post right away, click Publish.
3. Your blog will appear at: udayton.edu/blogs/yourblog.