

SiteExecutive Training

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Helpful Hints

Website Help Desk

The Website Help Desk should be your primary point of contact for all JHSPH Web Team support requests. You can also find helpful links to SEO guidelines, How-to's, and answers to frequently asked questions abt working in SiteExecutive:

webhelp.jhsph.edu

Modules, Objects, And Left Hand Navigation

If you want to add new modules, objects, or update your left hand navigation, you'll need to contact the Office of External Affairs. These items require broader permission levels than are generally granted to content managers. They will be happy to assist you with any changes to your site. You can reach them at: jhsph.edu/communications.

JHSPH Style Guide

JHSPH has compiled a comprehensive list of conventions with regard to fonts, image usage and colors. You can find this information at: jhsph.edu/se-style-guide.

Naming Conventions For Your Files

Naming conventions are essential for consistency and highly beneficial for search engine optimization (SEO). If you follow the naming conventions, the Office of External Affairs will be better able to assist you in the future. You can find information on JHSPH naming conventions at: jhsph.edu/conventions.

Logging In

There are Two Primary ways to log in:

1. Got to jhsph.edu/se
This leads to the SiteExecutive Content Management Systems Primary entry point
2. In your browser, navigate to the page you need to edit, then ppend **'/se'** to the URL.
For example <https://www.jhsph.edu/admissions/index.html/se> - this will lead to that specific page within SiteExecutive where you can then edit it (assuming you have permsionsions to edit the requested content)

In both cases you will be routed through JHED authenticaion and then into the SiteExecutive admin area.

Creating New Content

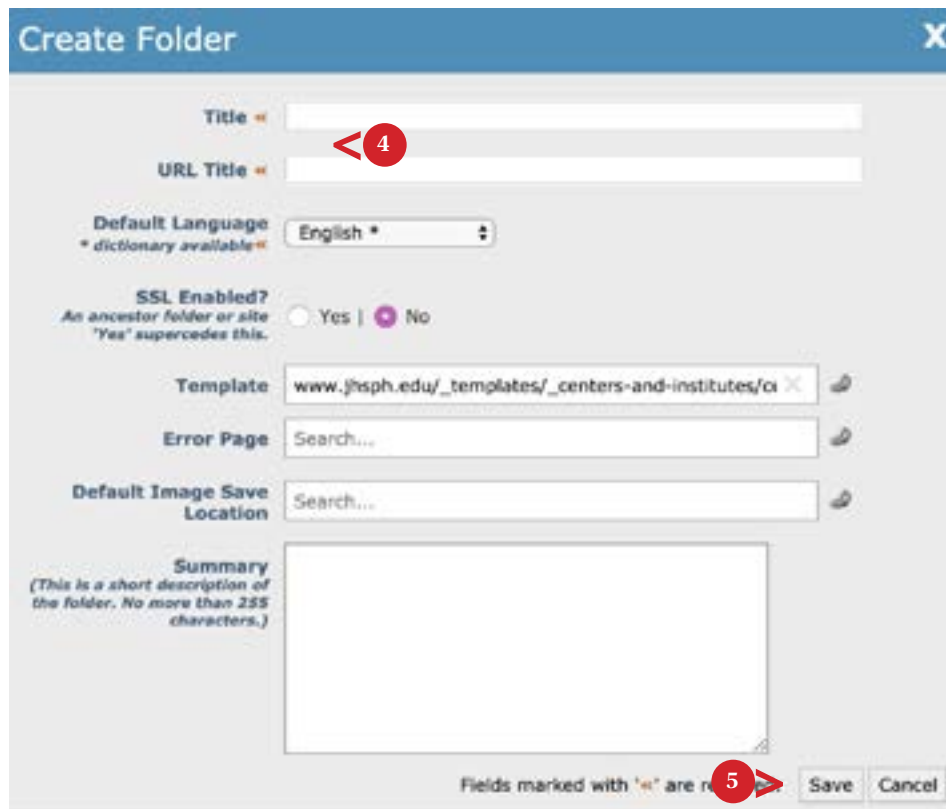
Note: Standard naming conventions can be found at: jhspht.edu/conventions.

Creating New folders

1. Open your project and click on the root folder of where you want your new folder to live. Be sure the “Desktop” tab is selected at the top of the screen.
2. Click on “Create Folder” in the right sidebar to create a new folder.



3. In the “Create Folder” modal, fill out the “Title” and “URL Title” input fields. The “URL Title” input field should follow standard naming conventions, which can be found at: jhspht.edu/conventions and will serve as part of the page’s URL once published.
4. Click “Save.”

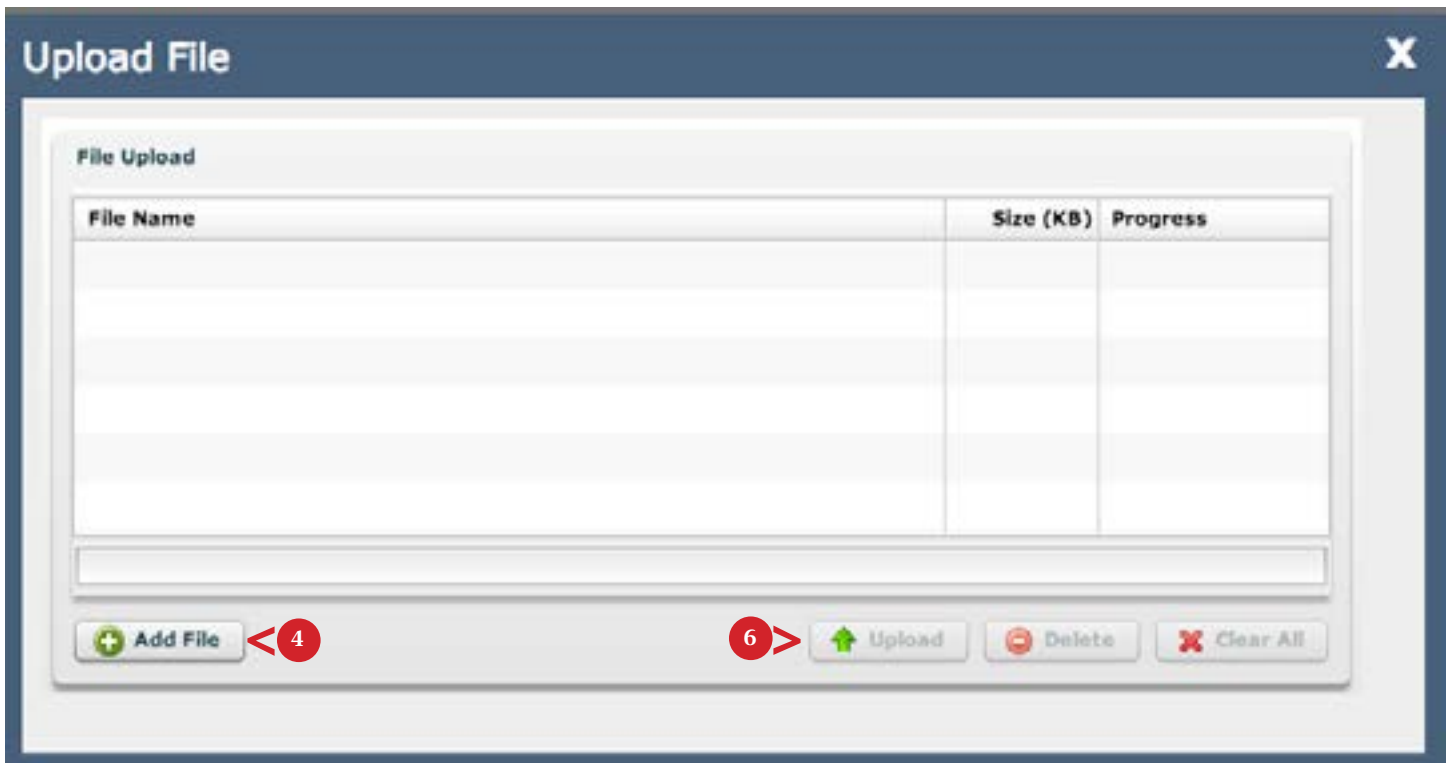


Creating New files

1. Navigate to the folder you want to upload a file to.
2. Check that you're on the "Desktop" tab.
3. Click "Upload File."



4. From the "Upload File" modal, click "Add File." Note: Double check that all files follow the standard naming conventions, which can be found at: <http://www.jhsph.edu/offices-and-services/marketing-and-communications/se/style-guide/conventions/>.
5. Find the file on your desktop and select it.
6. Click "Upload."



Creating New Pages

1. Navigate to the folder you want to add a page to.



2. From the “Create Page” modal, input the “Title” and “URL Title.” Note: Double-check that all pages follow the standard naming conventions, which can be found at:

<http://www.jhsph.edu/offices-and-services/marketing-and-communications/sc/style-guide/conventions/>.

3. Click “Save.”

Create Page [X]

Title =

URL Title = **2**

Browser Title
Used by search engines and browser tabs.

Template =

Default Language
** dictionary available* =

Administrator Options

Publish Date/Time [calendar icon] [time icon] [cancel icon]

Expire Date/Time [calendar icon] [time icon] [cancel icon]

SSL Enabled?
An ancestor folder or site "Yes" supercedes this. Yes | No

Searchable Yes | No

Cache Interval
In minutes. A value of '0' will disable caching.

Author
Used in page META tags.

Refresh Interval

Refresh Location

HEAD Section

Summary

Fields marked with '*' are required. **Save** **3**

Editing Text

h1, h2, h3, P

H1 | Heading 1 This is a primary heading at the top of the page. This should be used only once on the page.

H2 | Heading 2 This is a secondary heading. This is a phrase that states the subject of the subsequent text.

H3 | Heading 3 This is a third-level heading. This can be used to further divide text content that follows a secondary heading.

P | Paragraph This is used for paragraph text.

This is a primary heading

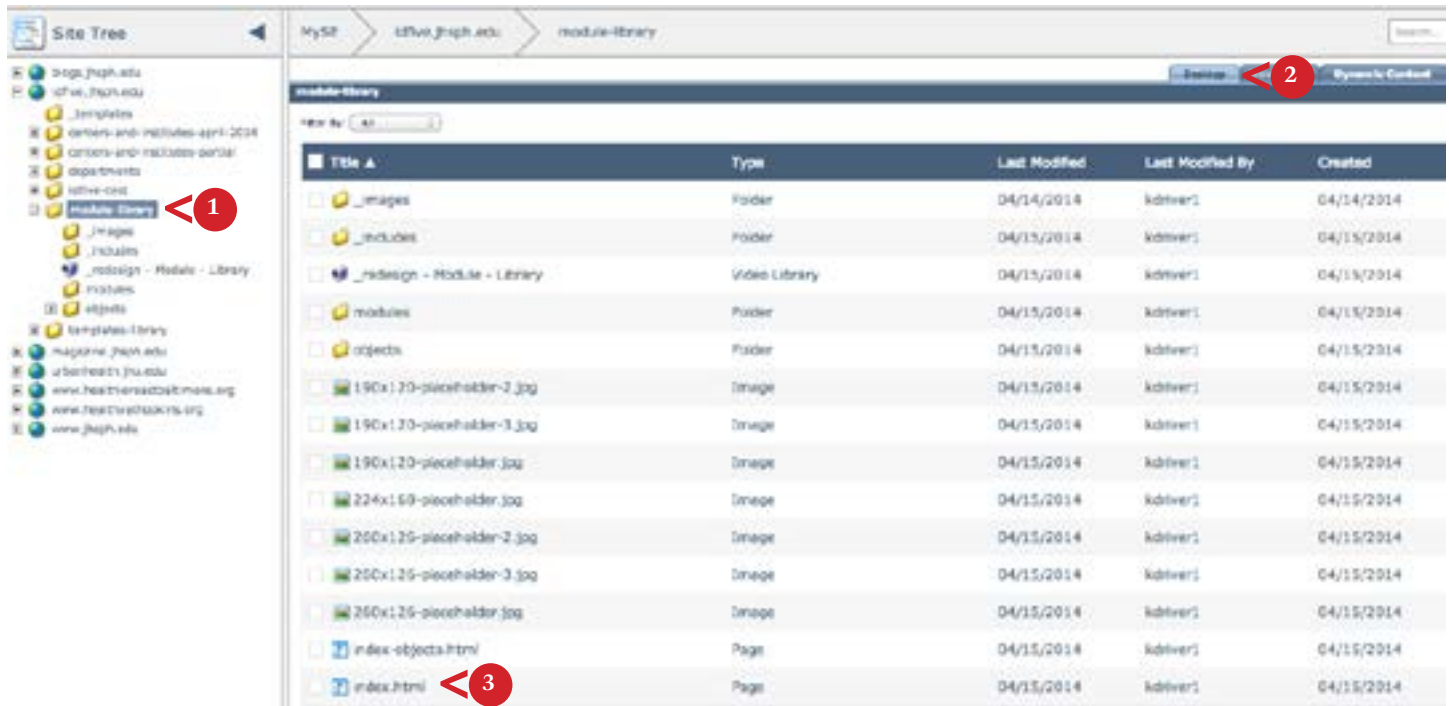
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate

THIS IS A SECONDARY HEADING

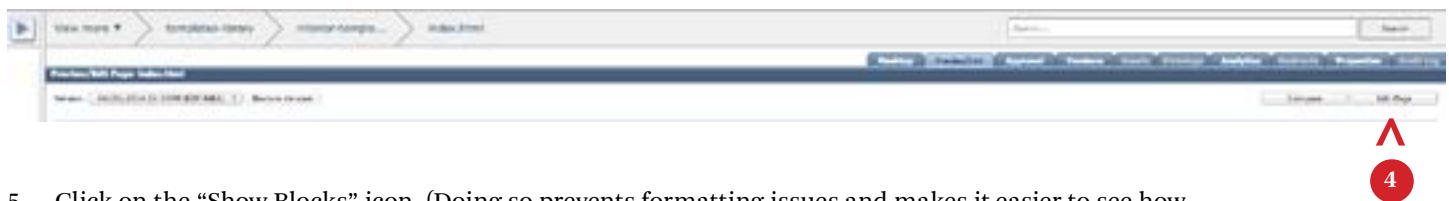
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

You can change the content on your new website. You can also change the formatting (Example: Use an H3 if you want something to have more prominence on the page). Please be aware most pages are already set up to adhere to the style guide. A good rule of thumb is that the H tags must go in order: H1 (top level page title), H2 (secondary title), H3 (still a title, but less prominent), etc.

1. Open your project folder.
2. Be sure the “Desktop” tab is selected at the top of the screen.
3. Click on the file you want to edit (typically an index.html file that either lives in the root folder of your project or within one of the subfolders).



4. Click on “Edit Page.”



5. Click on the “Show Blocks” icon. (Doing so prevents formatting issues and makes it easier to see how the text elements are separated).



6. Highlight the text you want to edit. Be sure **ONLY** to highlight precisely the text you want. If you accidentally highlight sections below or above the text, you may inadvertently lose the formatting. Now you can type in a new heading.

This is a secondary heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

7. To change the formatting, highlight the text. In the toolbar, click on the text formatting dropdown menu (it will say "Heading" in it). Then, choose the style you want for your text.

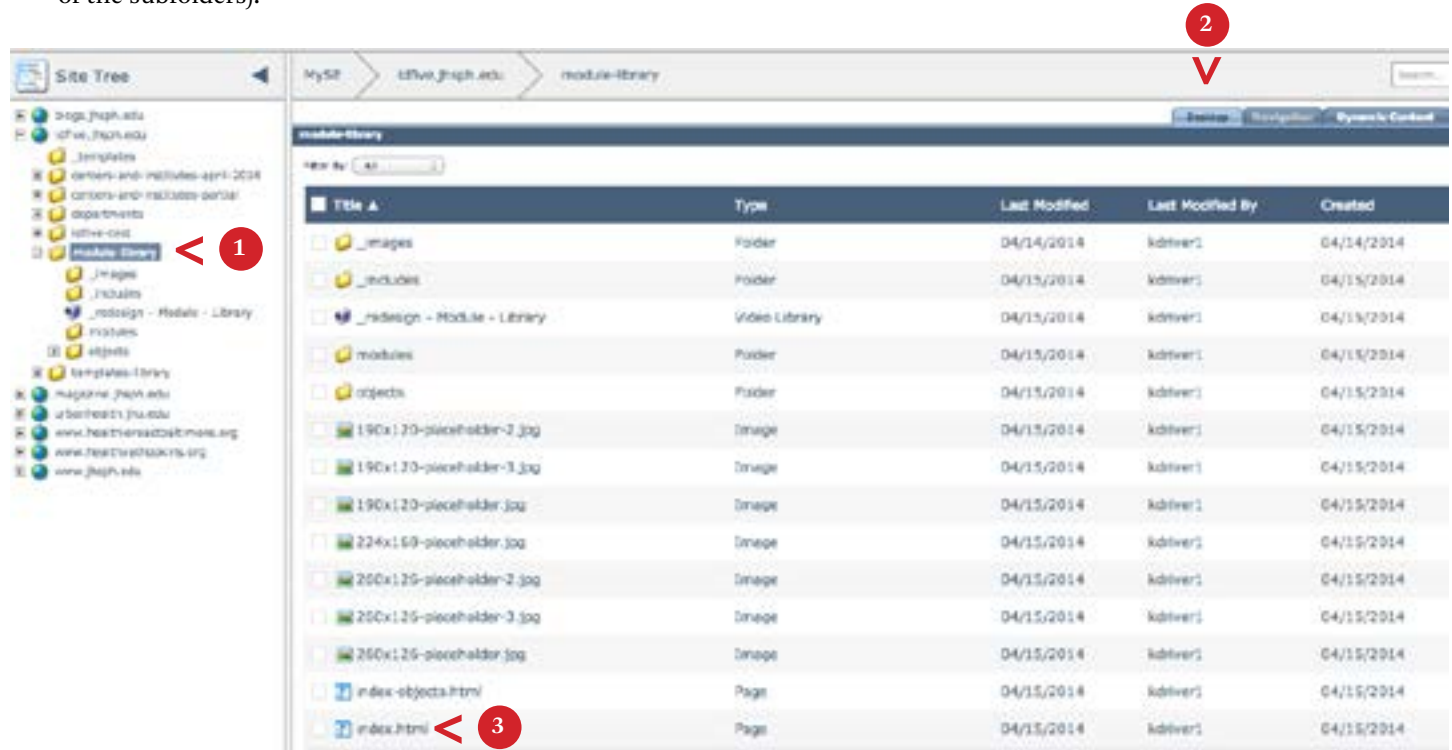


8. When you're finished, click the "Save & Close" icon.

Creating Links

Open SiteExecutive

1. Open your project folder.
2. Be sure the “Desktop” tab is selected at the top of the screen.
3. Click on the file you want to edit (typically an index.html file that either lives in the root folder of your project or within one of the subfolders).



4. Click on “Edit Page.”



5. Click on the “Show Blocks” icon. This will make it easier to see how the text elements are separated and help prevent formatting issues.



- Highlight the text you want to apply the “mailto:” link to. Be sure ONLY to highlight precisely the text you want. If you accidentally highlight sections below or above the text, you may inadvertently lose the formatting.
- Click the “Link” icon.



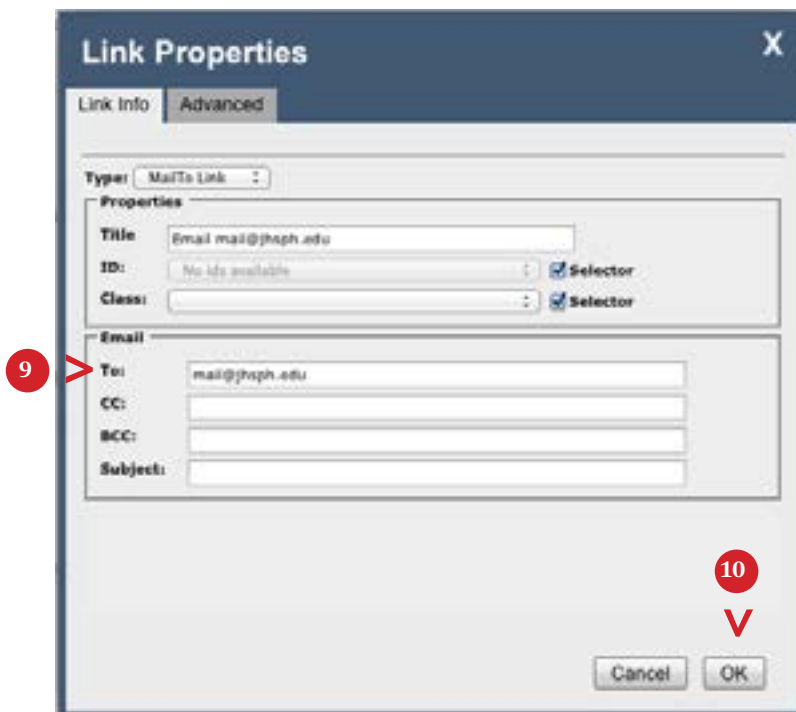
Creating “mailto:” links

Please first complete steps 1-7, starting on page 10.

- From the “Link Properties” modal, use the dropdown to select the “MailTo Link” option.



- Fill out the “To” field and “CC”/“BCC” as necessary. Note: If you want the email to include a preset title, also include it in this window.
- Click “OK.”



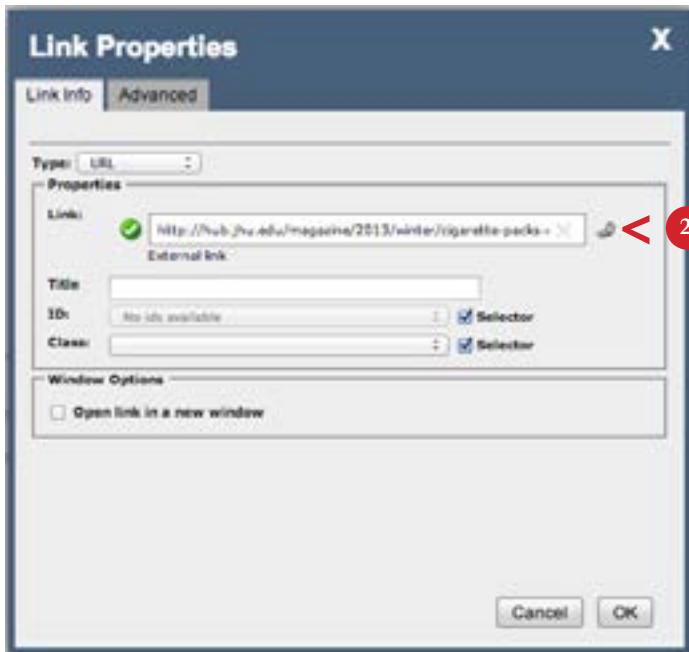
Creating Internal Links

Please first complete steps 1-7, starting on page 10.

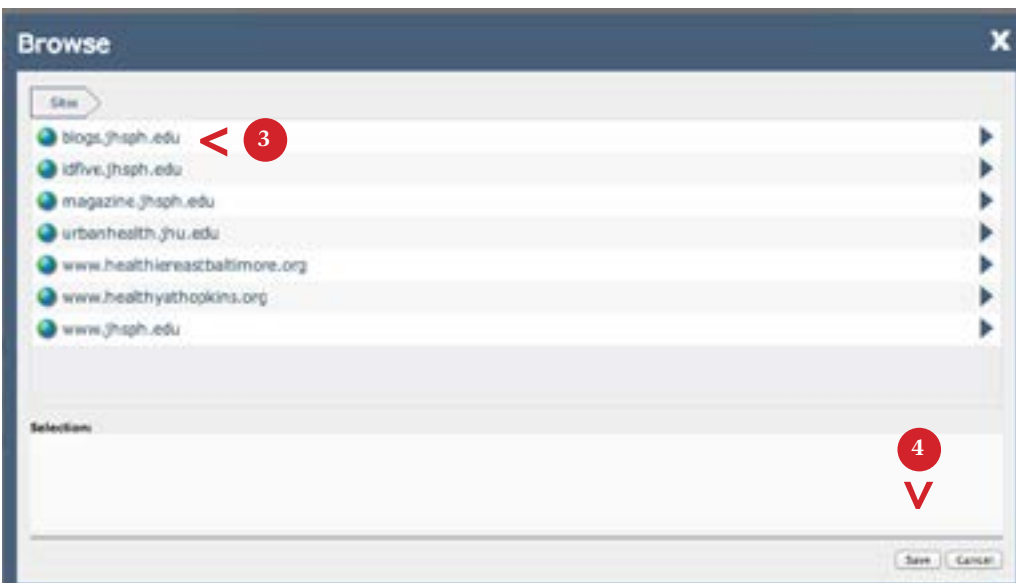
1. To update or create a hyperlink, choose the hyperlink icon.



2. To add an internal link, click on the hyperlink icon.



3. In the "Browse" modal, navigate within SiteExecutive, and find the root folder for the page you want to link to.
4. Click "Save."



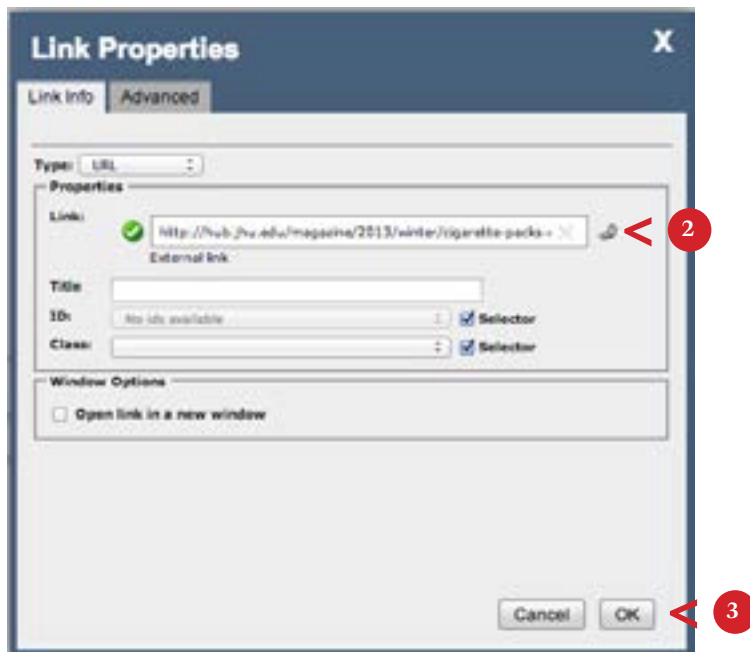
Creating External Links

Please first complete steps 1-7, starting on page 11.

1. To update or create a hyperlink, choose the hyperlink icon.



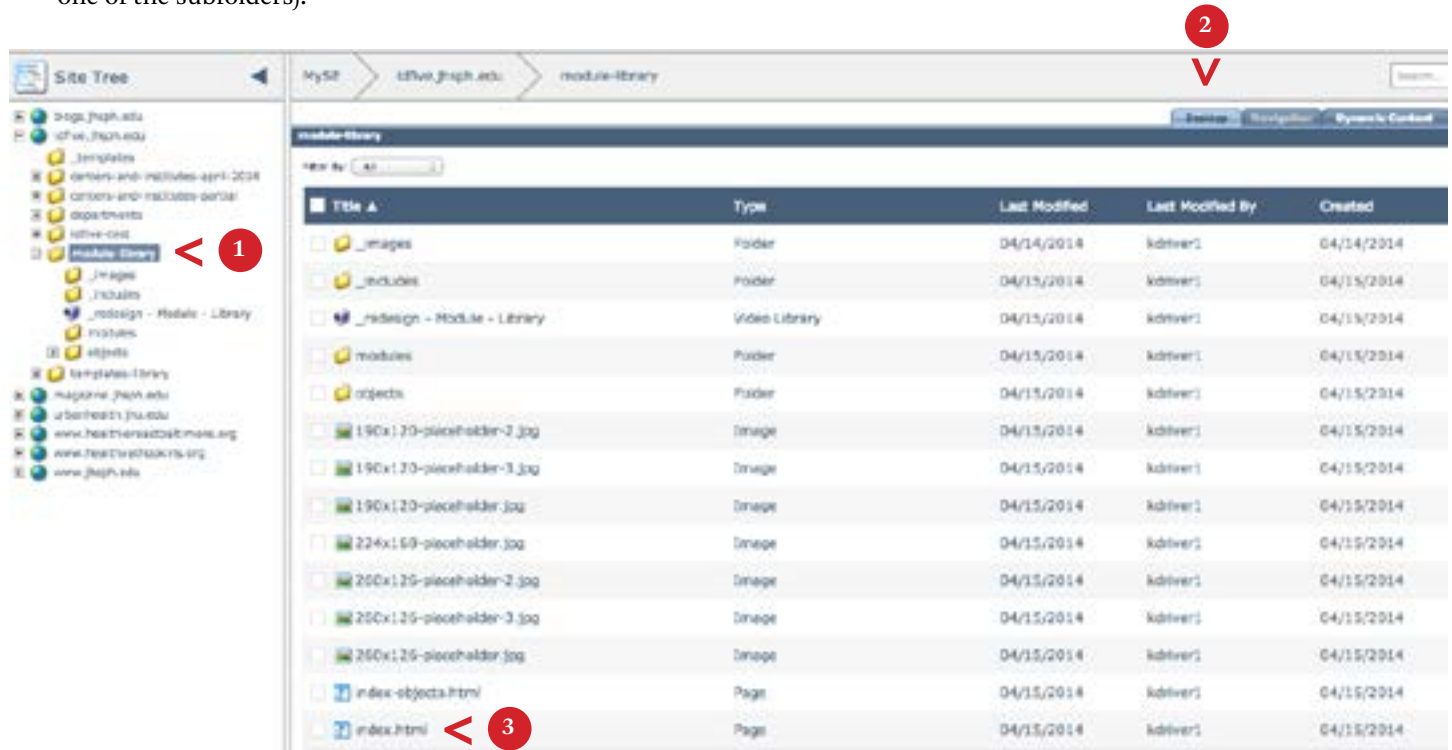
2. To add an external link, paste the link or begin typing it into the “Link Input Field.”
3. Click “OK.”



Adding Images Into Paragraphs

Once you are logged in:

1. Open your project folder.
2. Be sure the “Desktop” tab is selected at the top of the screen.
3. Click on the file you want to upload (typically an index.html file that either lives in the root folder of your project or within one of the subfolders).



4. Click on “Edit Page.”



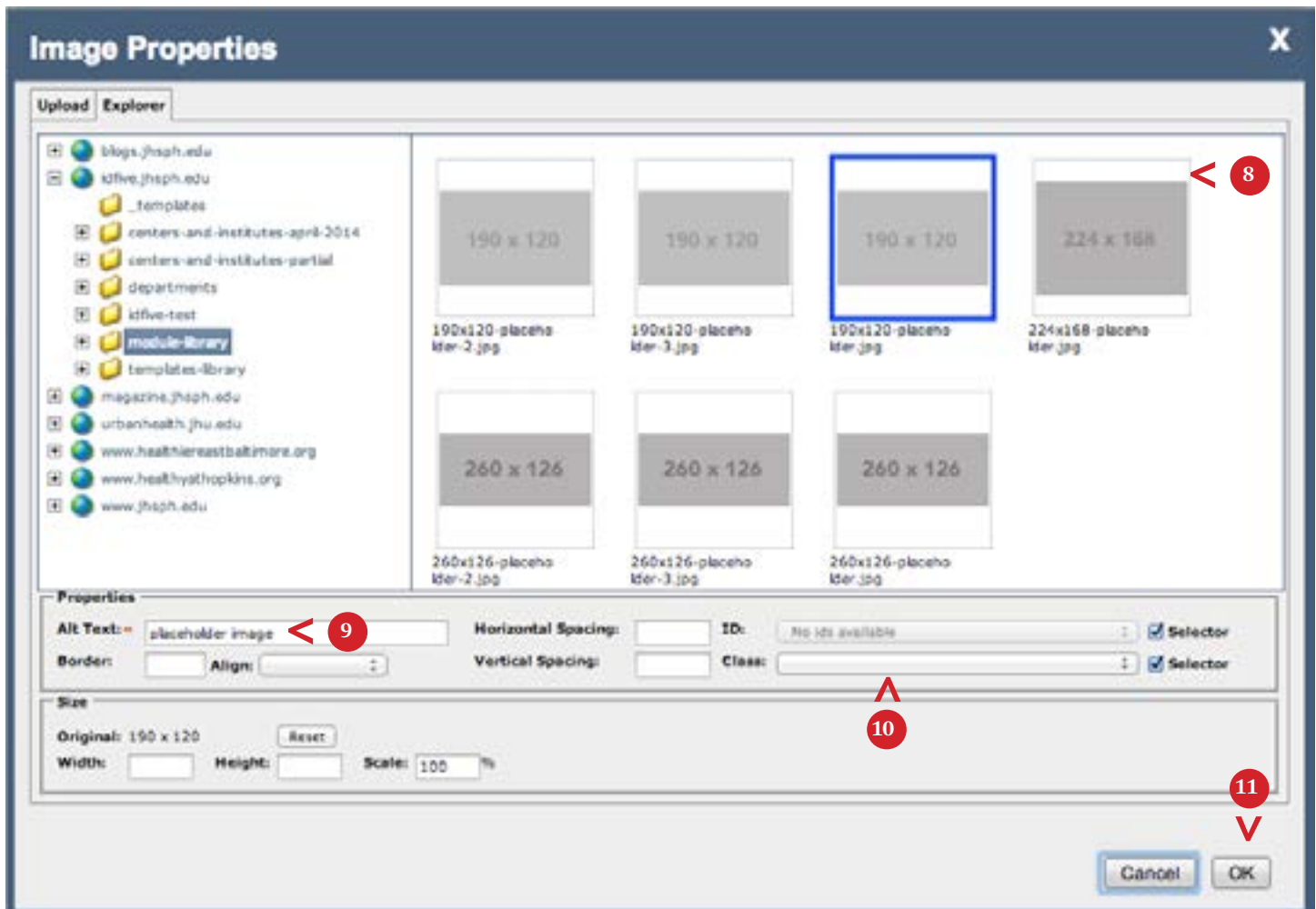
5. Click on the “Show Blocks” icon (Doing so prevents formatting issues and makes it easier to see how the text elements are separated).



6. Place your cursor on the location where you want to insert your image.
7. Click the “Insert Image” icon.



8. From the “Image Properties” modal, choose the photo you would like to use to replace the existing photo.
9. You must add “Alt Text.” This field is mandatory in SiteExecutive and needs to be text that describes the image to help those who use screen readers.
10. From the “Class” dropdown menu, select which side you want your image to appear on. “Block_left” places your image on the left side of your paragraph with a margin around the right and bottom of the image. “Block_right” places your image on the right side of your paragraph with a margin around the left and bottom of the image.



Main Image



Main images may be found at the top of your interior pages.

Changing The Photo In Your Main Image

Open up image editing software and save your photos.

Bring any photos you want to add into image editing software and save it to your desktop:

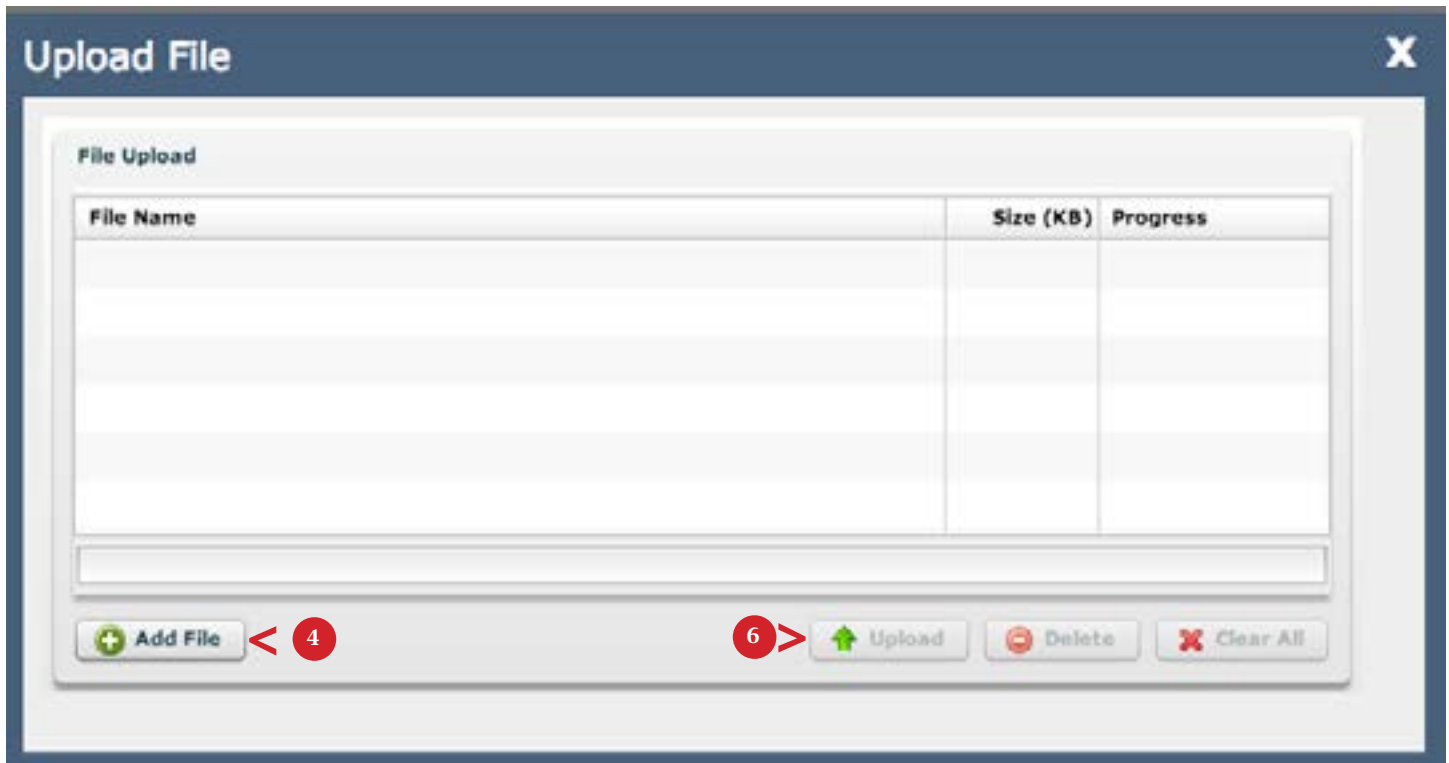
- Size (all measurements are in pixels): 720 x 180 or 720 x 420
- Resolution: 72dpi

Go into SiteExecutive

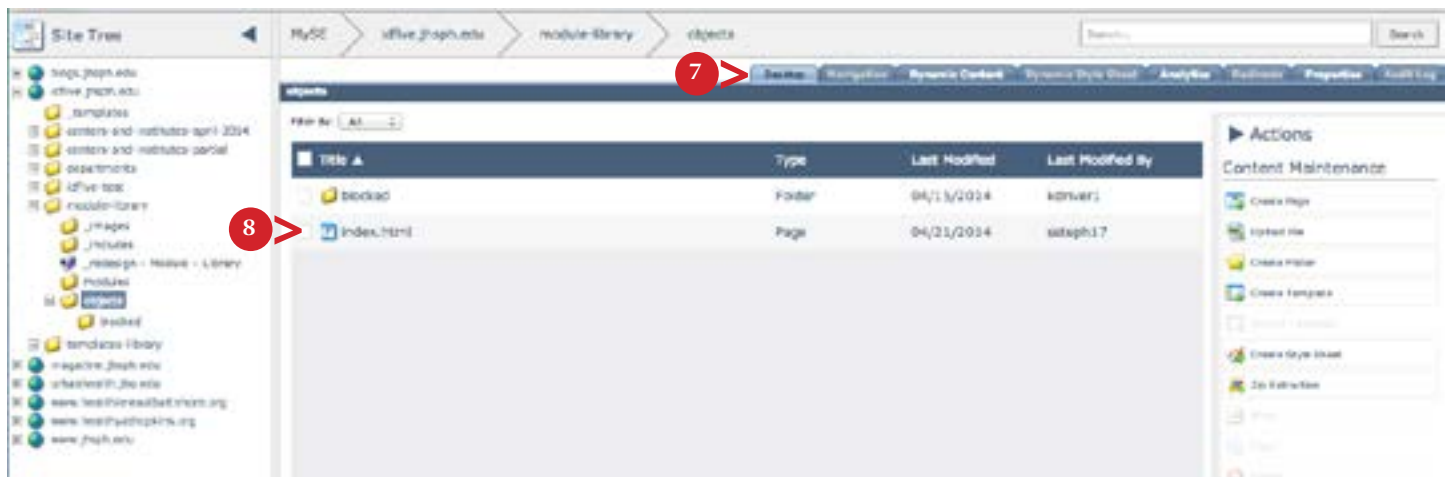
1. Go into your project and click on the “_images” folder.
2. Be sure the “Desktop” tab is selected at the top of the screen.
3. Click on “Upload File” in the right sidebar.



4. From the “Upload File” modal, click “Add File.”
5. Find the file on your desktop and select it.
6. Click “Upload.”



7. Be sure the “Desktop” tab is selected at the top of the page.
8. Go into your project and navigate to the correct page you want to edit.



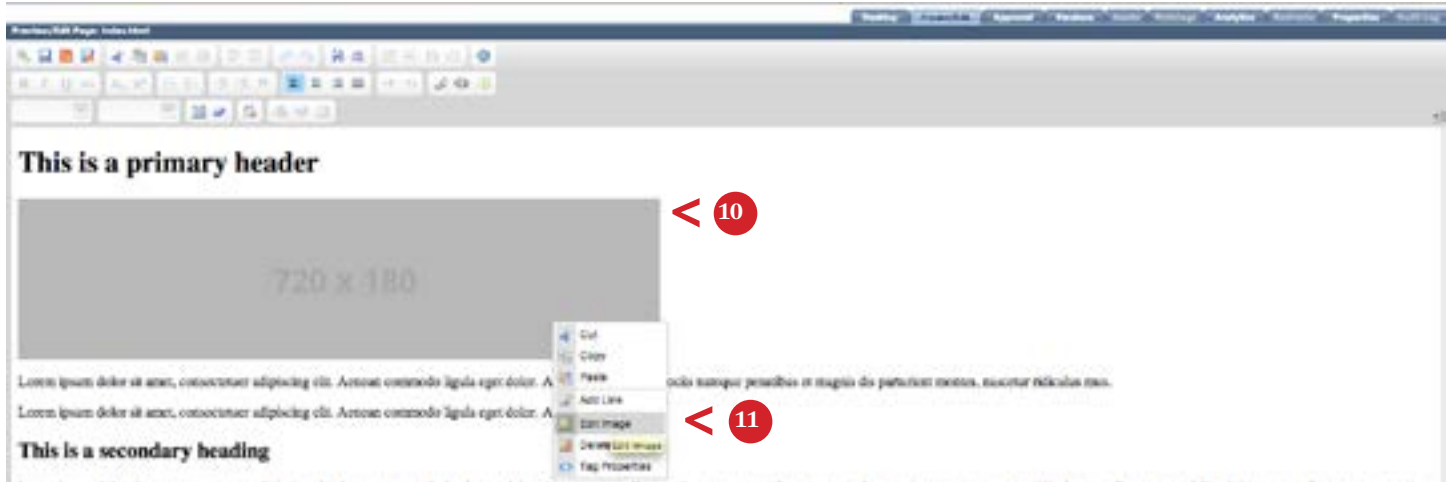
9. Click on “Edit Page.”



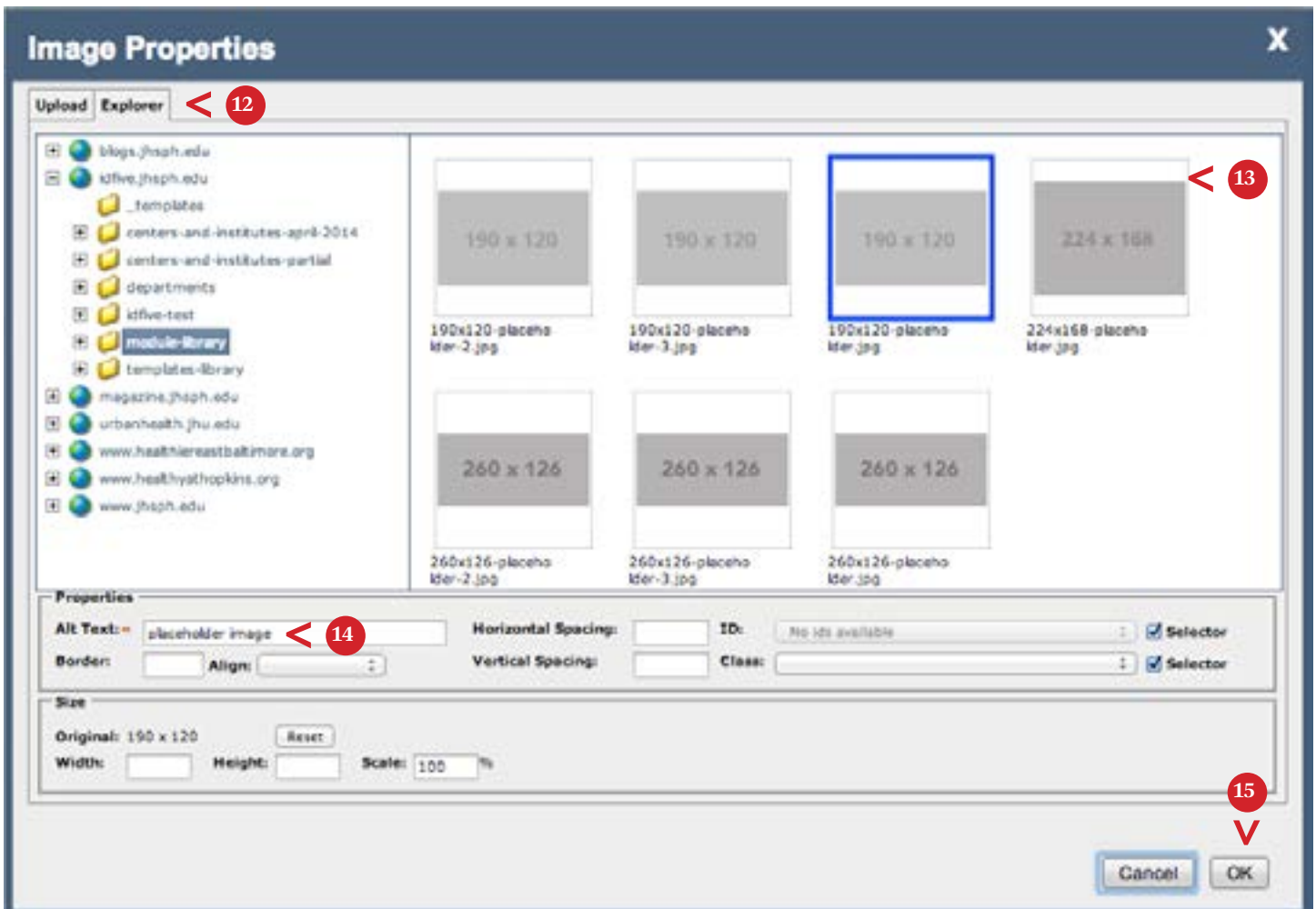
Editing In The Text And Image Editor (WYSIWYG)

10. Right-click on the photo you want to edit and you will get a floating menu.

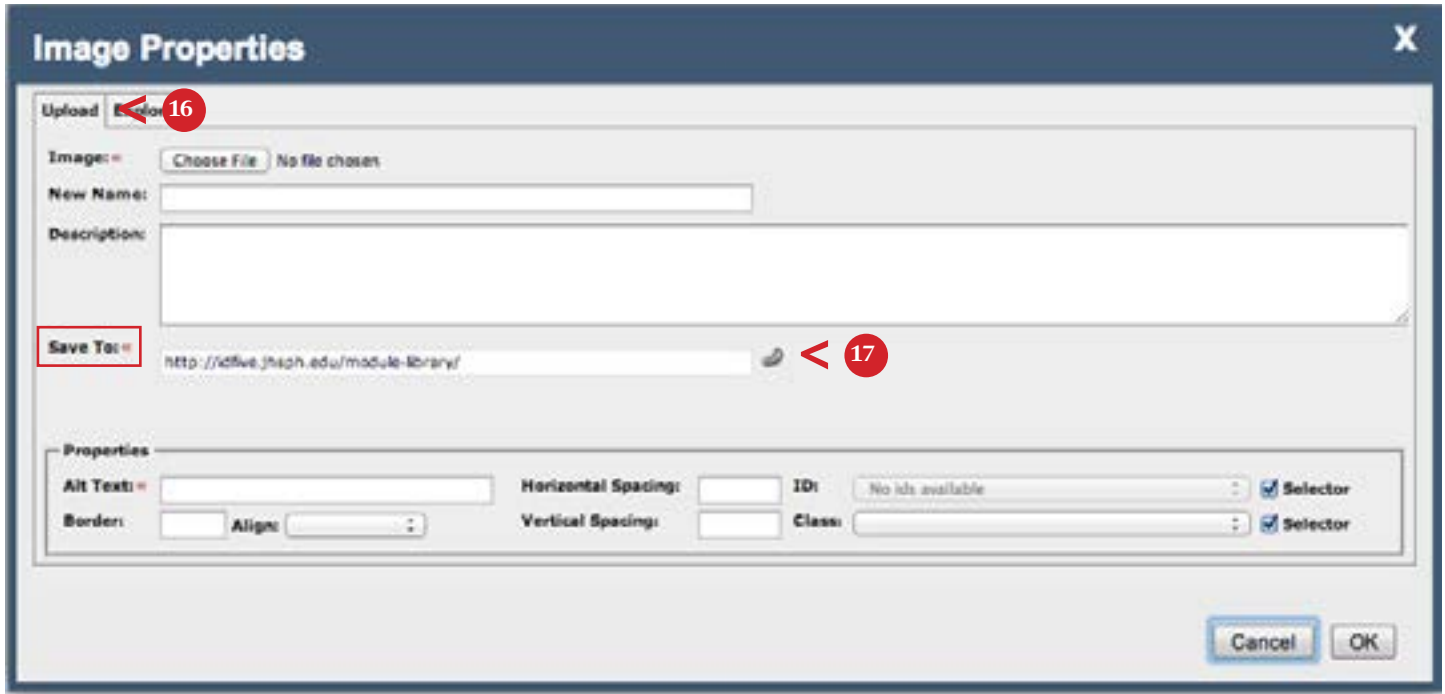
11. Choose “Edit Image.”



12. From the “Image Properties” modal, you can choose the photo you would like to use to replace the existing photo. The “Explorer” tab will allow you to choose an image from within your “_images” folder in SiteExecutive.
13. Choose your image.
14. You must add “Alt Text,” the small label that appears when a user hovers over the image. This field is mandatory in SiteExecutive and needs to be text that describes the image to help those who use screen readers.
15. Click “OK.”



- 16. The “Upload” tab allows you to choose an image from your desktop. Make sure you’ve saved the image at the right size.
- 17. In the “Save To” field, click on the “link” icon and choose the “_images” folder within your project.



- 18. Click the “Save & Close” icon (looks like a floppy disk with a red square in front of it).

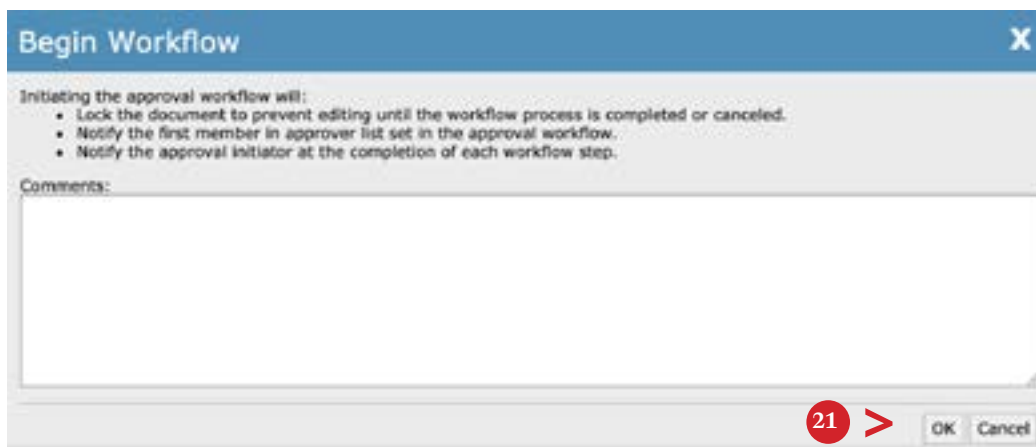


Publishing and Workflow

19. When you are ready to submit your work for editorial approval and have clicked the “Save and Close” button, click the “Approval” tab.



20. Click “Begin Workflow.” This will initiate the workflow process for an editor to approve your changes before they can be published. In the comments section, type in a short description of what changes you have made.
21. Click “OK.”



Modules

Overview of Commonly Used Modules

The most common modules used on Centers and Institutes sites are:

- Slideshow
- Accordion
- Lite Carousel
- Video
- Callouts

Inserting A Module

- In Edit Page mode, click on the “Insert Module” button (3 colored boxes icon; see red arrow below).
- Select the Module you would like to insert. Click “OK.”
- Select the instance of the module from the dropdown, and click “OK.”



Slideshow Module

An Overview

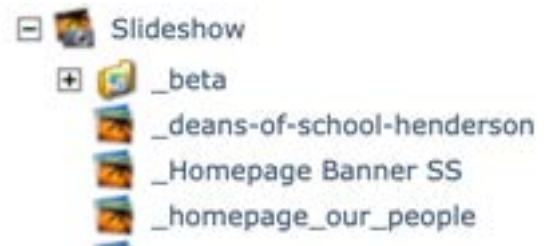


Slideshows are usually used on the home page of a Center/Institute site to serve as shortcuts to the most important content on the site. Slideshows can also be used on internal pages that serve as introductions to child pages with additional information. Most slideshows include an image, a title, introductory text, and a link to more information.

- It is not encouraged to use external links on slideshows as this will lead your site visitor away from your website.
- A secondary variant of the slideshow that displays only images in a full-width format is available. The use of this for presentational purposes is discouraged.

Organization

Slideshows are organized into folders based on the project; some projects have multiple slideshows. Your permissions levels will determine whether you can edit a particular slideshow and its slides.

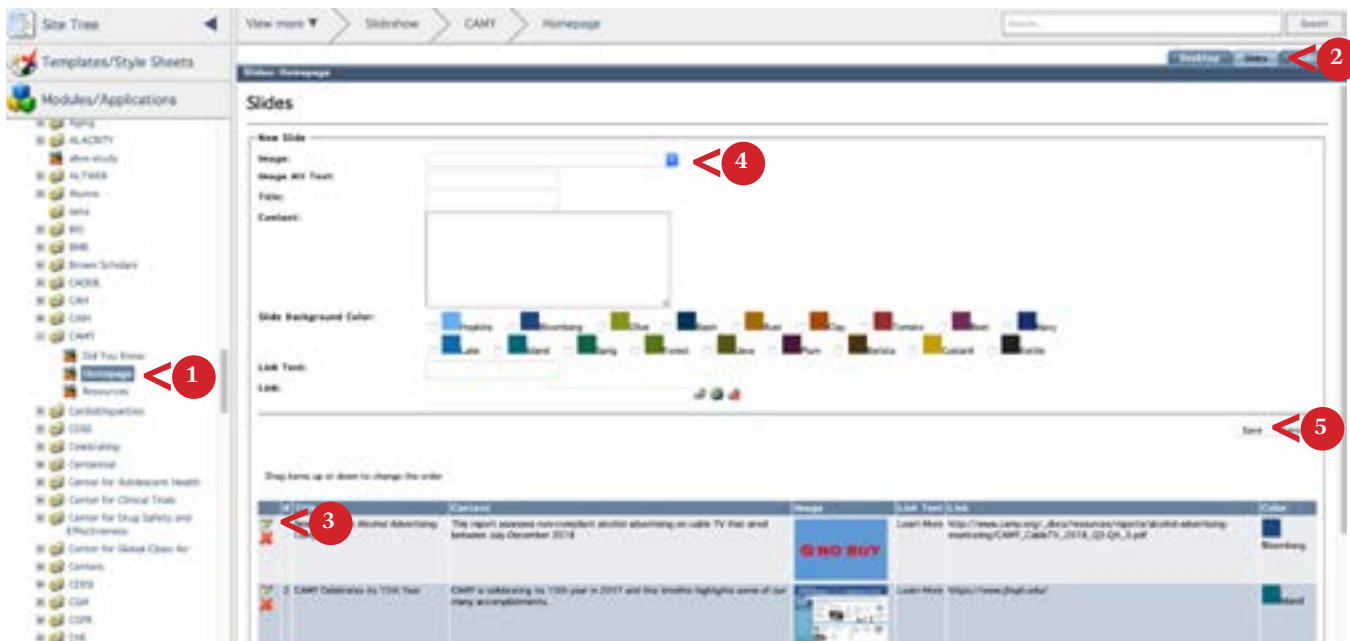


There are a few ways to manage your content:

- Update the photos in the slideshow.
- Change the color of the slides.
- Change the order of the slides.
- Change the content of the slides.

Editing Existing Slides: A Summary

1. Locate the slideshow whose slides you want to edit, just like drilling down the folder structure to find a page for editing
2. Click on the slideshow and click the “Slides” tab on the upper right (underneath the Search bar).
3. Locate the slide you wish to edit and click the “Edit” button. The content will load into the form above the list of slides.
4. Make your edits. Click “Save.”
5. Note that clicking “Save” on an empty form will create an empty slide.



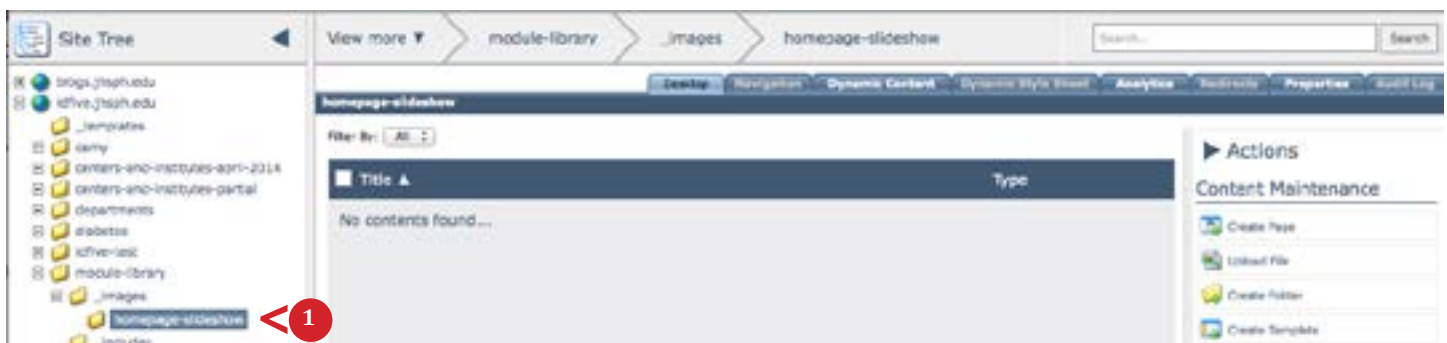
Editing Your Slideshow: Detailed Steps

Prepare images on your computer with the following criteria before uploading:

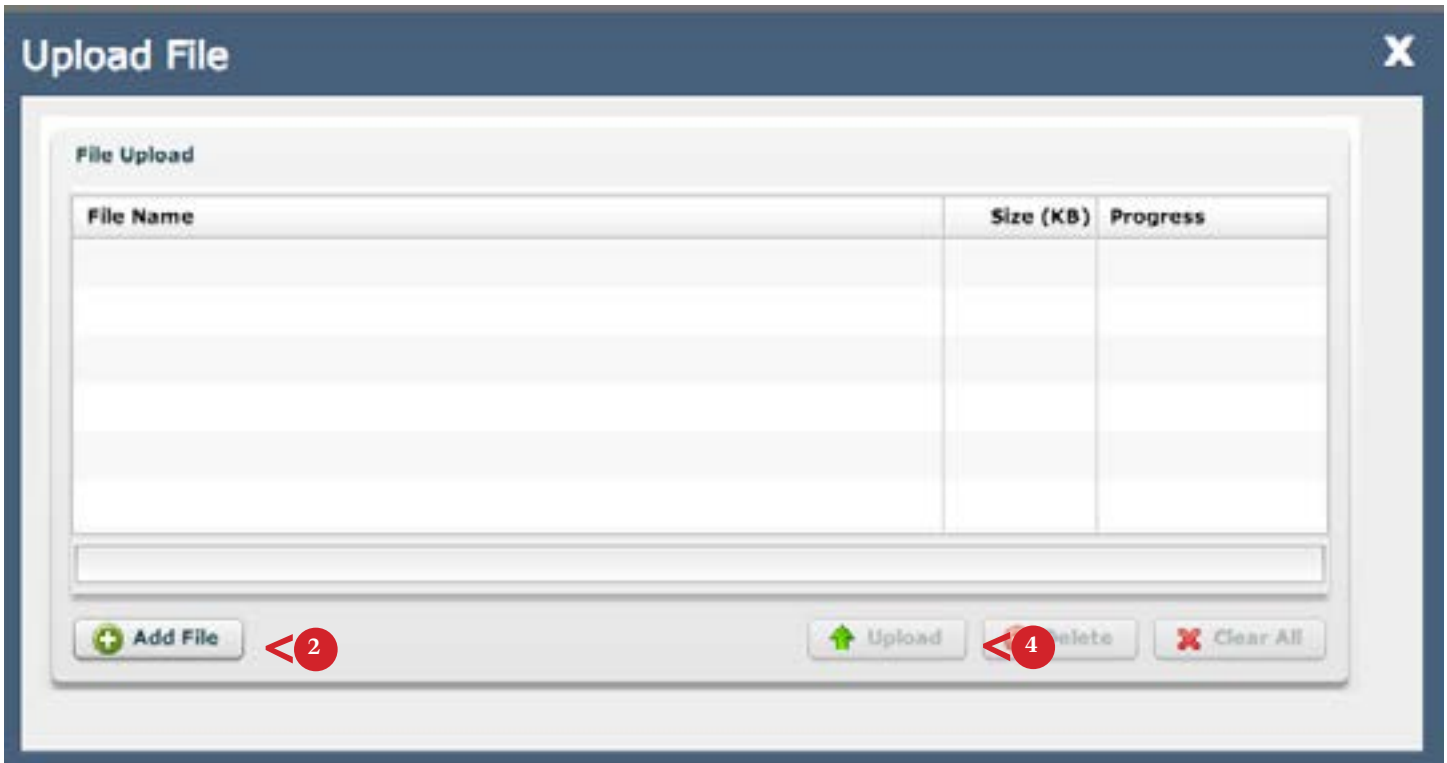
- Resize images according to the specified pixel dimensions. This will vary by project. Confirm with the web team.
- Resolution: 72dpi

Open Site Executive

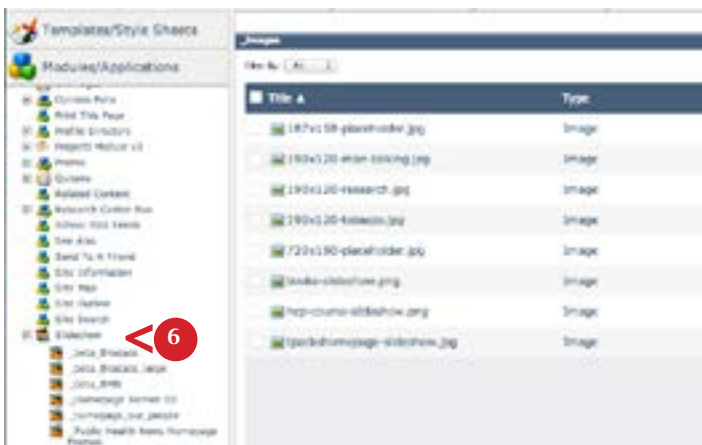
1. Open your project and navigate to the folder for your slideshow images.



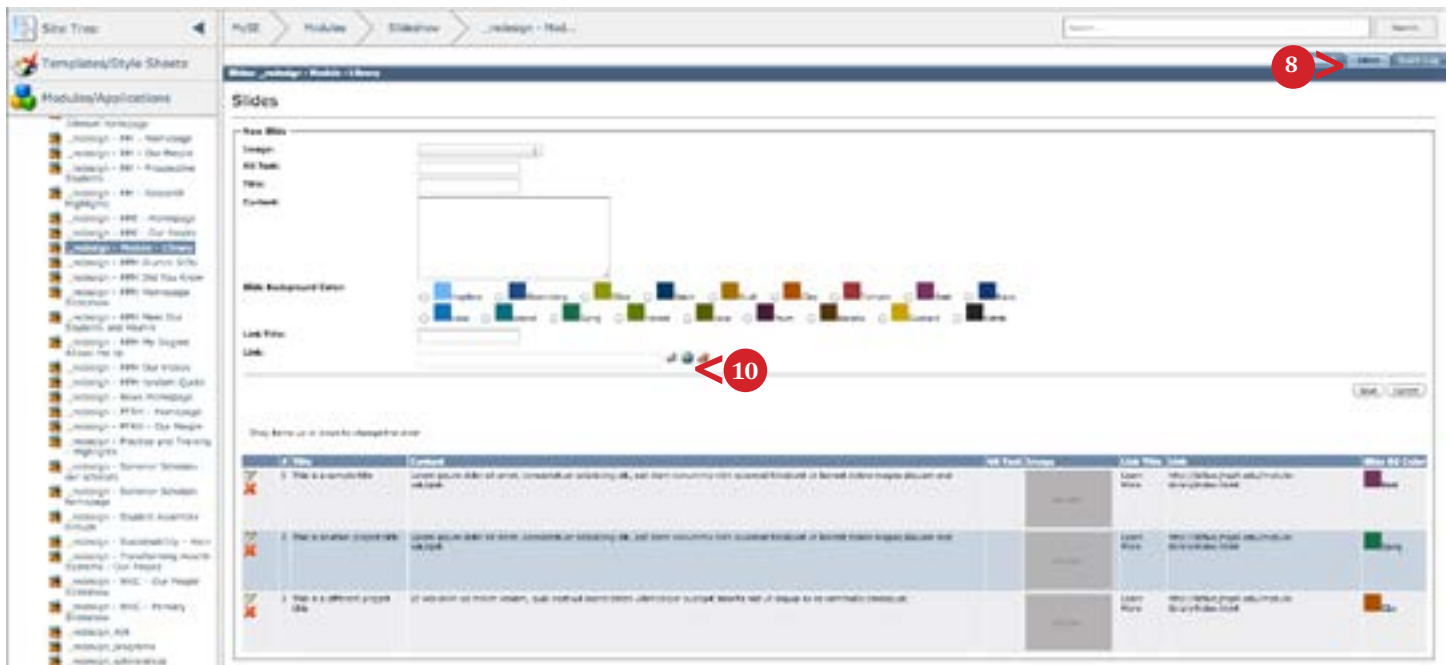
2. From the "Upload File" modal, click "Add File."
3. Find the file on your desktop and select it.
4. Click "Upload."



5. On the left sidebar, click on "Modules/Applications."
6. Click on the plus sign next to "Modules" and all the module options will appear.
7. Scroll down to "Slideshow." Click on the plus sign next to it to see all the available slideshows. Choose your slideshow from the list.



8. Click on the “Slides” tab at the top of the page.
9. To ADD a new slide, click on the dropdown menu labeled “Image.” The images in this list correspond to the images you have uploaded to the slideshow images folder. Be sure to fill out all the sections: *Image, Alt Text, Title, Content, and Color.* *Link Title and Link are optional.*



Link A Slide To Another Page Within Your Website.

10. Click on the first icon beside the link field.
11. Navigate through the folders until you find the page you want to create the link to. Typically, this will be an .HTML file within one of the folders on your site.
12. Click “OK.”
13. Click “Save.”



Link A Slide To An External Website.

14. Click on the second icon next to the Link field (it looks like a link with a globe).
15. Paste or type your external URL.
16. Click “OK.”



Edit Existing Slides From Your Slideshow

17. Click on the “Edit” icon (looks like a notebook and pencil and is in the red box below).
BE CAREFUL! The “Edit” icon is very close to the “Delete” icon. It is very easy to accidentally delete a slide instead of editing it.
18. Now you can edit the *Image*, *Title*, *Content*, *Color*, *Link Title*, and *Link*.
19. Click “Save.”

Slides

Edit Slide

Image:

Alt Text:

Title:

Content:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Slide Background Color:
 Hopkins
 Bloomberg
 Olive
 Basin
 Rust
 Clay
 Tomato
 Beet
 Navy
 Lake
 Island
 Spring
 Forest
 Olive
 Plum
 Barkata
 Custard
 Kettle

Link Title:

Link:

19

Drag items up or down to change the order

#	Image	Content	Alt Text	Image	Link Title	Link	Slide BG Color
17		<div style="border: 1px solid #ccc; padding: 2px;"> a sample Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. </div>			Learn More	http://www.jhsph.edu/module-library/index.html	

Changing The Order Of Slides In Your Slideshow

1. Drag items up or down to change the order. The order is automatically saved.



Lite Carousel Module

Lite Carousels are similar to slideshows but focus more on delivering text content while including smaller supporting images. Unlike Slideshows, Carousels don't advance and loop back on their own. Instead, a visitor will have to move through slides using the previous and next arrows.

Below are some examples of how Lite Carousels could be displayed on your site.



Editing Existing Carousels

These instructions are similar to instructions for slideshows, on Page 24.

- Locate the Carousel with the slides you want to edit. They are not organized by folder, and the Carousels you see will be determined by the ones you have permissions to.
- Click on the slideshow, and click the Carousels tab on the upper right (underneath the Search bar).
- Locate the Carousel you wish to edit, and click the “Edit” button. The content will load into the form above the list of slides.
- Make your edits. Note that the Date field is currently unused. Click “Save”. Note that clicking “Save” on an empty form will create an empty slid

Carousels

New Carousel

Image:

Alt Text:

Title:

Date: (January 1, 2012)

Label:

Content:

Carousel Background Color:

<input type="radio"/> Hopkins	<input type="radio"/> Bloomberg	<input type="radio"/> Olive	<input type="radio"/> Tean	<input type="radio"/> Rust	<input type="radio"/> Clay	<input type="radio"/> Toronto	<input type="radio"/> West	<input type="radio"/> Hwy
<input type="radio"/> Lake	<input type="radio"/> Island	<input type="radio"/> Spring	<input type="radio"/> Street	<input type="radio"/> Oak	<input type="radio"/> Sun	<input type="radio"/> Benita	<input type="radio"/> Cottard	<input type="radio"/> Little

Link Title:

Link:

Video Module



Managing Your Video Module

YouTube/vimeo

If you already have a YouTube or Vimeo channel, it should already be connected to your SiteExecutive Video Library. If you do not yet have a YouTube or Vimeo channel, or if you have one but it is not yet connected to SiteExecutive, please get in touch with the Web Team via the Office of External Affairs. The best practice is to manage your videos from your YouTube or Vimeo channel. These changes (addition and deletion of videos) will automatically populate in SiteExecutive.

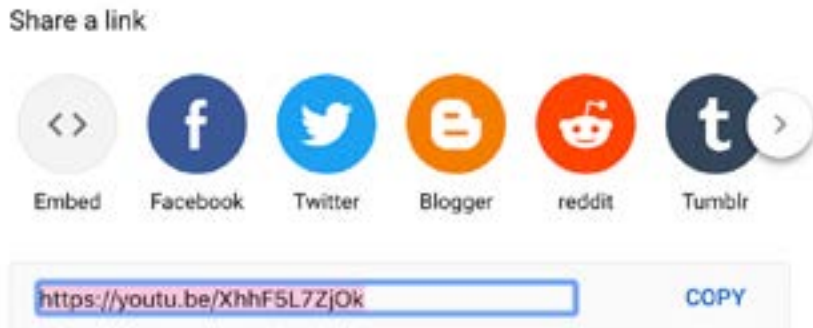
By default, the video module is set for “reverse chronologically by publish date.” This means that SiteExecutive will automatically present the latest video that has been published to your YouTube or Vimeo channel. If you would like to change these preferences so you can choose by title, please contact the Web Team within the JHSPH Office of External Affairs.

Video Embed Module

Another easy way to insert embedded videos is to use the Video Embed Module. It comes with three sets of options (shown in the screenshot below).



The most common embed source is usually YouTube. To get the video ID, navigate to a YouTube video, click the “Share” button, and copy the link. The text that follows the main URL, “https://youtu.be/” will be the ID.



In the edit screen, it will only appear as a small box that indicates the presence of the video embed module.



Accordions

Accordions are used to compress what would be long pages of text into a series of panels with additional content that remain hidden until the header has been interacted with on a mobile device. Accordions are organized similarly to Slideshows as described in the previous section. *Editing Accordion items is similar to the steps described in the Slideshow and Lite Carousel sections*; note, however, that the Link and Image features in an Accordion are rarely used.

Accordion Items

Title

Image

Select Deselect

Link

Content

Path:

Callouts

Callout boxes help direct readers to different pages on and away from the project and provide meaningful context to the pages they will be visiting. Callouts are an essential tool that guide readers through the narrative flow of your site. Until recently, adding callouts required the assistance of administrative users. The Callout module remedies this.

Adding Callouts

- Click the “Insert Module” button.
- In the modal window that appears, select “Callout” and click “OK.” Doing so will open a new modal window with the following options:
 - Layout: Row or Right Column — add only one Right Column callout at the beginning of a paragraph.
 - Style: Blocked or Bordered
 - Width: If you are using the Row layout, the Width of the callouts in the row should total 100%. (e.g., You will need four instances of the Callout module at 25%, three at 33%, a 40% and a 60% module, two 50% modules, a 25% and a 75% module, or a single 100% module.
 - Color: Choose the colors specific to your site’s color palette. Keep accessibility in mind: Blocked, Hopkins callouts will have white text that is too white to be accessible. Your color options will vary based on your template.
 - Small Title: Appears as a light grey text, unlinked, above the Large Title.
 - This module’s Link and Link Text are optional, but it is encouraged to use callouts to feature content and link to pages for more information.

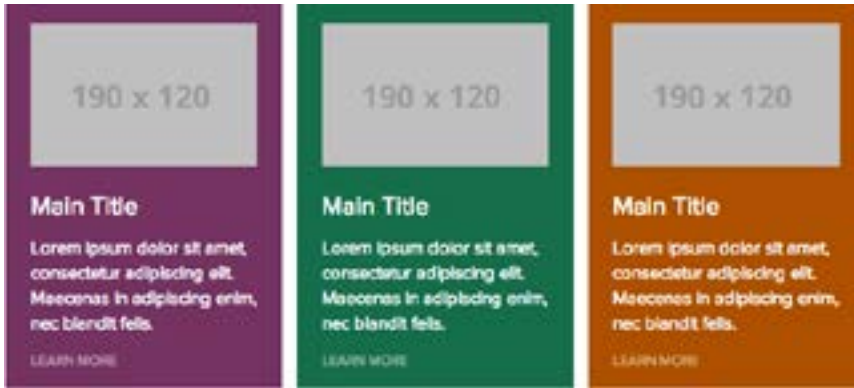
The screenshot shows the 'Module Properties' dialog box for a 'Callout' module. The dialog is titled 'Module Properties' and has a close button (X) in the top right corner. The 'Callout' section contains the following options:

- Layout:** A dropdown menu set to 'Row'.
- Style:** A dropdown menu set to 'Blocked'.
- Width:** A dropdown menu set to '25%'.
- Color:** A grid of 18 color swatches with labels: Hopkins, Bloomberg, Olive, Bawn, Rust, Clay, Tomato, Beet, Navy, Lake, Island, Spring, Forest, Jade, Plum, Bernita, Cottland, and Kettle.
- Small Title:** A text input field.
- Large Title:** A text input field.
- Text:** A large text area.
- Link Text:** A text input field containing 'Learn More'.
- Link:** A text input field with a small globe icon to its right.
- Large Title Link:** Radio buttons for 'No' (selected) and 'Yes'.
- Image:** A large empty rectangular box with 'Select Image' and 'Deselect Image' buttons to its right.

At the bottom right of the dialog, there are 'Cancel' and 'Save' buttons.

HTML-BASED (legacy) Callouts

Depending on your site’s age, your pages may have an older version of callouts that were added by an administrative user prior to your receiving editing capabilities. This section is provided should you encounter the need to edit these callouts, although it is recommended they be converted to the Callout Module.



Changing The Photo In Your Callout Object

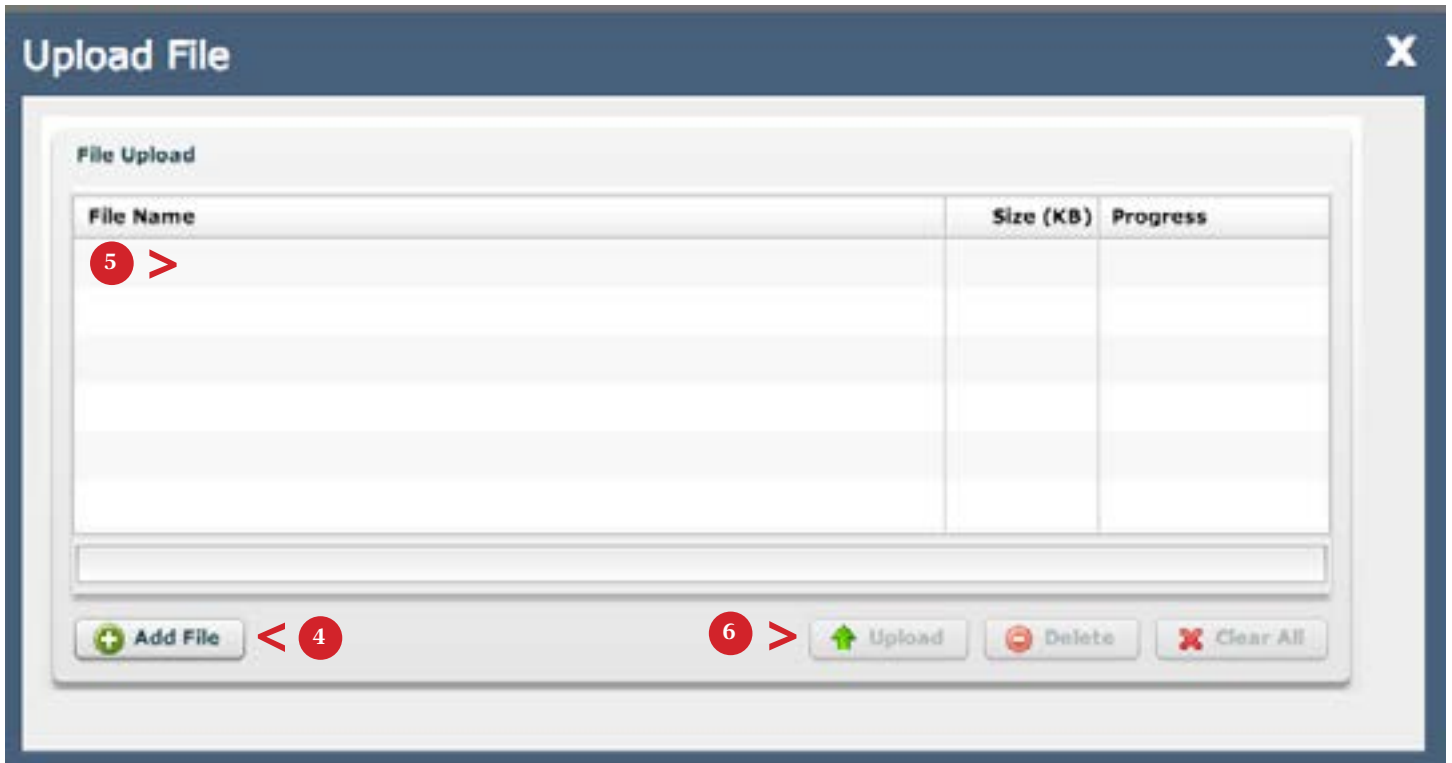
*Open up Image Editing Software and Save Your Photos

Bring any photos you want to add into image editing software and save it to your desktop:

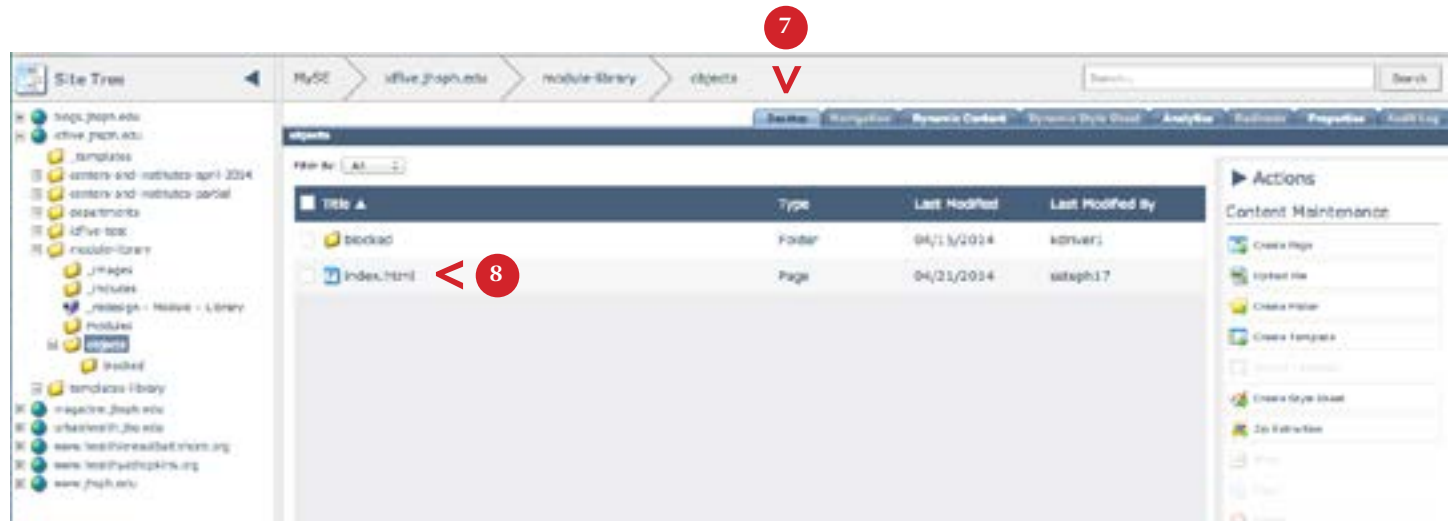
- Size (all measurements are in pixels): Dependent on blocked object width. 25% images are 140x90px. 33% images are 190x120, and 50% images are 300x150px.
 - Resolution: 72dpi
1. Go into your project and click on the “_images” folder.
 2. Be sure the “Desktop” tab is selected at the top of the screen.
 3. Click on “Upload File” in the right sidebar.



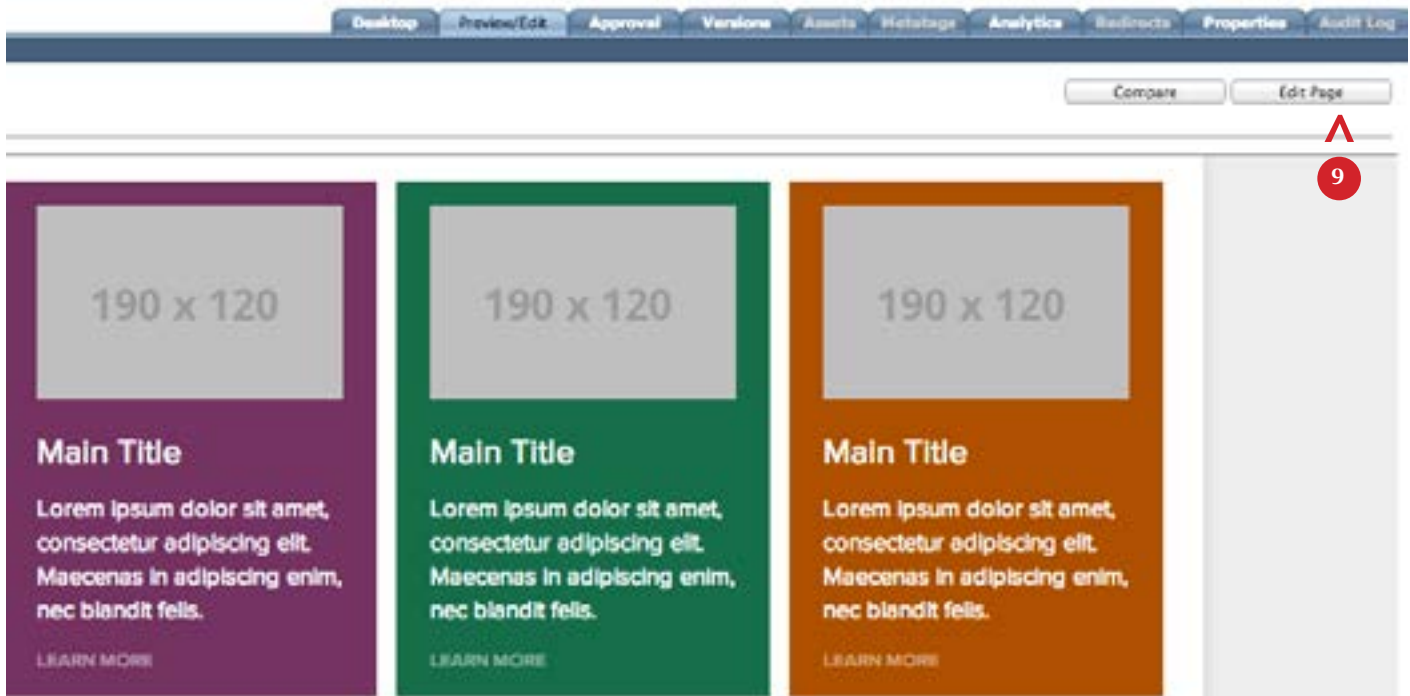
- 4. From the "Upload File" modal, click "Add File."
- 5. Find the file on your desktop and select it.
- 6. Click "Upload."



- 7. Be sure the "Desktop" tab is selected at the top of the page.
- 8. Go into your project and navigate to the correct .HTML page you want to edit.



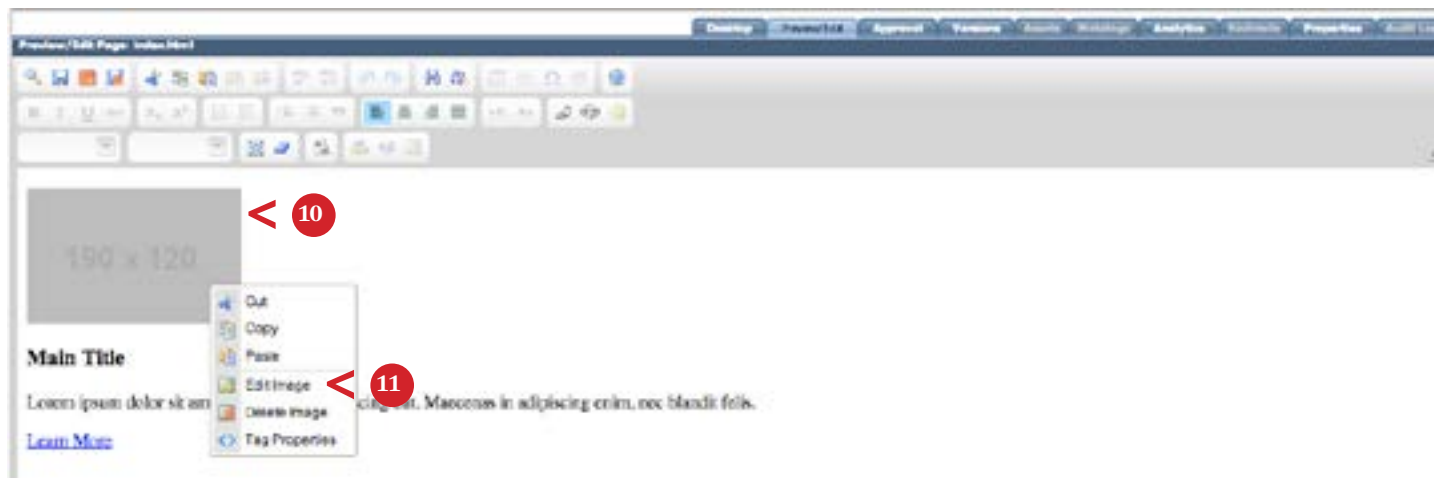
9. Click on “Edit Page.”



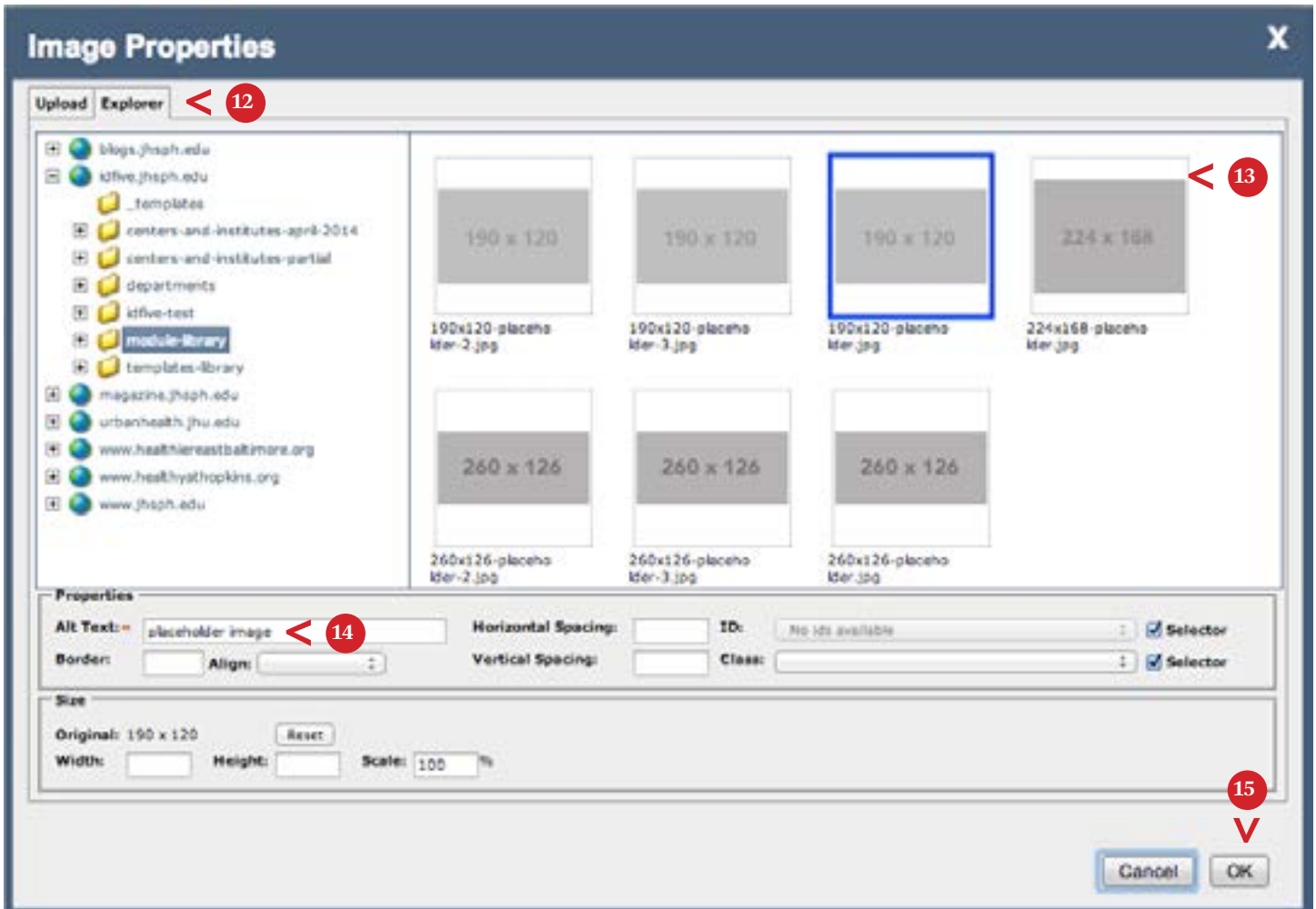
Editing The Content

10. Right-click on the photo you want so that a floating menu appears.

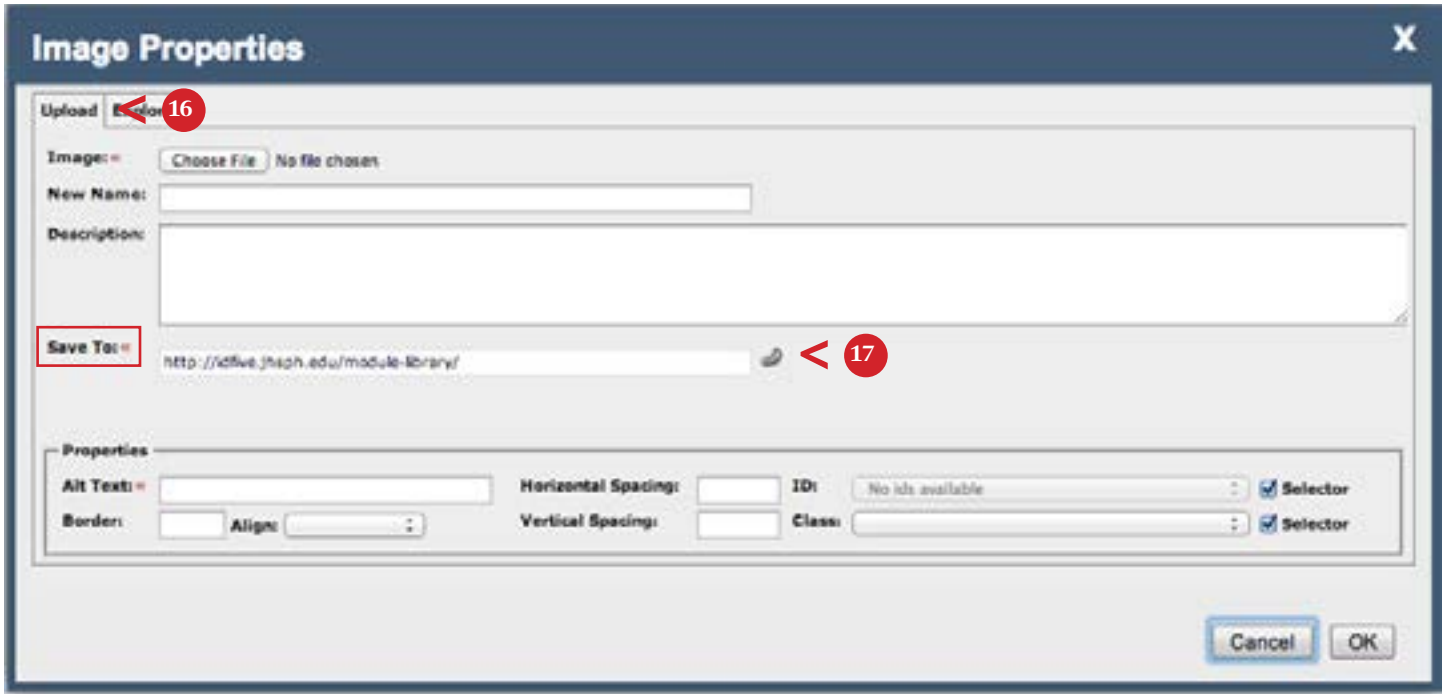
11. Choose “Edit Image.”



12. From the “Image Properties” modal, you can choose the photo you would like to use to replace the existing photo. The “Explorer” tab will allow you to choose an image from within your “_images” folder in SiteExecutive.
13. Choose your image.
14. You must add “Alt Text,” the small label that appears when a user hovers over the image. This field is mandatory in SiteExecutive and needs to be text that describes the image to help those who use screen readers.
15. Click “OK.”



- 16. The “Upload” tab allows you to choose an image from your desktop. Make sure you’ve saved the image at the right size.
- 17. In the “Save To” field, click on the “link” icon and choose the “_images” folder within your project.



18. Edit the text by highlighting **ONLY** the text you are changing. This will ensure that you retain the appropriate formatting. Be sure to not highlight any space before or after the text you are changing.



Main Title < 18

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas in adipiscing enim, nec blandit felis.

[Learn More](#)

19. Click the “Save & Close” icon (looks like a floppy disk with a red square in front of it).

