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Web Manager 2.0 Introduction

Web Manager 2.0 (WM2) is a program used by Liberty University to create and edit Web pages currently on or to be posted on the University website. Web Manager 2.0 is an updated version of Web Manager 1, with more features that allow users more control in creating a web page. Adapted and serviced by Liberty University's department of Programming Services, updates and fixes will be communicated through the University Website, Web Manager Announcements, or University e-mails.

Users must obtain proper rights and permissions in order to access Web Manager. Incorrect or lack of permissions will prohibit users' usability. Comments and issues related to WM2 can be communicated through the University Help Desk ticket system or with a Help Desk representative.

Rights and Permissions

Proper rights and permissions are required in order to access WM2. Prior to initial usage, the prospective user must attend mandatory training provided by the Digital Information Services Center (DISC). Provided that the user is a faculty, staff, or student worker of the University and has a valid need to access WM2, DISC will grant permissions once the user completes the training.

Once rights and permissions are given, the user may access WM2 by logging on to the University portal using his/her SENSENET username and password. By using the granted rights and permissions, users have agreed to the University Information Services and WM2 policies and procedures. Violations of these policies may cause a removal of granted rights. The Information Services Administration will monitor WM2 access and permissions at its discretion.

Do not share your SENSENET account.

User Access Levels

WM2 has different access levels allowing users to perform appropriate tasks in the program. Two major access levels are available for users: normal and publisher. To change, add, or remove your normal access, submit a Help Desk ticket and the request will be reviewed within two business days. Publisher access must be requested by the department's head through a Help Desk ticket.

Normal Access

Users can edit current pages and create new pages in WM2. The pages will need to be submitted for approval to the WM2 publisher of the department before they go live. Users are responsible to notify the publisher of needed approval.

Publisher Access

Generally, there should be only one publisher for each department. Publishers can edit current pages, create new pages, approve pending pages in WM2, create departmental navigation, and serve as the point person for the department regarding the web. Publishers

must review pages for content (including spelling and grammar) and layout before making them live.

WM2 Main Page

By default, the main page is the first interface the user will see after accessing WM2. The main page is used as a primary means of communication between users and WM2 Administration. The page contains announcements, a list of recently edited pages, and pages pending approval. The page is user-specific and will only show information relevant for that user.



1. Main

Returns the user to the Web Manager main page.

2. New Page

Allows the user to create a new web page after agreeing to a user's agreement.

3. Open Page

Provides a list of the user's department pages that the user has access to view, change, or delete.

4. File Manager

Allows the WM2 user to view or upload files or images that will be put on the department's Web page(s).

5. Reports

Informs the user of useful WM2 information such as his/her department Users and Rights, and Page Traffic that counts the number of hits on a page.

6. Switch to

Allows the user to switch to and from more than one Web application (if applicable).

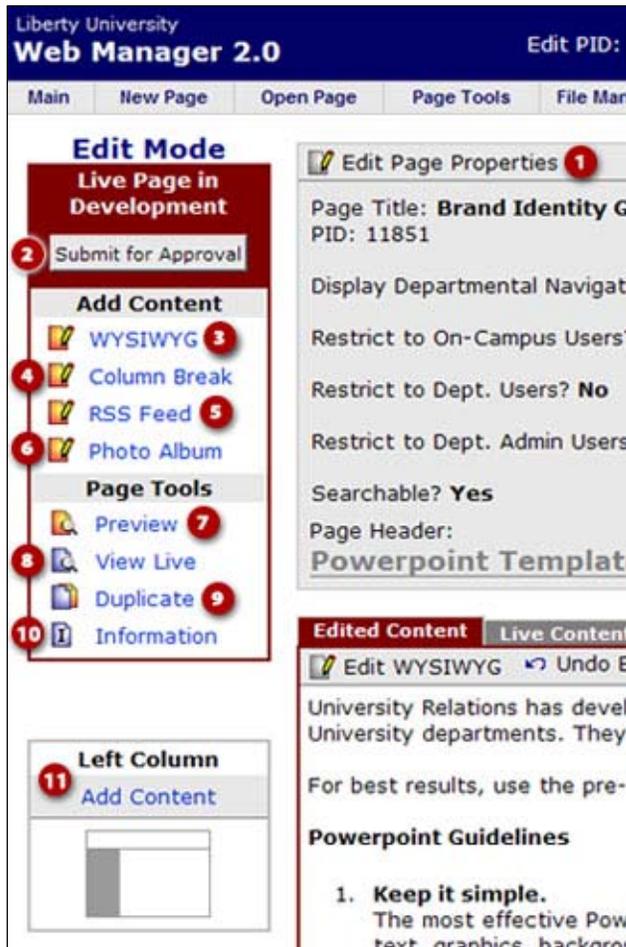
7. Log out

Logs the user out of WM2 and protects the user from unauthorized WM2 accesses.

8. Edit PID

Allows the user to quickly access a page using the unique Page Identification Number (PID) assigned for that page. Entering the PID in the Edit PID box located at the top of the WM2 Main Page will immediately allow the user access to that page if the user has the editing rights.

WM2 Features



1. Page Properties

This section of the page gives information about the page. By clicking on the Edit Page Properties button, the user may add or change the current document name, page header, navigation set, and other features.

2. Left-side tool: Submit for Approval

Click after all edits are done to submit the page for approval by the department Publisher.

3. Left-side tool: WYSIWYG

WYSIWYG is the tool used to create/edit page content. WYSIWYG stands for "What You See Is What You Get." It provides numerous commands, allowing the user to fully create web pages using Microsoft Word-like menu options.

4. Left-side tool: Column Break

Breaks content blocks into columns.

5. Left-side tool: RSS Feed

Inserts an RSS feed from an outside website into the page.

6. Left-side tool: Photo Album

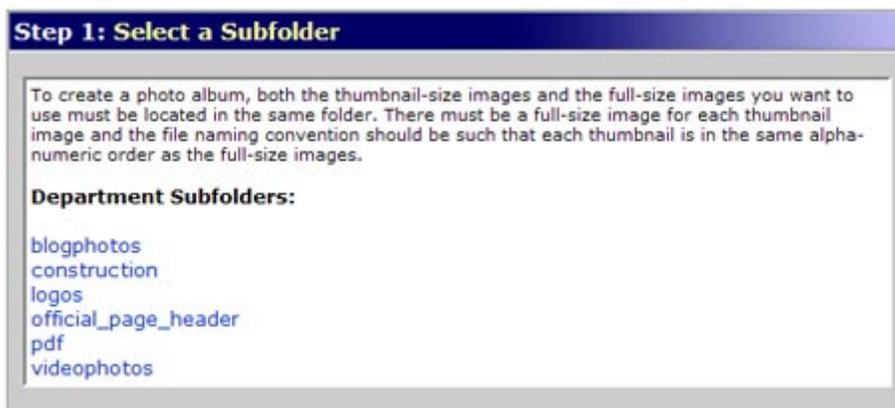
Used to create a photo album with thumbnails that can be clicked for a full-size view.

To use the photo album, you must first edit the images you will use. Edit the large images to be around 500 or 600 pixels at their largest dimension and save them. Then create the thumbnail images. For a large thumbnail, I suggest a largest dimension of 150 px; for a small thumbnail, try 100 px. IMPORTANT: The thumbnail names must follow the large image names in alphabetical order. For example:

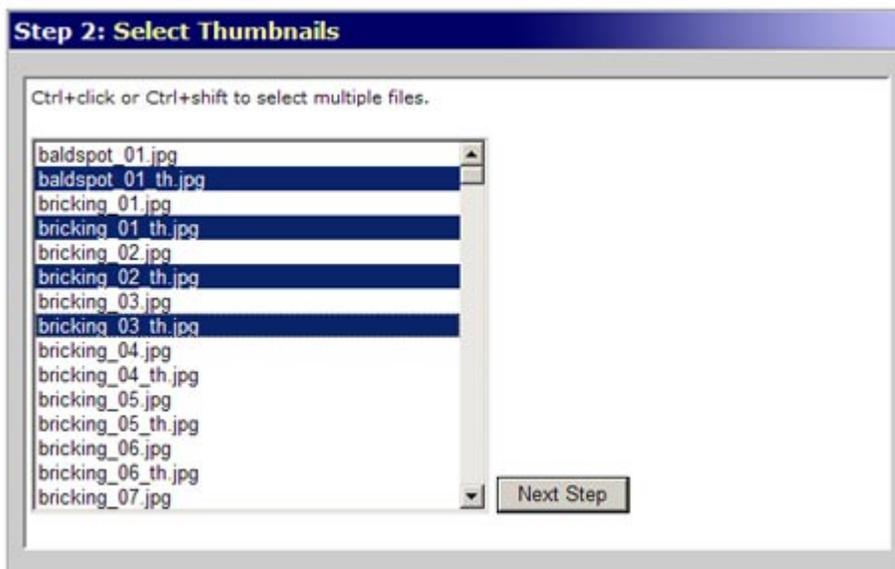
image1.jpg (large image)
image1_th.jpg (thumbnail)
image2.jpg (second large image)
image2_th.jpg (second thumbnail image)

Then upload the large and thumbnail images to your File Manager. They must be uploaded into a subfolder and all the images you use in a photo album must be located in the same subfolder.

Then you are ready to create the photo album. First, open an existing page or create a new one. Then click on the photo album link. You will be asked to identify what subfolder your large and thumbnail images are in:

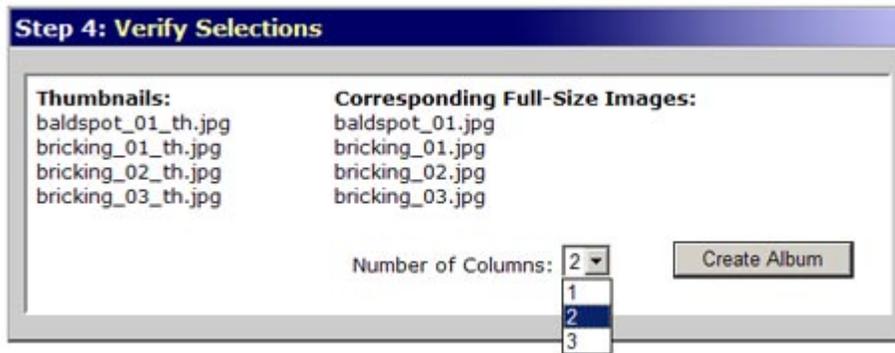


Next you will choose the thumbnail images. Use CTRL + CLICK (Windows) to choose multiple images:



Then you will choose the large images in the same way. The next screen will show you the thumbnail and large images that you have chosen. If they were properly named, each large image and thumbnail will correspond. You will also choose the number of columns that you

would like your photo album to have:



The last step allows you to save your album if everything appears to be correct. The album will appear as a WYSIWYG box. You may click on the "Edit WYSIWYG" button to add captions or change formatting.

7. Left-side tool: Preview

(Visible only when edits are pending.) Shows what the page will look like live.

8. Left-side tool: View Live

Switches to the live view of the page (leaves WM2).

9. Left-side tool: Duplicate

Creates an exact copy of the current page, with "DUPLICATE" after the Page Title (and a unique PID).

10. Left-side tool: Information

Gives statistics for the current page.

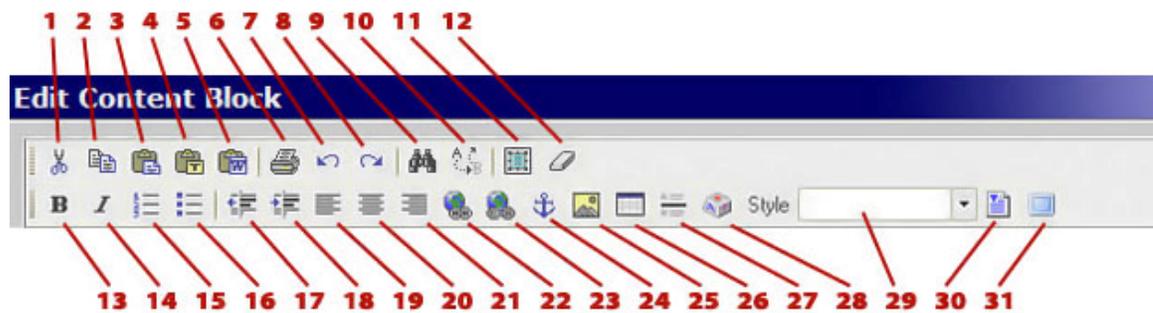
11. Left-side tool: Left Column Content

Allows the user to develop content that will appear below the Departmental Navigation.

Do not use this function to create a Departmental Navigation pane. Navigation should be created by the department's publisher through the Departmental Navigation function accessible from the Page Properties section.

WYSIWYG Tools

1. Cut
2. Copy
3. Paste
4. **Paste as Plain Text: removes formatting – best pasting tool**
5. Paste from Microsoft Word; protects some Word formatting
6. Print
7. Undo previous action(s)
8. Redo action(s)
9. Find
10. Replace
11. Select All
12. Remove Formatting



13. Bold text
14. Italicize text
15. Numbered list
16. Bulleted list
17. Decrease indent
18. Increase indent
19. Left align
20. Center
21. Right align
22. Insert/edit link
23. Remove link
24. Insert anchor
25. Insert image
26. Insert table
27. Insert horizontal rule
28. Insert special character
29. Choose text style
30. Templates
31. Maximize/minimize editor

Frequently Used Tasks

Open Existing Page

The user can access an existing page through one of three ways:

- Enter the Page Identification number (PID) in the Quick Jump to PID box.
- Click Open Page menu option, click Pages List, select the desired page.
- Or, on WM2 Main page, select the drop down arrow next to *Recently Edited Pages*, select the desired page.

Create a New Page

1. From WM2 Main page, click **New Page**.
2. A user agreement appears - click **I Agree**. Window opens “Page Properties” items.

Edit Page Properties

Document Name **3**
This is the title for the web page and is displayed above the browser toolbar, prefaced by "Liberty University" and the department name. It is used as the default name for "bookmarks" or "favorites".

Page Header (Optional) **4**
Displayed prominently above page content. By default, the department name is displayed as the page header. Leave this field blank if you do not want any header displayed.

Display Departmental Navigation? **5**
Publishers in your department can create navigation for your department's web pages. Check this box to display this navigation on the left side of this page. If the department does not currently have department navigation, this box can still be checked and the navigation will be displayed when your department's navigation is eventually created.

Important: If you wish to display departmental navigation on this page, you will have to edit the page properties after creating the page.

Restrict to On-Campus Viewing? **6**
Check this box to make this page only viewable to on-campus users and off-campus users who are logged into the LU portal.

Searchable? **7**
Leave this box checked to allow search engines access to this page.

Created: — by: N/A

Cancel Save

3. The *Document Name* is the text that will appear above the browser's tool bar.
4. The *Page Header* is optional text displayed on top of the web page.
5. *Display Navigation* displays a navigation pane that appears on the side of all departmental web pages. This feature ensures a consistency throughout web pages under the same department for easy navigation. It is optional on each page. Note: The navigation set cannot be chosen at this time. After the process of page creation,

the user will have to reenter Edit Page Properties to choose a navigation set to display.

6. *Restrict to on Campus viewing* allows only on-campus users to view the information. However, this feature does not make the page confidential.
7. *Searchable* checkbox enlists the URL of the page on online search engines such as Google. Leaving the box unchecked does not make a page secret. It can still be found through an internal search on the LU webpage.
8. Click **Save**. This will bring up the created Page in Edit Mode.

Add or Edit Content

In the page Edit Mode, choose **WYSIWYG** under “add content” to add a WYSIWYG content block, or click **Edit WYSIWYG** to make changes to an existing WYSIWYG block, and click **Update** when finished.

Insert a Link (hyperlink)

1. In a WYSIWYG, type or select the text that will become the link. Highlight the text, taking care not to include extra spaces at the beginning or end of the highlighted text.
2. Click **Insert/Edit Hyperlink** 
3. Enter the address of the page to link to OR click **Browse** to automatically choose a page within your department or an uploaded file for your department.
 - a. If you are linking to a pdf file, click on the **Target** tab, and choose “New Window” from the drop-down box.
4. Click **OK**. The text will have changed to blue if the link was added successfully.

Insert an Anchor

1. An anchor allows you to create a link within a page that will take the user to another location in the same page (the anchor).
2. Place cursor at the point the link will jump to, click the **Anchor Icon** 
3. Name the anchor.
4. Highlight the text that visitors can click to get to anchored content.
5. Click **Insert/Edit Hyperlink** 
6. In the Link Type box, choose “anchor in this page” and then choose the anchor’s name in the “select an anchor by anchor name” box.
7. Click **OK**.

Insert an Uploaded Image

1. In WYSIWYG, place the cursor where the image will be inserted.
2. Click **Insert Image**. 
3. Click **Browse Server**.
4. Select the image from the main directory (default view) or a sub-directory.
5. Click **OK**.
6. There is also an option to upload a new image. Click **Browse** to select the image, then click **Upload**. The file will upload to the currently selected directory.

Upload and Insert an Image from File*

1. Click **File Manager** in WM2.
2. A list of uploaded departmental files will appear.

3. Click **Browse**.
4. Find the image file, click **Open**.
5. Click **Upload**. The file will upload to the currently selected directory.
6. Make sure that a message appears that the file has been successfully uploaded.
7. In WYSIWYG, click **Insert Image** 
8. Select the image from the main directory (default view) or a sub-directory.
9. Click **OK**.

*An image file must be less than 150K in size. JPG is the recommended file type. Do not edit images in WM2. Use other manipulation software to reduce and manipulate images. Liberty University recommends Adobe Photoshop.

Insert a Table

1. In WYSIWYG, click **Insert/Edit Table** icon 
2. Indicate the number of desired columns and rows.
3. Set the size of the table using percentages or pixels. (100% is the default width.)
4. Leaving Border Size at “0” will make the borders invisible (a light grey line will indicate the table borders in WM2 but they will be invisible in the Preview and Live modes), greater numbers will make the borders visible and with the size indicated.
5. Cell Padding is the space between a cell border and the object within it.
6. Click **OK**.
7. The user can freely add and edit content in the created table.
8. Table or Cell Properties can be edited by right clicking on the table in WYSIWYG.

Additional Information

Liberty Colors

Liberty colors are listed on the WM2 Main Page. They consist of a 6 digit number. To add color to a table, right click on a cell; select **Cell Properties**, type in the color number for Background Color.

WYSIWYG Object Edit

Objects such as tables, images, and cells can be edited by right-clicking on the object in WYSIWYG and selecting the appropriate option.

Suggestions for an Effective Web Presence

- Remember that the website is first a tool to promote the University and second a tool to promote your department.
- Use the default font so that text throughout the site is consistent. Use bold, italic, and large text purposely but sparingly.
- Be brief and organized in your presentation of information; try to anticipate what your audience wants to know.
- Use the Departmental Navigation on your pages so that visitors to your pages can easily navigate back and forth through them.
- Use photographs to communicate to visitors and add visual interest to your pages.
- Create a “Contact Us” page with a link to it on your navigation.

Web Manager 2.0 Tips & Tricks

Web Manager 2.0 (WM2) is a useful program for developing the content on your web pages, but sometimes it can be difficult until you learn different ways to use the tool to achieve your goals. Below are some tips on how to avoid frustration, maximize time, and achieve the look you want.

Indented, Bulleted, or Numbered Text

There are buttons in WM2 for indenting, bulleting, and numbering text. To use these effectively and apply to specific sections of the page, make sure you separate the section from those around it by using **Enter** (double-return) instead of **Shift+Enter** (single return).

Text and Photos

To make your page look professional, wrap text around your photos, and create a space between text and photo.

1. To add space around your photo, right-click on the photo and choose **Image Properties**. There are HSpace and VSpace fields in the pop-up box. Type in a numerical value for these fields, and a space will appear between the image and any text you add around the image.
2. For wrapped text, right-click the photo, and choose **Image Properties**. There is an *align* field in the pop-up box, where you can choose “left” or “right” depending upon which side you’d like your photo on.

Copying Text Into WM2

If you copy text from Microsoft Word or another program, ALWAYS use the **Paste as Plain Text** button to paste. This will convert text to the default font. Using a different pasting button will give unpredictable results and you will likely end up with formatting problems on your page.

Writing for the Web

The website is a unique medium, and web-writing must be distinguished from print-writing.

The basic aim of writing for the web is to produce a *scannable* page. A Morkes/Nielsen study showed that **79% of web-users scan web pages** rather than reading them.

Use the following basic guidelines to produce scannable pages:

Use headings, lists, blank spaces, tables, highlighted keywords

Any method of visually organizing information into small chunks makes it easier for users to scan and find the information they need.

Speak plainly

Cut out unnecessary adjectives. Users will not tolerate much marketing language and are looking instead for information. Avoid jargon where reasonable.

Consolidate

Web writing should have about half as many words as a print document. Again, the user isn't on your page to read it, but to scan it.

Avoid PDFs

It bears repeating: web-users will not spend time reading! PDFs are useful for very long documents or those that must be printed. Otherwise, put the content on the page rather than in a PDF document.

Web Policy

The full Liberty University web policy is available online. Visit www.liberty.edu/webrelations to view or download a copy.