



上海纽约大学  
NYU SHANGHAI

# Content Maintainer Guide

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**Login**

**Part 3**  
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# Part 1 - Requests

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Please send a request to [nyushanghai-digicomm@nyu.edu](mailto:nyushanghai-digicomm@nyu.edu) for

Website updates:

- Role permissions for department members
- New pages
- Menus and taxonomy
- Multiple-semester webform or table
- Buttons
- Page redirect
- Page Analytics
- Add campaign tracking code
- Remove file from servers

# Part 1 - Requests

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Please send a request to [nyushanghai-digicomm@nyu.edu](mailto:nyushanghai-digicomm@nyu.edu) for

Web projects:

- Web project scoping
  - Web functionality requests
  - All public-facing software projects
  - Web vendor proposals
- ★ When your department is considering any web project, it is important to coordinate with Digital Communications at the earliest stages of design so that compatible frameworks and systems are integrated.

# Part 1 - Requests

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Please send a request to [nyushanghai.uc@nyu.edu](mailto:nyushanghai.uc@nyu.edu) for

Publicity:

- Web article and magazine article proposals
- NYU Shanghai social media channel announcements
- Production of branded event banners, brochures and products
- Media support for programs or events

Content:

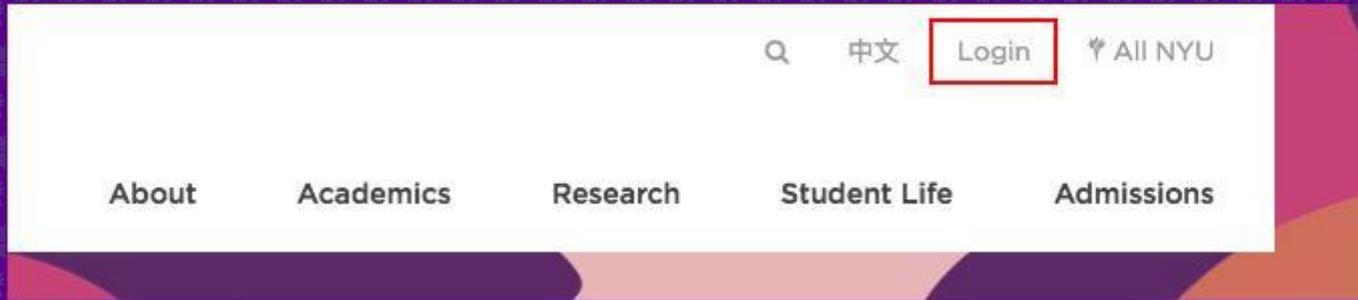
- Subject-based image requests
- Image archive access
- Videos from archives
- Video or photography commissioning

# Part 2 – Login

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## Logging into the CMS

- Go to the Login button



# Part 2 – Login

- Enter NYU net ID



## NYU Login

NetID

Password

Login

By your use of these resources, you agree to abide by the [Policy on Responsible Use of NYU Computers and Data](#).

Before entering your NetID and password, verify that the URL for this page begins with:  
<https://shibboleth.nyu.edu>

A screenshot of the NYU website navigation bar. The top navigation bar includes links for Content, Structure, People, Configuration, and Help. The user is logged in as 'Hello p195' with a 'Log out' button. Below this is a secondary navigation bar with links for Add content, Add File, Files, Job Application Submissions, Department - for open position, Open Position Listings, Career Development Centre Visit Submissions, and Edit shortcuts. A third navigation bar contains links for Students, Faculty, Staff, Parents, Alumni, Visitors, and Media, along with a search icon and '中文' (Chinese) and 'Login: All NYU' options. The bottom navigation bar features the NYU logo (NYU SHANGHAI 上海纽约大学) and links for About, Academics, Research, Student Life, and Admissions.

# Part 3 – Basic Editing

## How to Modify Content

- Click Content tab and use Filter to find content, or go to page URL

The screenshot shows a web application interface for content management. At the top, there is a navigation bar with tabs: 'Content' (highlighted with a red box), 'Structure', 'People', 'Configuration', and 'Help'. Below the navigation bar, there are several buttons: 'Add content', 'Add File', 'Files', 'Job Application Submissions', and 'Department - for open position'. The main content area features a banner for 'NYU SHANGHAI 上海 纽约大学' with a logo. To the right, there is a search and filter panel. The 'Title' field contains 'technology services' (highlighted with a red box). The 'Type' dropdown is set to '- Any -'. The 'Author' field is empty. The 'Published' dropdown is set to '- Any -'. Below these fields is a 'Vocabulary' dropdown set to '- Any -', an 'Apply' button (highlighted with a red box), and a 'Reset' button. Underneath is an 'Operations' section with a dropdown set to '- Choose an operation -' and an 'Execute' button. At the bottom, there is a table with columns: 'Title', 'Type', 'Author', 'Published', 'Updated', and 'Operations'. The table contains one row with the following data:

<input type="checkbox"/>	Title	Type	Author	Published	Updated	Operations
<input type="checkbox"/>	<a href="#">Technology Services</a> new	Basic Page	NYU Shanghai	Yes	07/20/2018 - 08:38	edit delete

# Part 3 – Basic Editing

## How to Modify Content

- Click Edit on Page



The screenshot displays a web page for "Technology Services" with a navigation menu on the left and a main content area. The "Edit" button is highlighted with a red box. The main content area includes a "View" button, a "Translate" button, and a "Revisions" button. The "Edit" button is labeled "Access control". The main content area also includes a "Walk-in Support Center" section with contact information.

## Technology Services

**View** **Edit** Revisions

Translate Access control

NYU Shanghai Information Technology Services strives to provide high quality, rapid and reliable solutions to enable seamless computing connectivity in alignment with the University's academic mission.

We develop, implement, and enhance technologies that promote communication, collaboration, and interaction, both locally and globally.

Working in collaboration with Information Technology Services and Global Technology Services at NYU's campus in New York City and, in partnership with NYU Shanghai's students, faculty, and staff, we aim to facilitate teaching and learning, community life, research, and administration through a robust

**Walk-in Support Center**  
Room 427, Front desk  
Mon-Thu: 8:30am - 9:00pm  
Fri: 8:30am - 5:30pm  
shanghai.it.help@nyu.edu  
Hotline: +86 (21) 2059 5555  
Scan the QR code in Wechat

Navigation menu items: Vision and Mission Statement, Leadership, Policies and Guidelines, Compliance and Risk Management, News and Publications, Technology Services, Finance.

# Part 3 – Basic Editing

## How to Create an Article, Story, Faculty Publication, In Focus, In the Media, Album or Video

- Click Add Content



# Part 3 – Basic Editing

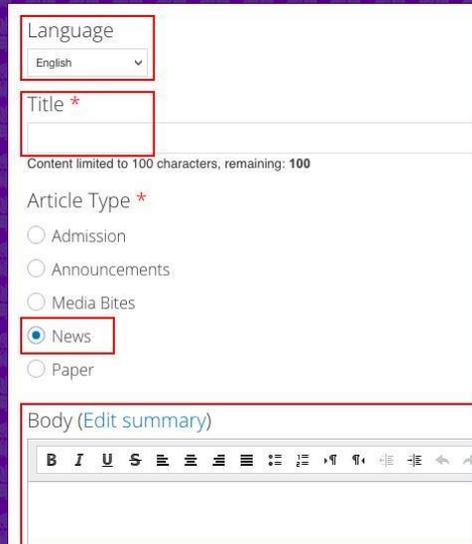
- Choose content type

**Add content** ⌵

- Academic Blog**  
Blog content of academic only, maintain by academic affairs
- Album** **Gallery**  
Album  
Use albums for NYU Shanghai
- Article** **News**  
Use articles for time-sensitive content like news, press releases
- Basic Page** **Basic Page**  
Use basic pages for your static content, such as an 'About us
- Blog**  
Students' blogs.
- Campus Life Content**  
Campus Life Contents
- Career Development Centre Newsletter**  
Career Development Centre Dept. Newsletter
- Content(Sensitive Page)**  
Content: Sensitive Basic Page.
- Event**  
Event Contents.
- Faculty**  
Faculty Information.
- Faculty Publication** **Faculty Publication**  
Publications or talks content
- FAQ**  
F&Qs Content Type.
- Home Page Highlight** **Home Page Highlight**  
Home Page Highlight
- In Focus** **In Focus (Spotlight)**  
"Focus" in a promoted content piece
- In the Media**  
In the Media
- Job Application (Chinese Applicant)**  
Job Application for HR (Chinese Applicant)
- Job Application**  
Job Application for HR (Foreign Applicant)
- Leadership**  
Leadership Information.
- Link Resource**  
Link Resources Node.
- Magazine**
- Magazine Story(Discarded)**  
Story content of magazine content type.
- Magazine(Discarded)**  
Magazine content type.
- Mailchimp Campaign**  
Newsletter content
- Notification**  
Notification contents, which support each department notice
- Open position**  
Open Position Information.
- Page Menu Expand**  
Content page with expanding/collapse menu functionality
- Research Content**  
Research Content Pages
- Research Opportunity**
- Staff**  
Information.
- Story** **Story (People)**  
Data type for Humans of NYU Shanghai
- Team Member**  
NYU Shanghai Staff/Faculty/Students team members.
- Video** **Video**  
Video management
- Webform**  
Create a new form or questionnaire accessible to users. Sub

# Part 3 – Basic Editing

- For example, Click the Article option
- Select the Language Option
- Fill required details in Title, Body, etc.



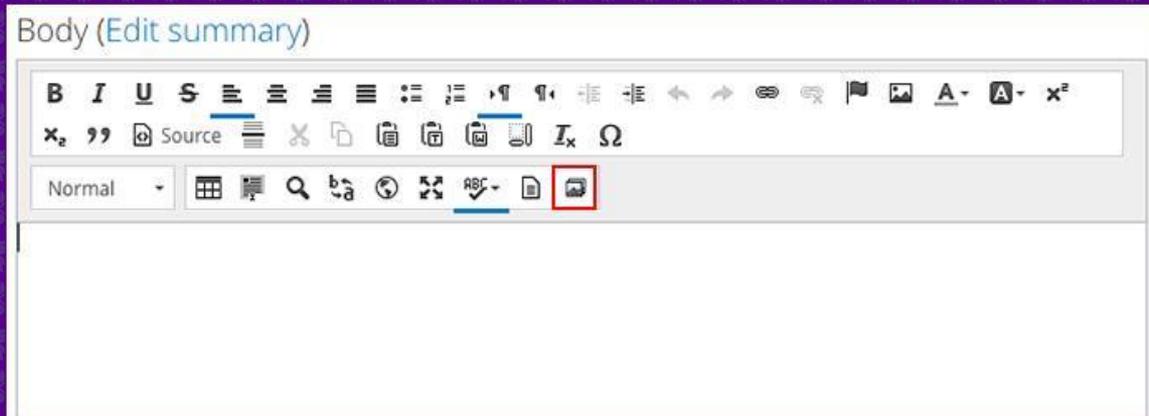
A screenshot of a content creation form with several fields and options:

- Language**: A dropdown menu currently set to "English".
- Title \***: A text input field, currently empty.
- Content limited to 100 characters, remaining: 100**: A small text indicator below the title field.
- Article Type \***: A section with four radio button options:
  - Admission
  - Announcements
  - Media Bites
  - News** (This option is selected and highlighted with a red rectangular box.)
  - Paper
- Body (Edit summary)**: A rich text editor area with a toolbar containing icons for Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Bulleted List, Numbered List, Indent, Decrease Indent, Link, Unlink, Undo, and Redo.

# Part 3 – Basic Editing

## How to Add a Image / Video / PDF in the Body

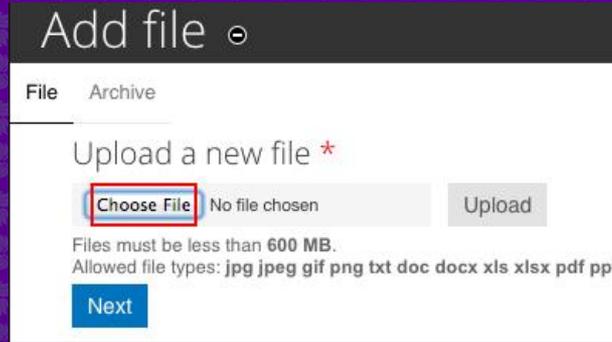
- Click on the Media Browser icon at the end of the toolbar



# Part 3 – Basic Editing

When adding a PDF:

- Upload the file through media browser
- Copy link
- Create hyperlink with standard hyperlink button
- Hyperlink must have readily understandable and accurate label, not “Click Here”



<input type="checkbox"/>	Title	Type	Size	Author	Updated	Used in	Operations
<input type="checkbox"/>	<a href="#">digital_properties.pdf</a>	Document	39.51 KB	pl95	08/03/2018 - 17:19	0 places	Edit Delete

## digital\_properties.pdf

View

Edit

Delete

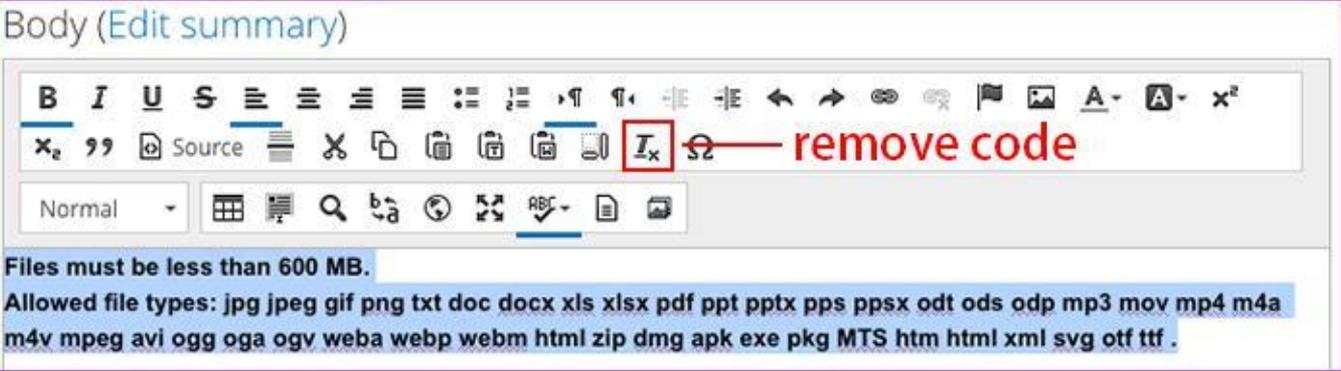
 [digital\\_properties.pdf](#)

Click it and get hyperlink

# Part 3 – Basic Editing

## Notice:

- When you copy content from other websites, paste in the Body, and click the Code Removal icon.
- This is necessary to ensure formatting from an email or other text editor does not create unexpected styling errors when the content is published.

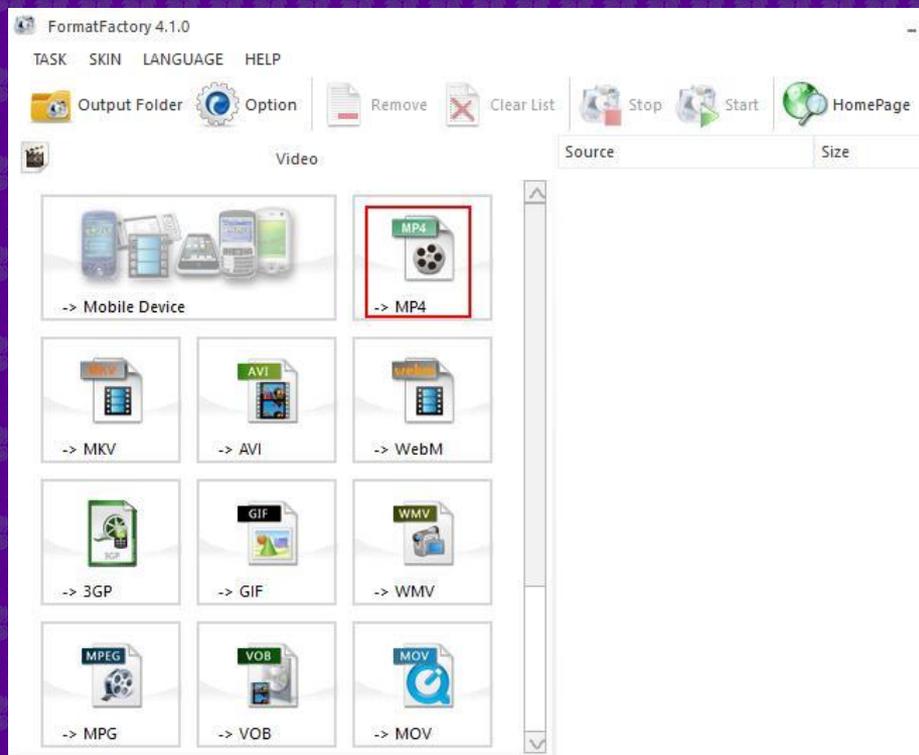


The screenshot shows a rich text editor interface. At the top, it says "Body (Edit summary)". Below that is a toolbar with various icons for text formatting (bold, italic, underline, strikethrough, bulleted list, numbered list, indent, outdent, link, unlink, insert link, insert image, link color, background color, link icon, unlink icon, x²) and a "Source" button. The "I<sub>x</sub>" icon, which represents code removal, is highlighted with a red box. To the right of this icon, the text "remove code" is written in red. Below the toolbar is a dropdown menu set to "Normal" and a row of icons for table, list, search, undo, redo, and other functions. At the bottom of the editor, there are two lines of text: "Files must be less than 600 MB." and "Allowed file types: jpg jpeg gif png txt doc docx xls xlsx pdf ppt pptx pps ppsx odt ods odp mp3 mov mp4 m4a m4v mpeg avi ogg oga ogv weba webp webm html zip dmg apk exe pkg MTS htm html xml svg otf ttf .".

# Part 3 – Basic Editing

## Notice:

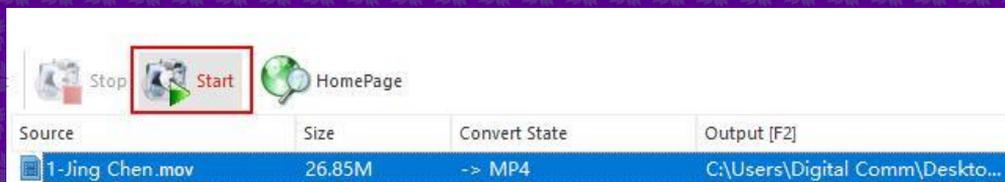
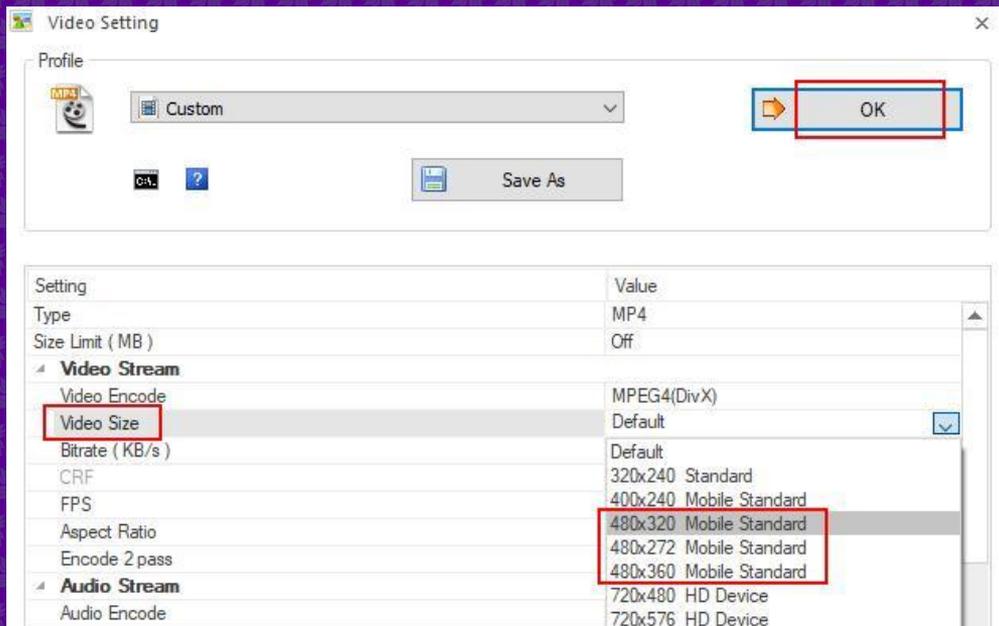
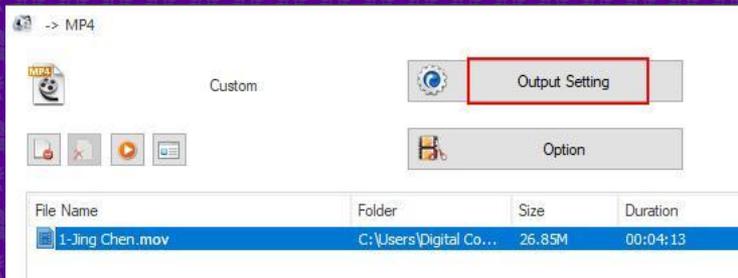
- Compress the video as much as possible. 480p mp4 is the best. You can use “格式工厂” to compress and convert video’s format.



# Part 3 – Basic Editing

## Notice:

- Compress the video as much as possible. 480p mp4 is the best. You can use “格式工厂” to compress and convert video’s format.



# Part 3 – Basic Editing

## Notice:

- The width of Image in the Body is 730pix, the height is not limited.

 Written by NYU Shanghai

Two brand new Master of Science programs, jointly offered by NYU Shanghai and the NYU Stern School of Business, opened applications for the inaugural Class of 2019 on June 23.

**730 pix**



The pioneering MS in Quantitative Finance program and MS in Data Analytics & Business Computing program are each expected to admit high-achieving young professionals and college graduates from around the world, eyeing future careers in Asian financial and big data marketplaces.

# Part 3 – Basic Editing

## Notice:

- Upload only files with a name which identifies the file's contents. Please do not upload the same file multiple times.
- Proper labeling of the file will allow the department to remove the file from server, and search engine indexing later on if content is outdated.

Title	Type	Size	Updated	Used in	Operations
nyu_shanghai_july_27_2018.pdf	Document	32.58 KB	07/27/2018 - 10:03	0 places	Edit Delete
nyu_shanghai_july_27_2018.pdf	Document	32.58 KB	07/27/2018 - 10:01	0 places	Edit Delete
nyu_shanghai_july_27_2018.pdf	Document	32.58 KB	07/27/2018 - 09:56	1 place	Edit Delete

- PDFs must be in accessible format
- Convert PDFs here - <https://wp.nyu.edu/sensusaccess>



# Part 3 – Basic Editing

## How to Resize a Banner Image

★ Image dimensions: 940 x 350



**NYU Shanghai Work Calendar**

Vision and Mission Statement  
Leadership  
Compliance and Risk Management  
News and Publications  
Technology Services  
Finance  
Work Here  
Getting Around Campus  
Contact Us  
NYU Shanghai Foundation

This calendar only applies to Shanghai-based staff.  
\*Click on links for expanded view

[NYU Shanghai • Work Calendar 2018](#)  
[NYU Shanghai • Work Calendar 2017](#)  
[NYU Shanghai • Work Calendar 2016](#)

940 pix  
350 pix

# Part 3 – Basic Editing

## How to Resize a Banner Image

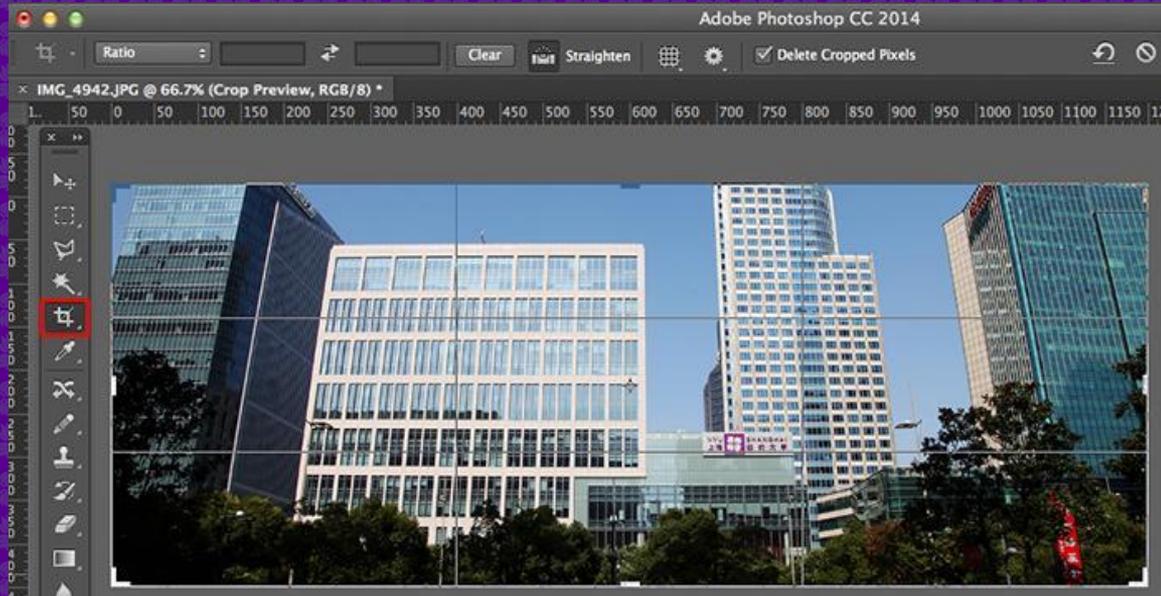
- Open the image in Photoshop.



# Part 3 – Basic Editing

## How to Resize a Banner Image

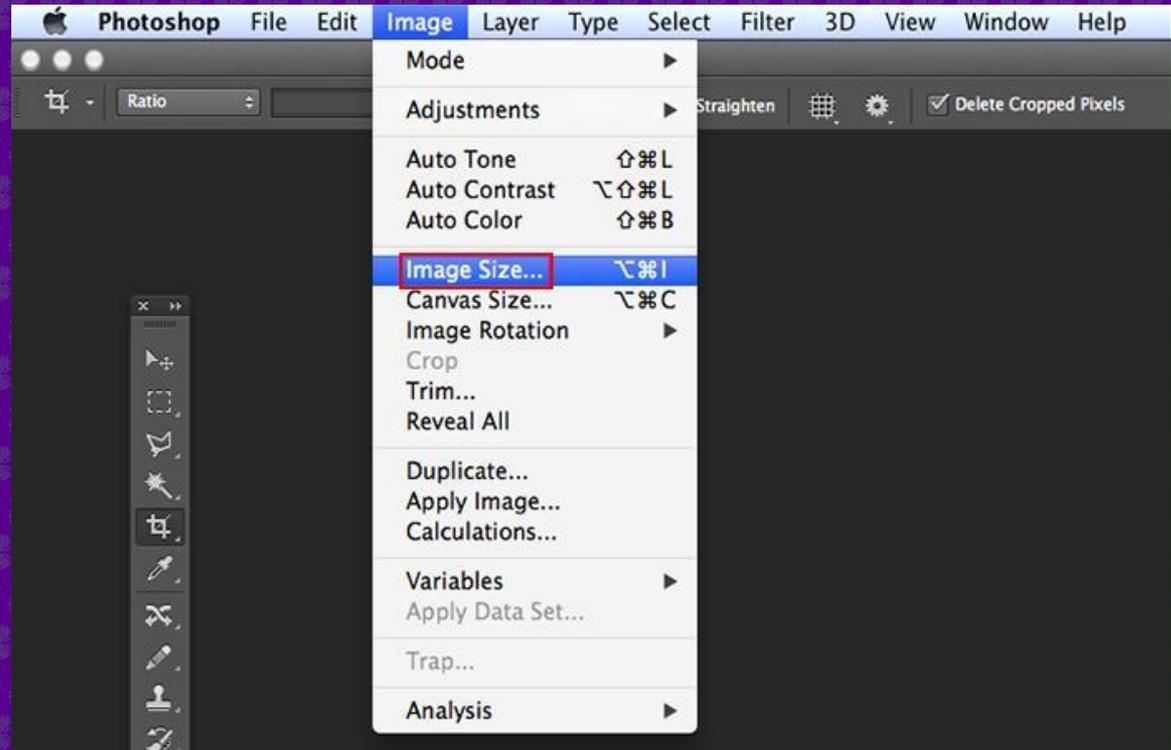
- Use the crop tool to select the desired area.



# Part 3 – Basic Editing

## How to Resize a Banner Image

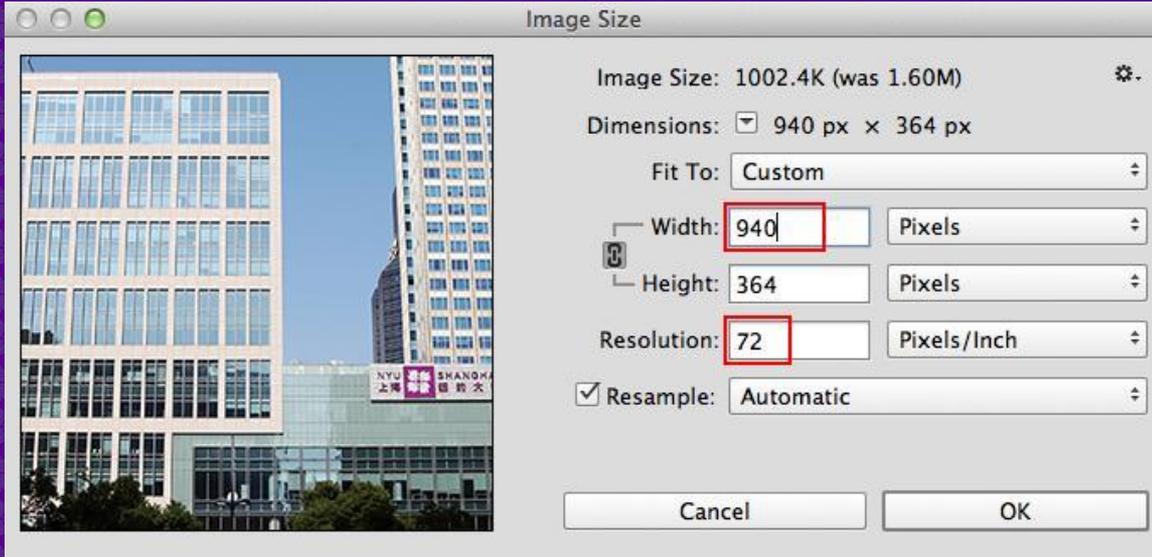
- Select the image size option.



# Part 3 – Basic Editing

## How to Resize a Banner Image

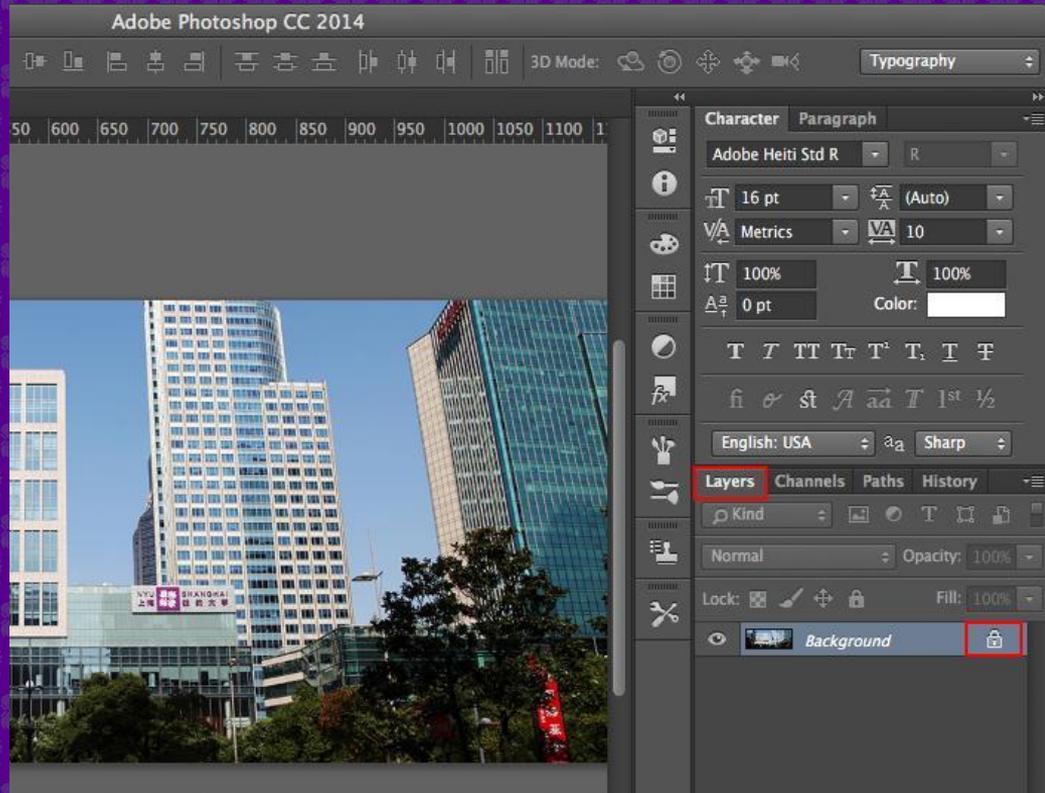
- Type the Width or Height and make sure Resolution must be 72.



# Part 3 – Basic Editing

## How to Resize a Banner Image

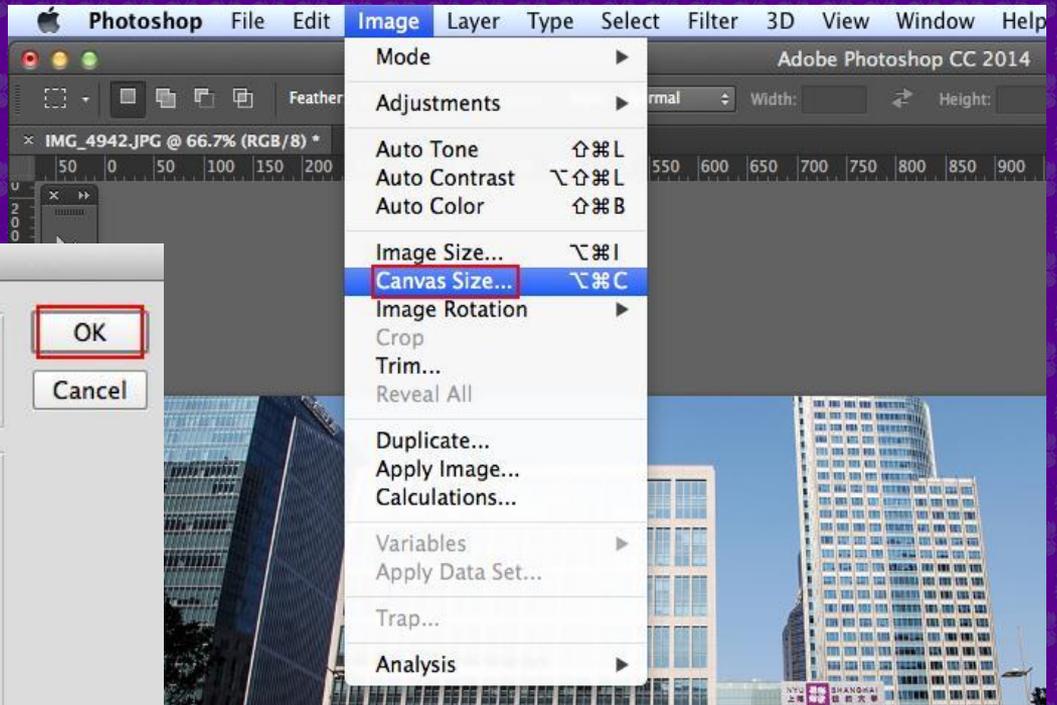
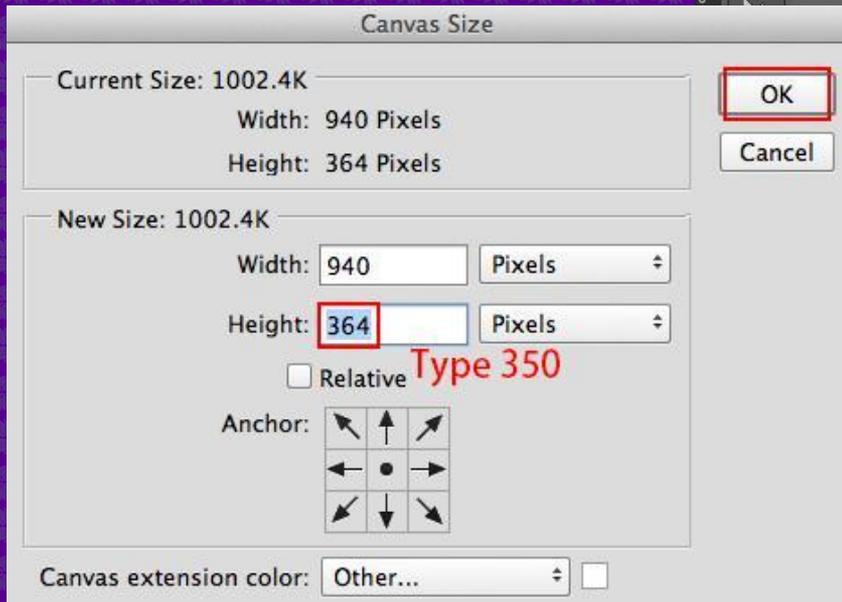
- Open the layer lock in the layer section.



# Part 3 – Basic Editing

## How to Resize a Banner Image

- Select the canvas size and type the exact number to cut out the extra size.



# Part 3 – Basic Editing

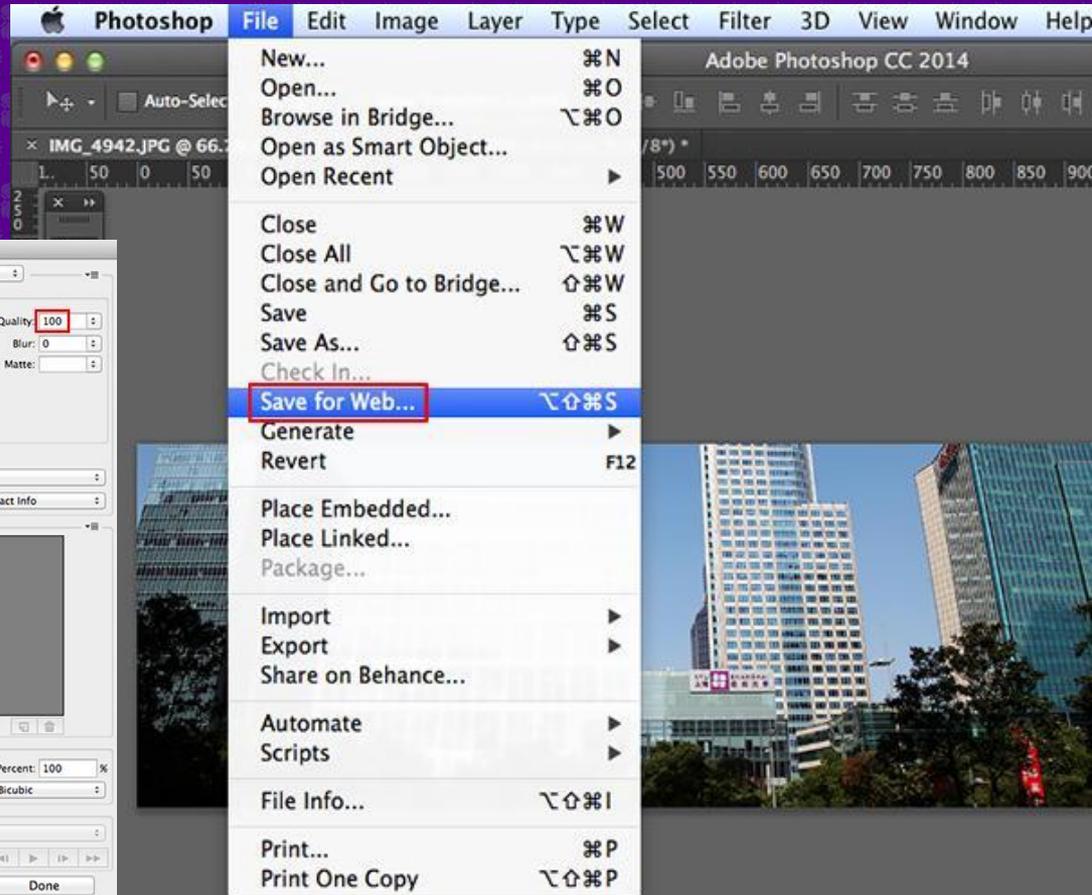
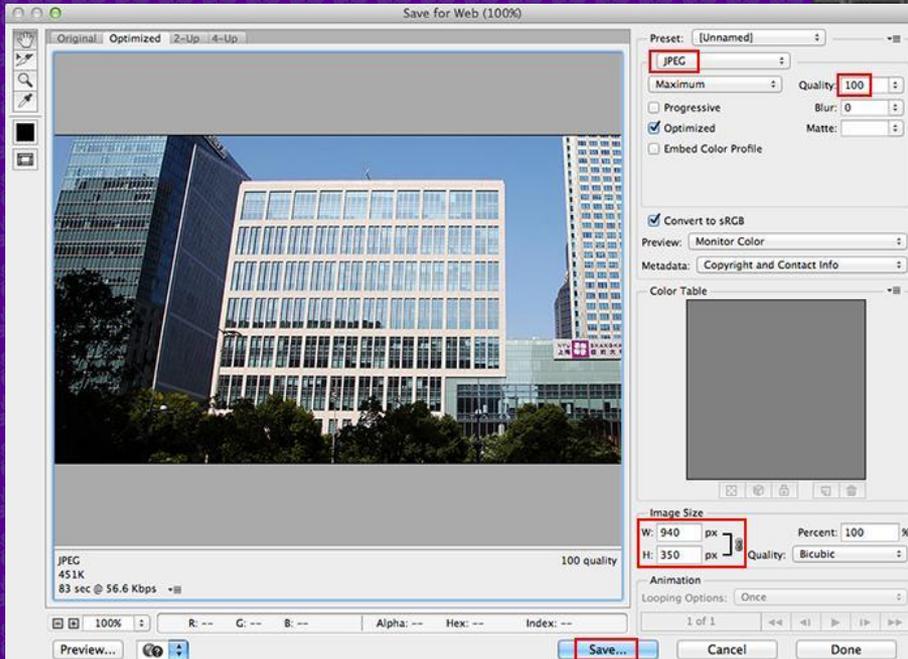
## How to Resize a Banner Image

- You will get a width 940 pix height 350 pix image.



# Part 3 – Basic Editing

## Compress and save the image



# Part 4 – Accessibility for Content Maintainers

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## What is Digital Accessibility?

Digital accessibility is the practice of ensuring that NYU websites, web applications, and digital content can be used by our community who have a diverse range of hearing, movement, sight or cognitive abilities.

For more information, please visit: <https://www.nyu.edu/footer/accessibility.html>

# Part 4 – Accessibility for Content Maintainers

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- Remember to correct basic spelling and grammar mistakes
- Remember to label headings in descending order
- Remember to label hyperlinks with the destination of the link, never “Click Here”
- Remember to add alt text for images and label uploaded images with subject matter
- Remember to provide text alternatives for non-text content
- Remember to convert PDFs to accessible formats, resources here:

<https://wp.nyu.edu/sensusaccess>

# Part 5 – Non-Main Website Projects

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- Websites, large web upgrades, and software project proposals must receive approval from a department head before the request is made to NYU Shanghai Digital Communications.
- Failure to adhere to NYU Shanghai branding and guidelines will result in the removal of the entity.
- Websites can be created by NYU Shanghai Digital Communications or supported by an external vendor.
- Websites which represent non-core administrative units are handled as microsites.

# Part 5 – Non-Main Website Projects

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## NYU Shanghai Microsites

- NYU Shanghai asks website creators to implement two modest visual requirements in the presentation of affiliated digital properties. These two steps are sequence specific and are currently only supported by two website builder services: Wordpress and Strikingly.
- Wordpress is widely-known and offers a huge repository of templates for various user needs. Strikingly is an industry newcomer and offers a more contemporary look and feel albeit with a smaller template library. It is also recommended for use in China. Feel free to explore both or ask the NYU Shanghai DigiComm team any questions before making your decision. The two custom website builder services require subscription fees which NYU Shanghai DigiComm does not support.

# Part 5 – Non-Main Website Projects

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When your department has pruned and posted desired content a site hosted by one of these services, please contact [nyushanghai-digicomm@nyu.edu](mailto:nyushanghai-digicomm@nyu.edu) to assist in the following two requirements:

## The Vanity URL

- Please share with us the desired url title, based off an abbreviation of the department or program name, which will then be appended to the domain suffix of [shanghai.nyu.edu](http://shanghai.nyu.edu).

## The Purple Bar

- The NYU Shanghai purple bar must be added as a header element to the landing page of the website. Please either request the HTML/CSS code for the purple bar, or if desired, ask that our team assist in implementation.

Thank You