上海纽约大学

NYU SHANGHAI

Content Maintainer Guide

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Requests

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Login

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Basic Editing

Part 4
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Web Projects

Part 1 - Requests

Please send a request to 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

Please send a request to 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

Please send a request to 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

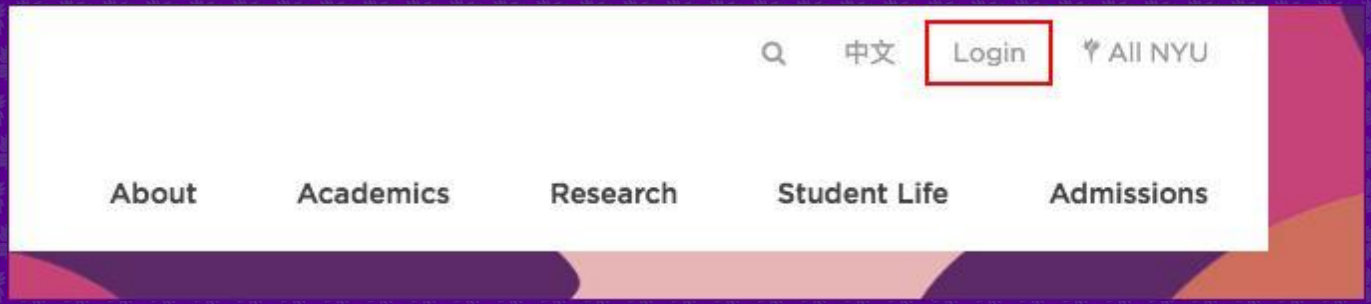
Content:

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

Part 2 – Login

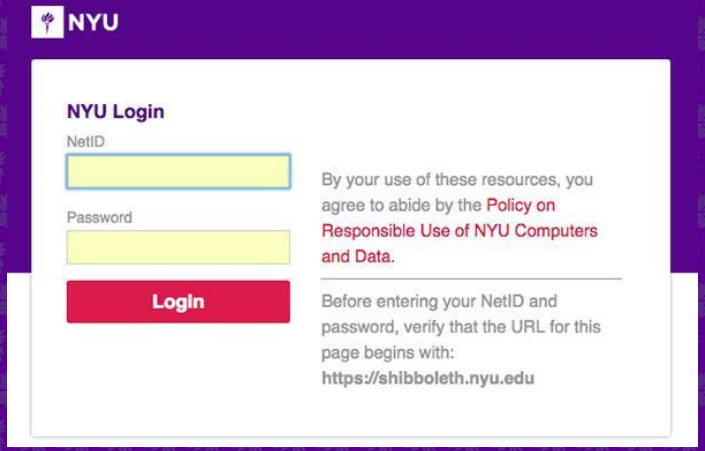
Logging into the CMS

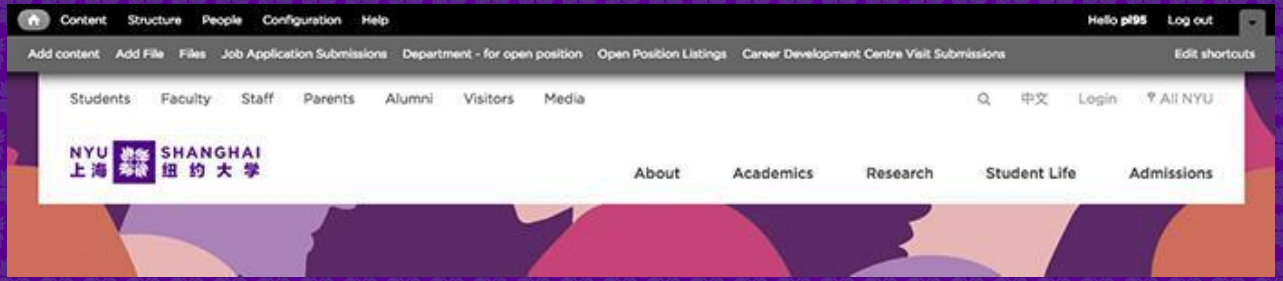
- Go to the Login button



Part 2 – Login

- Enter NYU net ID

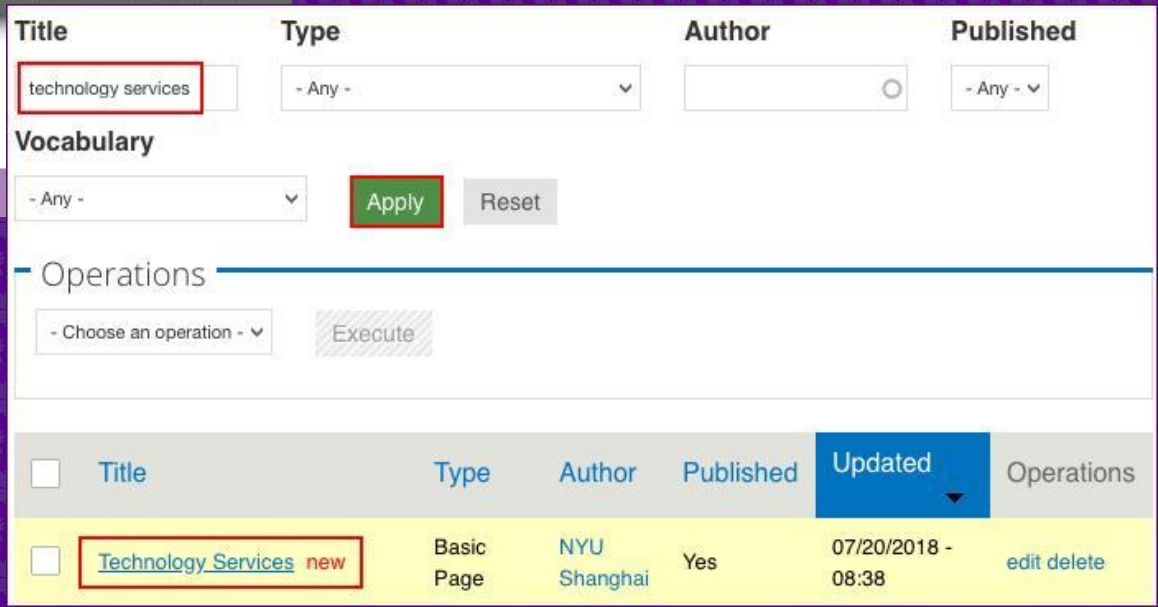




Part 3 – Basic Editing

How to Modify Content

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



Part 3 – Basic Editing

How to Modify Content

- Click Edit on Page

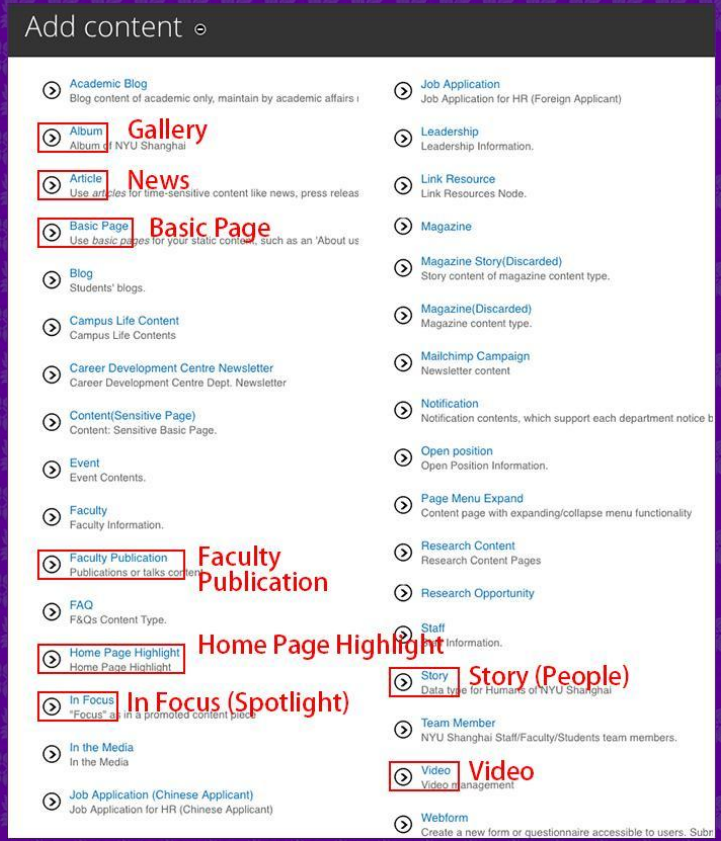
Part 3 – Basic Editing

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

- Click Add Content

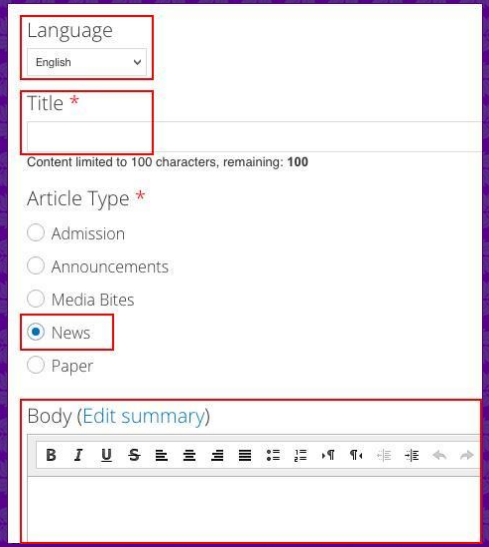
Part 3 – Basic Editing

- Choose content type



Part 3 – Basic Editing

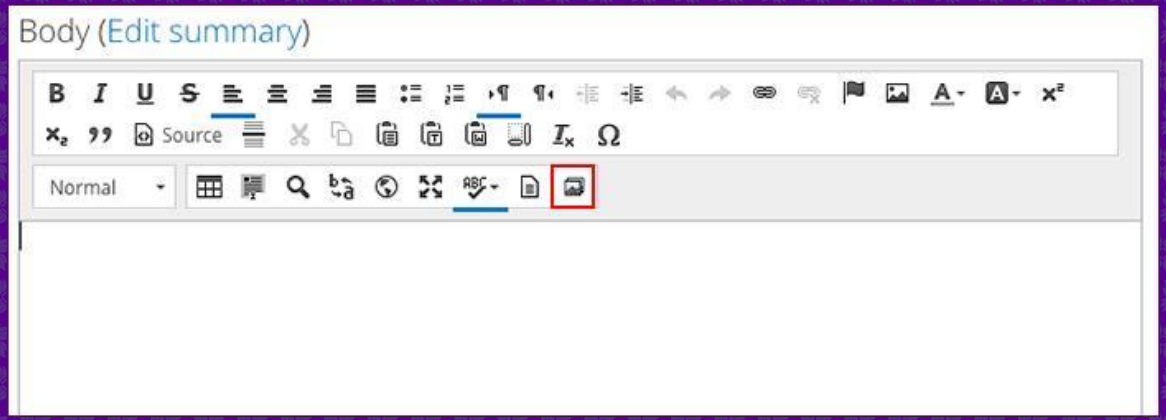
- For example, Click the Article option
- Select the Language Option
- Fill required details in Title, Body, etc.



Part 3 – Basic Editing

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

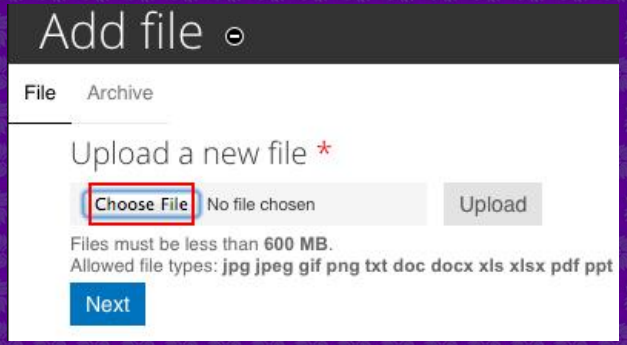
- Click on the Media Browser icon at the end of the toolbar



Part 3 – Basic Editing

When adding a PDF:

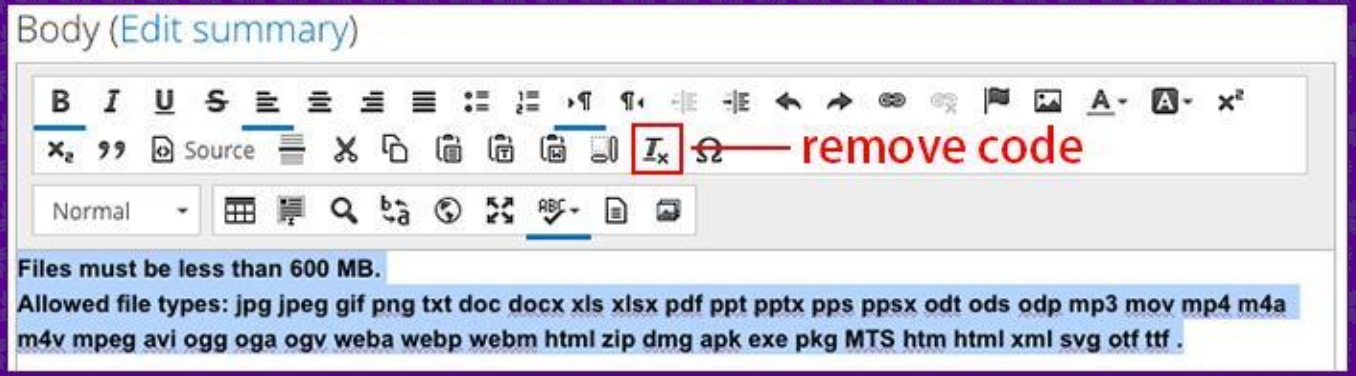
- Upload the file through media browser
- Copy link
- Create hyperlink with standard hyperlink button
- Hyperlink must have readily understandable and accurate label, not “Click Here”



Part 3 – Basic Editing

Notice:

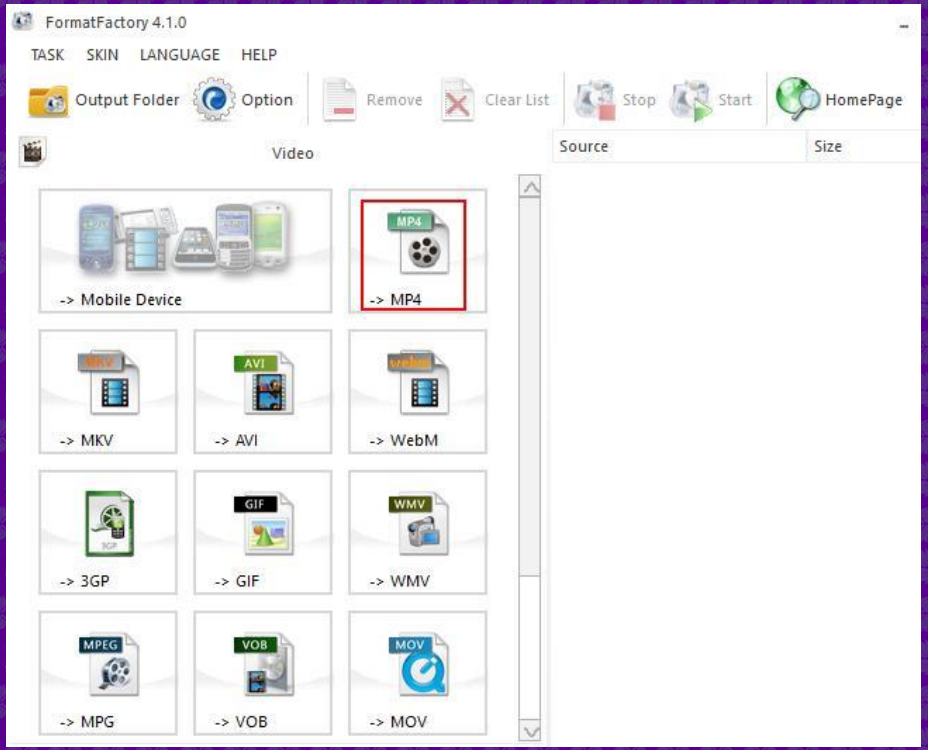
- When you copy content from other websites, paste in the Body, and click the Code Removal icon.
- This is necessary to ensure formatting from an email or other text editor does not create unexpected styling errors when the content is published.



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

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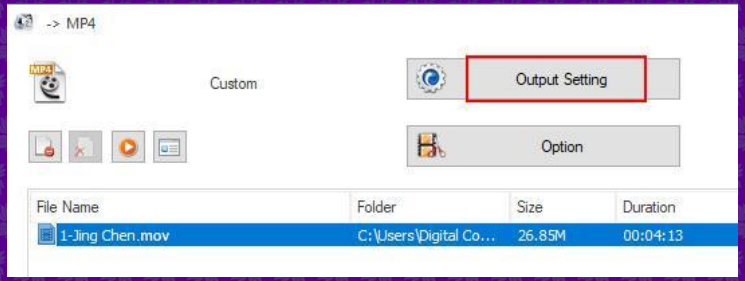
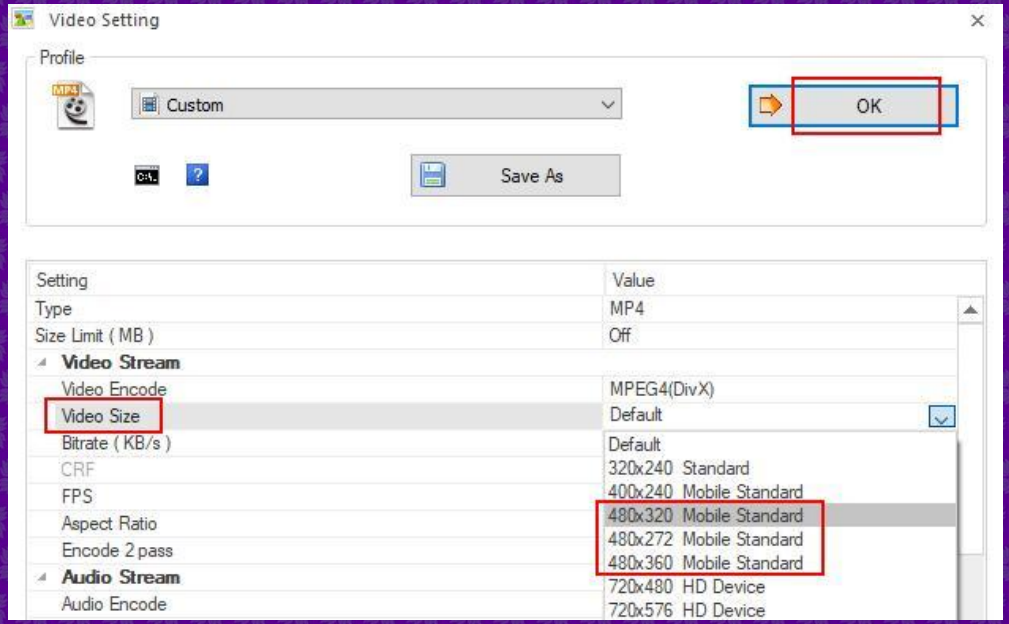
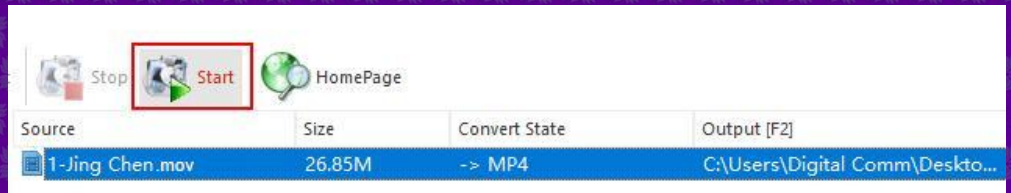






Part 3 – Basic Editing

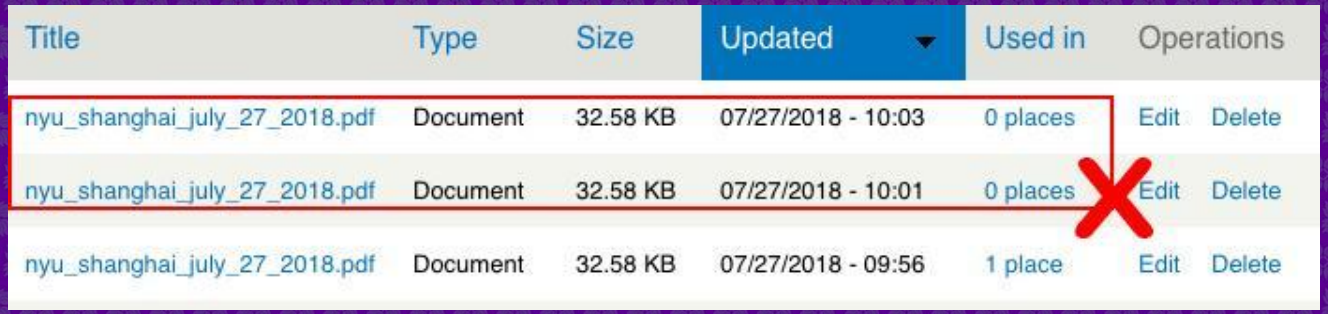
Notice:

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

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.

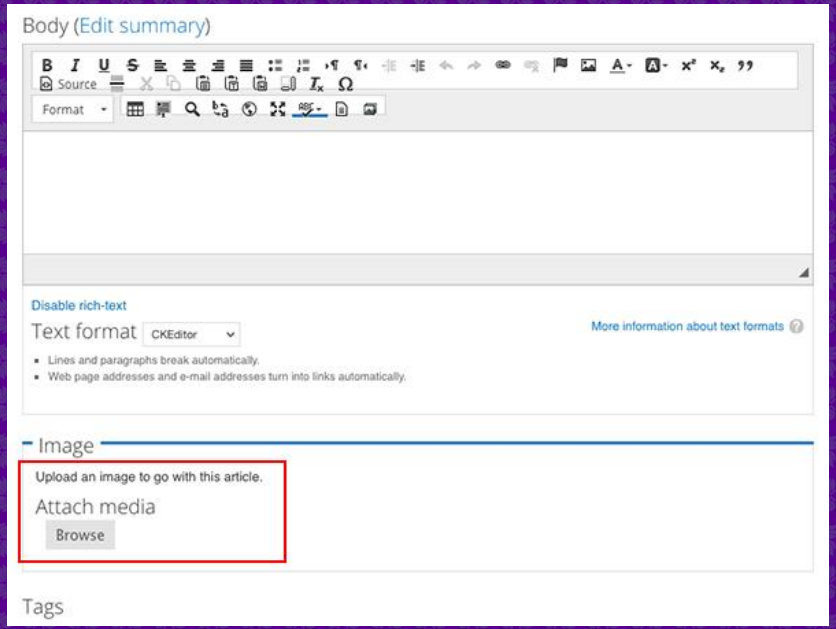


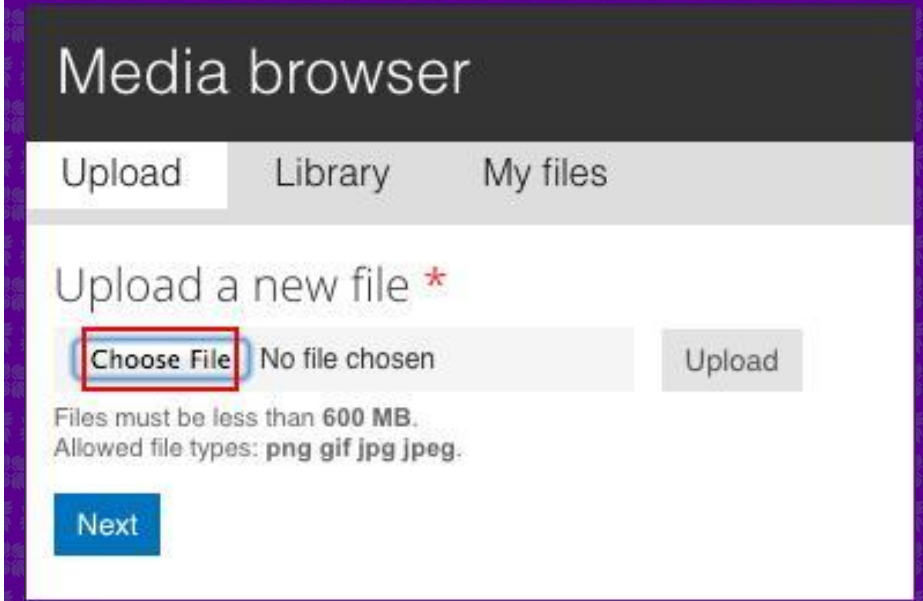
Title	Type	Size	Updated	Used in	Operations
nyu_shanghai_july_27_2018.pdf	Document	32.58 KB	07/27/2018 - 10:03	0 places	Edit Delete
nyu_shanghai_july_27_2018.pdf	Document	32.58 KB	07/27/2018 - 10:01	0 places	Edit Delete
nyu_shanghai_july_27_2018.pdf	Document	32.58 KB	07/27/2018 - 09:56	1 place	Edit Delete

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

Part 3 – Basic Editing

How to Add a Banner Image





Part 3 – Basic Editing

How to Resize a Banner Image

★ Image dimensions: 940 x 350

Part 3 – Basic Editing

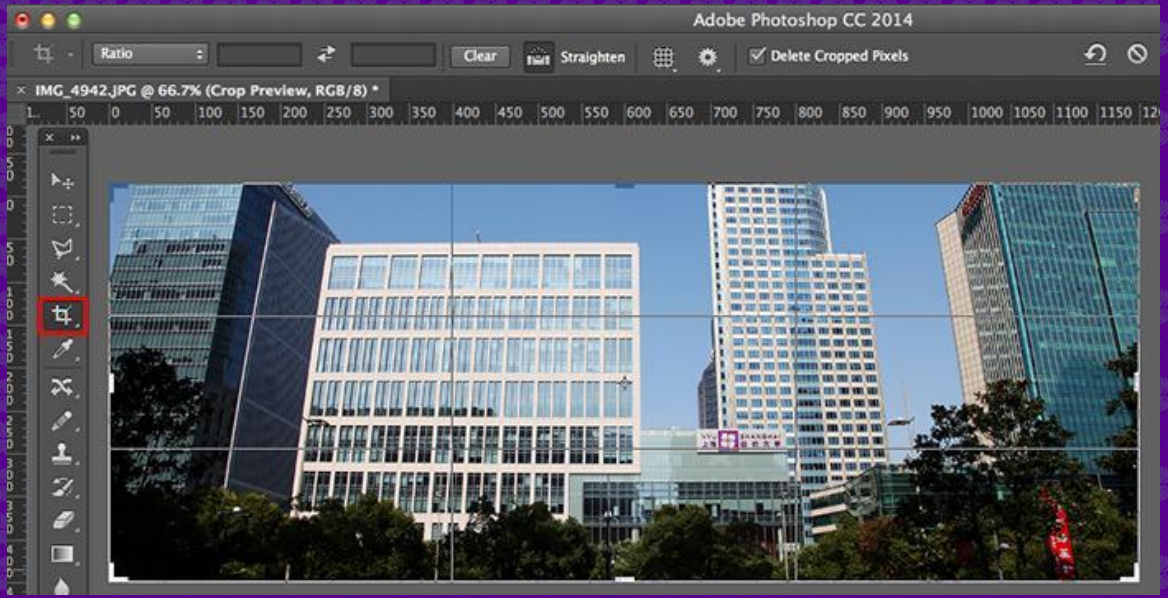
How to Resize a Banner Image

- Open the image in Photoshop.

Part 3 – Basic Editing

How to Resize a Banner Image

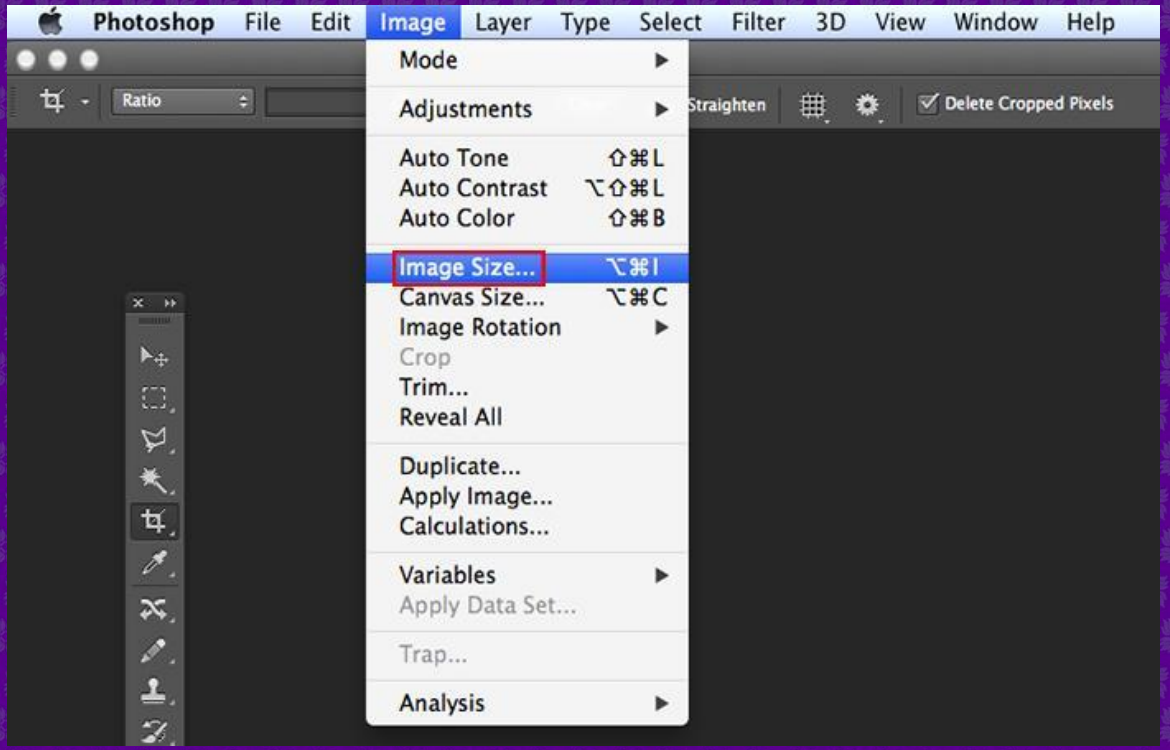
- Use the cut tool to select the desired area.



Part 3 – Basic Editing

How to Resize a Banner Image

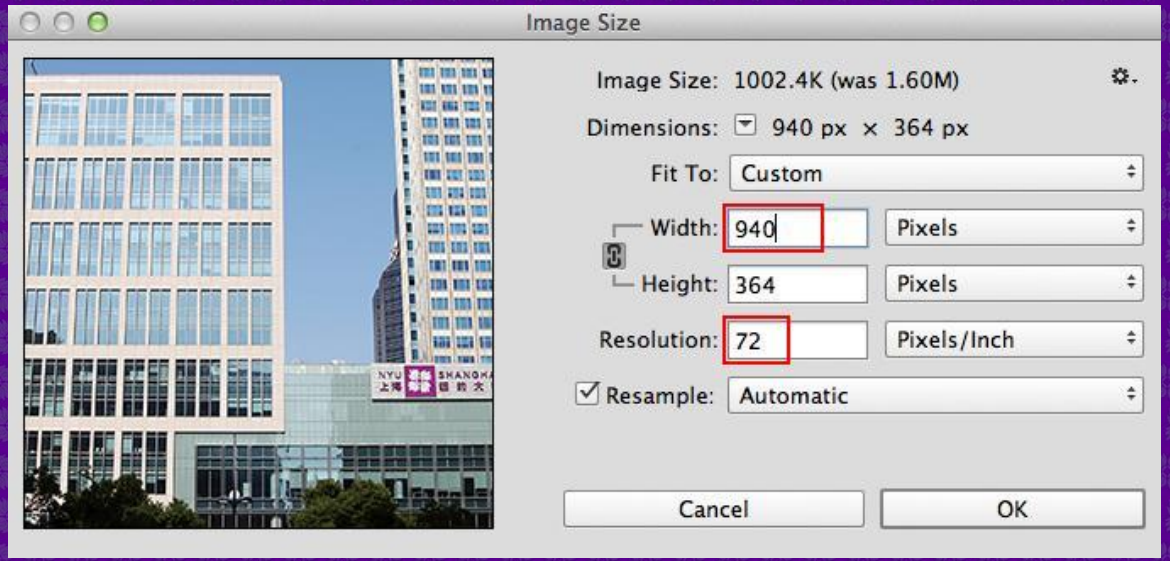
- Select the image size option.



Part 3 – Basic Editing

How to Resize a Banner Image

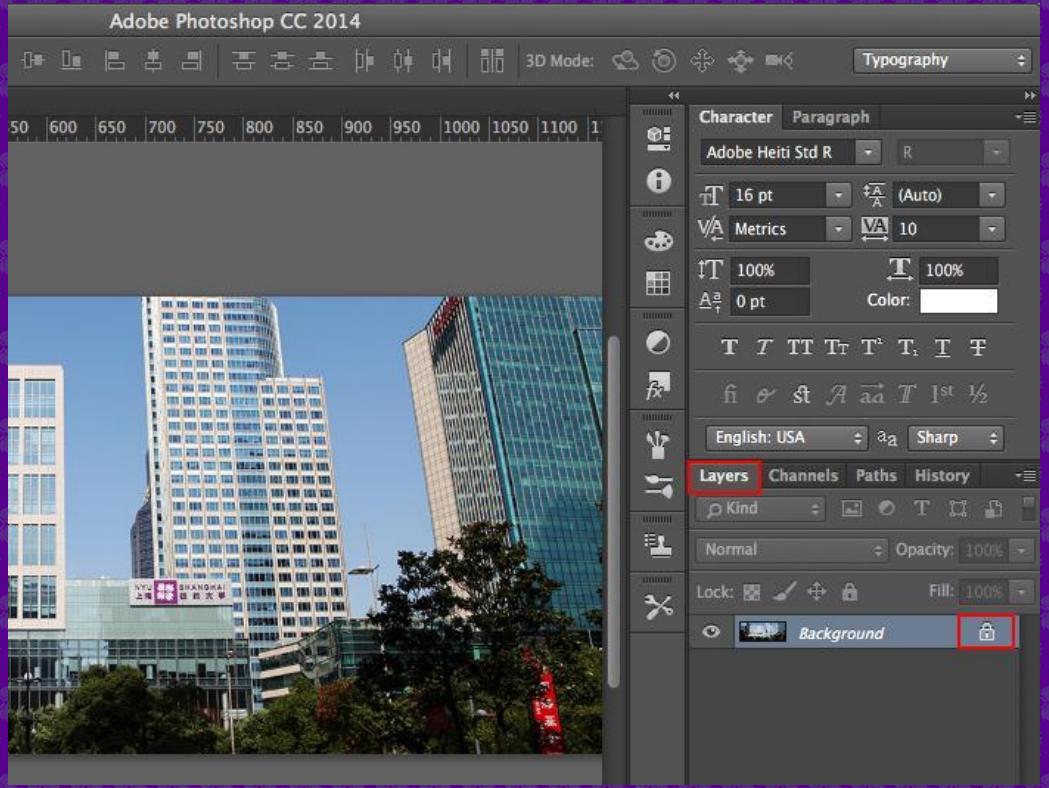
- Type the Width or Height and the make sure Resolution must be 72.



Part 3 – Basic Editing

How to Resize a Banner Image

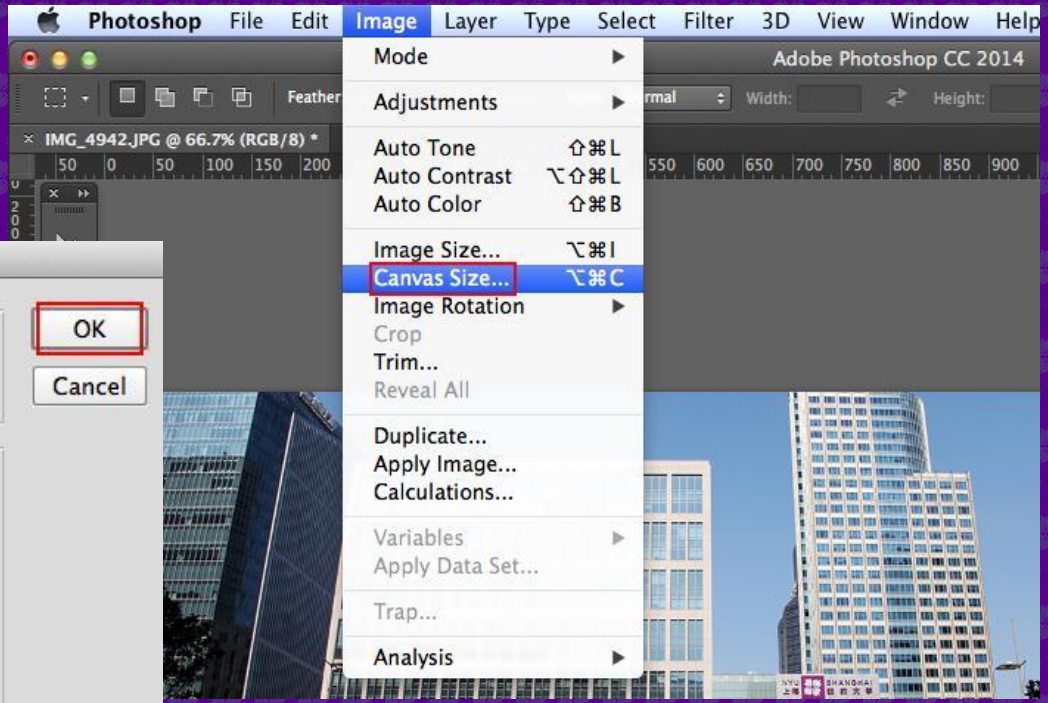
- Open the layer lock in the layer section.

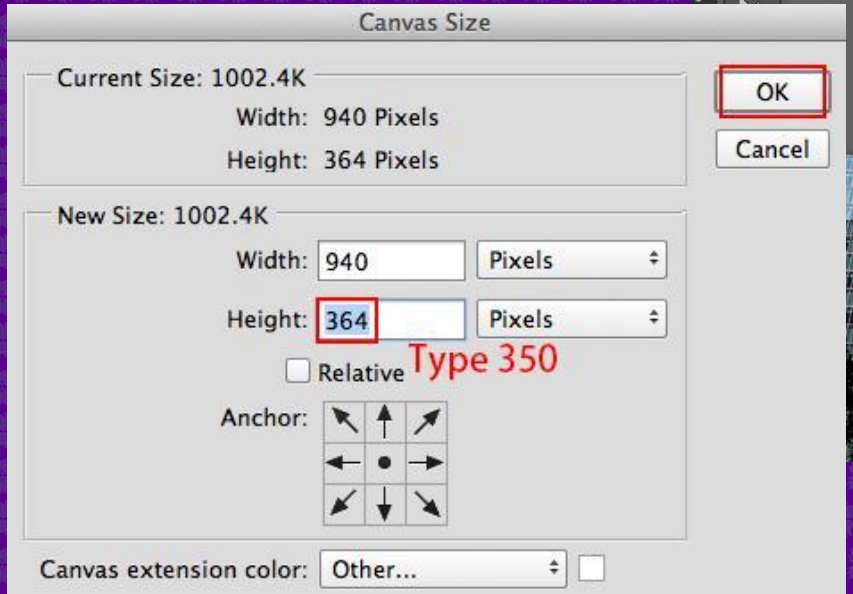


Part 3 – Basic Editing

How to Resize a Banner Image

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





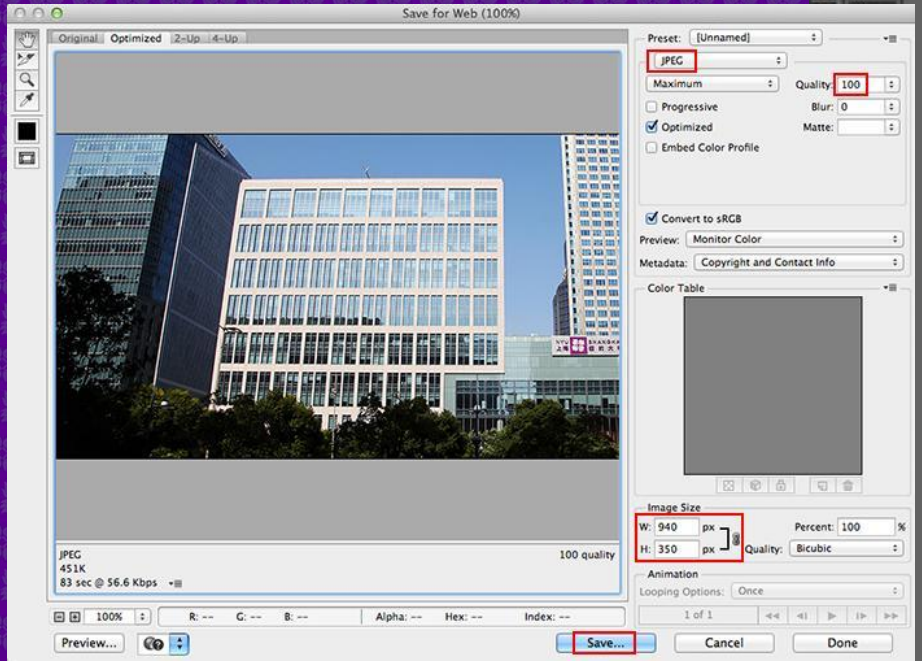
Part 3 – Basic Editing

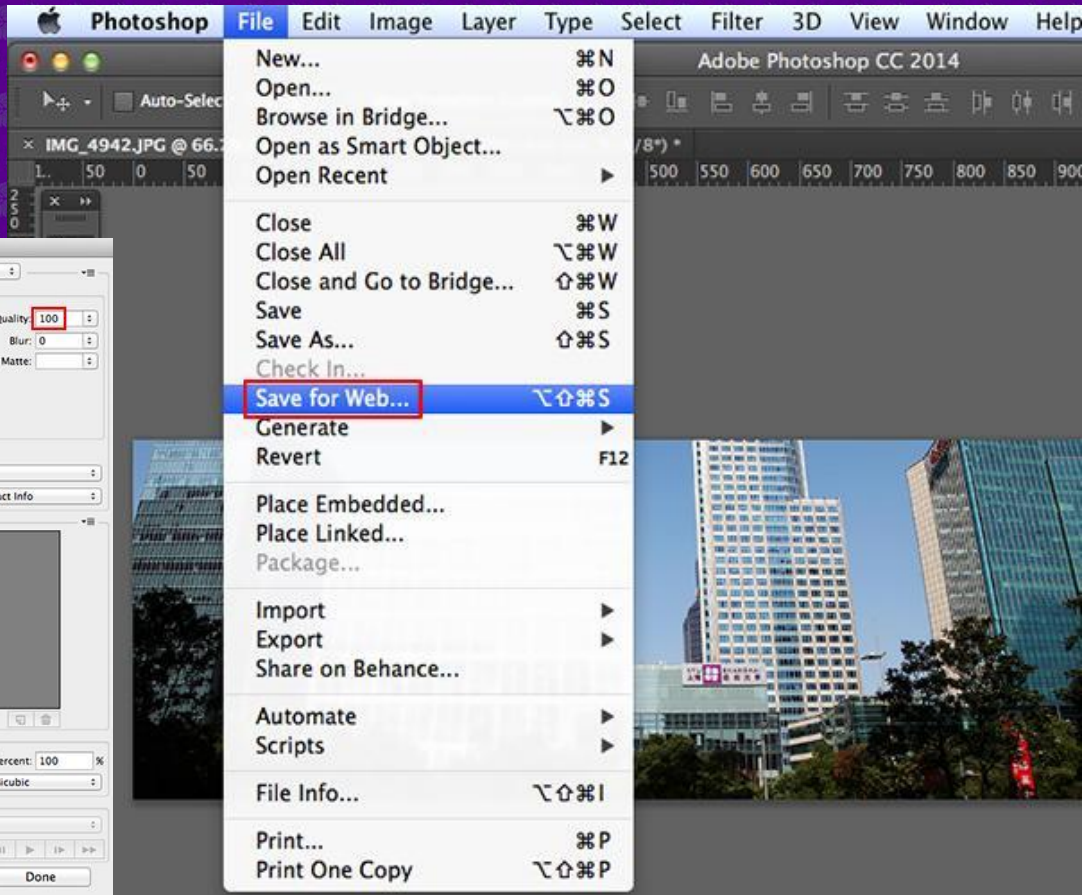
How to Resize a Banner Image

- 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

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

- 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

- 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

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

When your department has pruned and posted desired content a site hosted by one of these services, please contact 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.

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