



Unit Webmaster Guide

May 5, 2021

CMS Admin

The TLA website is built on a custom, secure WordPress CMS.

Admin login link: www.txla.org/wp-auth-login

Unit Logins

Each Unit has a username and password for accessing the WordPress admin.

Do not use the “forgot password” link if you forget your password, or have trouble logging in. Contact Michele Santos (micheles@txla.org, 512.328.1518 x 147) at TLA so that she can reset the password and maintain a current list of Unit passwords.

Permissions

Units have editing rights for their specific pages, and for events. You can edit and add content, images, and add links to documents, PDFs, and other webpages on pages you manage. You can create and edit events.

If you are not able to access pages that you need to edit, please contact Michele Santos (micheles@txla.org, 512.328.1518 x 147) at TLA.

NOTE: Units do not have the ability to add pages to the website at this time. If you need to add a page, please complete the [TLA Website Update Request Form](#). TLA staff will work with you to add the content to current or new pages.

General WordPress Help

WordPress.org Documentation

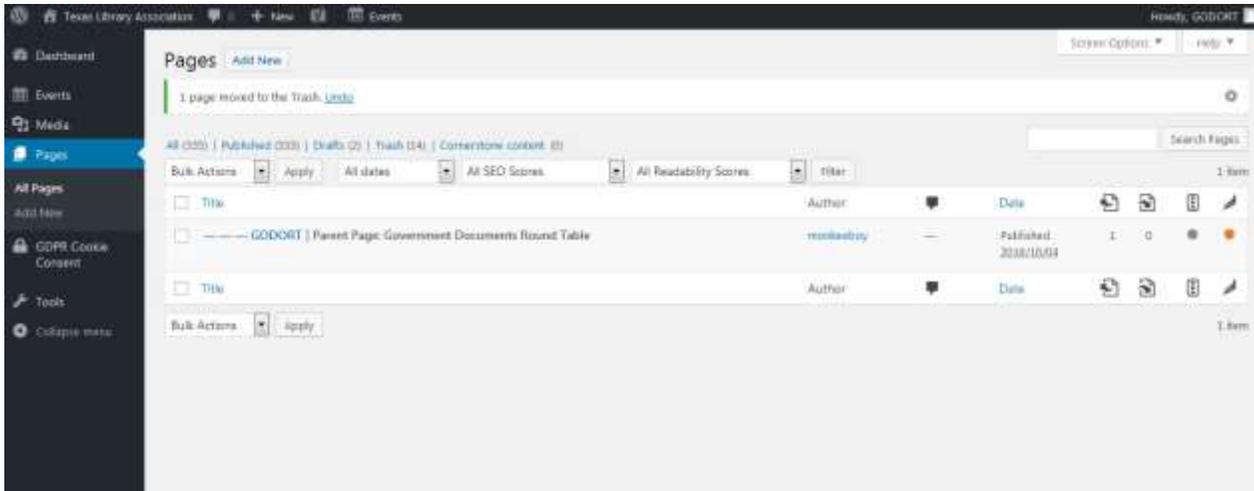
One of the benefits of using WordPress for our CMS is that it is an open source system with a broad base of adoption. We have a CMS that is customized with tools specific to our needs and content types, but the site is a WordPress install. So there is much that can be found in documentation for WordPress generally.

A basic primer for many topics, the support documentation can be found here: <https://codex.wordpress.org/>

Getting Started

Pages

This section contains all of the pages you have editing rights to on the website. Each unique page on the site has a corresponding page in the Pages section.



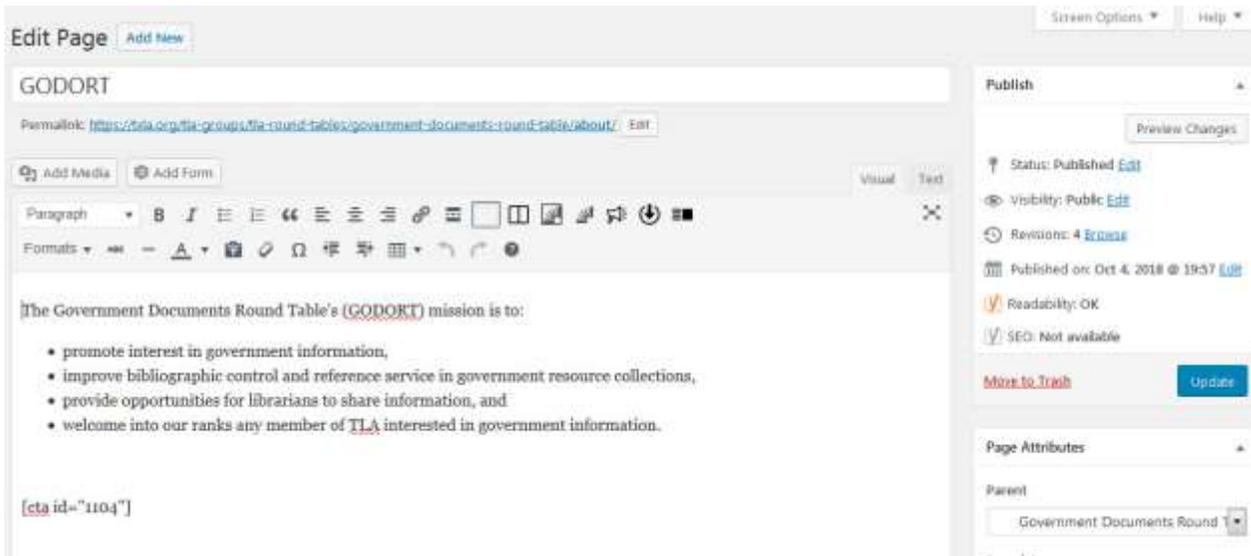
Managing an Existing Page

Pages

1. Find the Page you'd like to edit. The search bar in the upper right is a good resource to narrow down results to a specific page.
2. Click the name of the Page to open the Edit Page.
3. Update fields to make the changes desired. The editor where you can update the bulk of the body content is called the **WYSIWYG editor**. This is showing when you're on the Visual tab. You can also toggle to the Text tab, if you would like to see the underlying HTML code.
4. You can **Preview Changes** to see what the updates you've made look like before updating on the site.
5. Click **Update** to save your changes and push your content live onto the site.

WYSIWYG - The What You See Is What You Get Editor is where you'll make updates to content. There are two modes Text and Visual. The Text mode will show you the HTML being used to generate the page.

Visual mode will show you your text with styling and will be more readable. You will primarily be editing in the Visual Mode. If you do not see the second line of icons in the WYSIWYG editor (beginning with Formats, click the Toggle Toolbar icon in the top row.



Paragraph Dropdown - We have designed and developed specific text styling for the site. This ensures a consistent look and better embodiment of the brand. When you style text (body, intro, headings, etc.) the site will display the proper style on the front-end of the site.

Body content is in the paragraph style. To style text, highlight the copy you want to style and select from the Paragraph dropdown.

Heading Styles

H1 PAGE TITLE

H2 Rarely Used

H3 Preferred Content Header

H4 Preferred Subheader

H5 Tertiary Header if needed

H6 RARELY USED

Shortcodes

We've utilized Shortcodes for several content types on the site. This allows you to insert a more complex content type anywhere on the page by including a shortcode in the WYSIWYG editor.

The formatting and elements of a shortcode need to be written in a specific order to ensure they display properly. Looking to existing examples of the shortcode on the site and referencing the admin for the page is a good way to ensure consistency.

DO NOT ALTER THE SHORTCODE AT ANY TIME. Place your cursor in the body content area where you want the element to appear, click on the corresponding short code icon, and the short code will appear. Then add the copy, image, or link needed.

2-Columns

Example shortcode text:

```
[2_columns]
[column] Content for the first column goes here. [/column]
[column] You place content for the second column here. [/column]
[/2_columns]
```

This element divides the content on the page into two equal columns.

About the Executive Board

Executive Board members are selected by the full TLA membership in a general election in February. The **TLA Bylaws** provide information on officer terms, responsibilities, and election procedures. The Bylaws also outline the structure of the TLA Council.

Meetings

The Executive Board meets twice during the TLA Annual Conference, and twice during the TLA Annual Assembly. In addition, the Board meets in late spring and early December. TLA members may request the meeting dates and copies of the Executive Board meeting minutes from the **TLA office**.

Accordion Content

Example shortcode text:

```
[accordion_content title="Test Title" image="https://dev.tla.m-boy.com/wp-content/uploads/2018/09/Test.jpg"]
Content that appears before the expandable break goes here.
****
Content after the break (visible when expanded) goes here.
[/accordion_content]
```

This element creates an expandable accordion with an image on the left side when the accordion is closed.



Innovation Lab

This unique, interactive space in the Exhibit Hall features an array of STEAM-focused events including educational program, exhibitors, demonstrations, robotics competitions, and a library maker space prototype.

TLA Innovation Lab

IN THE HOTTEST SPOT

AT CONFERENCE

Less Details 

Accordions

Example shortcode text:

```
[accordions]
```

```
[accordion title="What goes in the closed or beginning part of the accordion goes here. "]The text that you will see when you expand the accordion goes here.[/accordion]
```

```
[accordion title="You can have more than one accordion in the group." ] Just add an open and closing accordion short-code as is demonstrated here.[/accordion]
```

```
[/accordions]
```

What are the benefits of TLA Membership	+
How is TLA structured?	+
What are TLA Units or Groups?	+
How do I get involved?	-
<p>TLA is an open, friendly and welcoming organization. Become familiar with TLA activities, groups and resources. Attend the TLA Annual Conference and your local District Fall Conference. There are endless ways to be involved! Reach out to other TLA members through your division, district, and round table listservs. Volunteer! There are many opportunities, large and small, to contribute to the association, and expand your professional horizons. Start by completing this <u>Volunteer Form</u></p>	



Download

Example shortcode text:

```
[download title="Title for the Download" subtitle="Subtitle Goes Here" file="https://www.txla.org/wp-content/uploads/2018/09/samplefile.pdf"]
```

This element allows a particularly styled download box to appear. Add the Title, Subtitle and File Name to the short-code as specified in the example above.

 2018-2018 Final Voting Results Download
 2018 TLA Conference Program Listing of programs & events with locations & room numbers. Download

Content w/ Side Image

Example shortcode text:

```
[side_image image="https://www.txla.org/wp-content/uploads/2018/09/example_image_title.jpg"]
```

Paragraph text that appears next to the side image goes here.

```
[/side_image]
```



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer lobortis est ac magna dapibus, at pellentesque quam vulputate. Integer et erat elit. Fusce ut tortor malesuada eros pulvinar varius. In in rhoncus nisl. Vivamus purus neque, aliquam eget mi sed, dapibus ornare tortor. Aliquam maximus sit amet neque nec posuere. Donec ullamcorper tincidunt nisi id viverra. Nulla fermentum tincidunt erat, sit amet vehicula leo aliquet nec. Nullam mi nibh, mattis at iaculis quis, dapibus sed lectus.

Add Media - The media manager can be accessed from the admin either by the tool in the sidebar or when on a page with the Add Media button. You can upload new files or link to files that you've already added to the site.

TLA has created a folder system to manage and organize files in the media library. Units will primarily use the media library for images and graphics because the majority of unit word docs, PDFs, excel files, etc. will live in the Unit Google Team Drive.

If you are adding an image to your folder that is replacing a current image, please **DELETE** the old image. WordPress automatically organizes your media within the folders a by upload date.

Page Options - On pages you will have the options to:

- *Hide Breadcrumbs* - not show the breadcrumbs on the site. This is only recommended for high level Overview pages.
- *Show Latest News* - this can be selected or unselected for whatever page depending on if you'd like the Latest News to show or not.

Page Header - Every page has fields for Intro text which is the orange text below the page name. Copy should be limited to one or two lines at most. A Button Text and a Button URL field are also available – these would display a blue button /link under the orange intro text. All of these fields are optional and can be left blank when not needed.

Calls to Action (CTAs)

There are three types of CTA's: two column slider CTAs, body content CTAs and footer full width CTAs.

Body Content CTAs

Example shortcode text:

```
[cta id="1105"]
```

The only required element for the body content CTA shortcode is the id. You can get this by using the button in the WYSIWYG to view the name of the CTA. Once you select it, the id for the short-code will automatically be added.

When adding CTAs to the page you can add the body CTA anywhere in the body content (see Shortcode info above) or to two specified locations on the page – the Two-column CTA, and the Footer CTA.

- *Slider 1* - This is the left CTA in a side by side pair that has a slide animation with the hover effect.
- *Slider 2* - This is the right CTA in a side by side pair that has a slide animation with the hover effect.
- *Footer* - This is the full-width CTA that sits at the bottom of the page above the footer.

CTAs must be created and uploaded to the admin site before they can be added to a page. You can select any of the available CTAs by name in the dropdown. If you want a CTA created for your pages, please submit the request via the [TLA Website Update Request Form](#).

Events

Adding an Event

Upload the Event Image (sized to 800px by 400px) to your folder in the Media Library if needed. Events are not required to have featured images.

Add New Event - Enter the event title

Event Description and Information-enter the event description in the WYSIWYG editor. This is where you can include links to PDFs of brochures or schedules that are in your Google Team Drive. Also include the register link.

Time & Date - select the time and date. The time automatically defaults to Central Time. If it is a multi-day event; enter the dates and check the “all day event” box. Specific, daily times can be included in the Event Description.

Location - in the Venue drop down, create or use an existing venue. This is optional – if you don’t have the venue confirmed when you create the event, you can add later. Or if the event doesn’t have a venue (i.e. a webinar), just leave it blank.

Featured Image (right side bar) - click on the Set featured image link. It opens the media manger. Select the image you want to include in the event listing.

Recommended Image Sizing

Below are the recommended sizes to use for images on the site. To get the best results on the site, crop the images to around the recommended size listed below before you upload to the site.

Accordion images – 260px by 200px

Events Featured image - 800px by 400px

Sponsor Logos - 60px width, the height can be relative to how tall a logo is

Full-width body content image - 800px by 420px

Content with side image - 287px by any height

Image Optimization (for Photoshop)

1. Make sure the image file is the correct dimensions
2. Go to file > Export > Save for Web
3. In the window that appears, click on the box in the top right corner that specifies file type and select the desired format.
4. (For PNGs go ahead and click save) If you selected JPG, you can toggle the quality of the image in order to decrease the file size by clicking the box below the file type and selecting the desired quality. Typically a png should be used only if the image needs to be transparent. All photos should be jpgs.
5. A quality of 65% or less is recommended.
6. Once the desired file size is achieved, click save.

TLA Staff Contacts & Resources

[Unit Website Training Webinar](#)

Michele Santos, Marketing Specialist

micheles@txla.org

512.328.1518 ext. 147

- Website logins and permissions
- Accessing txla-archive.org
- Graphic support (resize, create basic images)
- Adding, editing content and events

Additional Support and Requests to Add Pages

Wendy Woodland, Director, Advocacy & Communications

wendyw@txla.org

512.328.1518 ext. 146