Updated – January 2025

Web CMS Introductory Training

The University’s web content management system (commonly referred to as the Web CMS) is designed to allow employees to contribute to or edit web pages without any formal web design or HTML training.

Our Web CMS operates as a decentralized system, meaning that each office or department is responsible for updating the content on their webpages. The University web developer/designer and web content strategist provide training, guidance on best practices, and assistance when employees need help.

The CMS is set up as a series of folders for the various divisions/offices of the University (e.g. academic, alumni, equity and diversity, financial aid, etc.) Each folder contains webpages as well as subfolders (e.g. for other offices in a division, and for images, documents and other assets that are used on pages).

Getting Access to the CMS

The CMS is governed by a set of permissions that allow users access to specific folders, and pages and other assets within those folders. You will need a user account in order to work within the CMS.

To get your user account created: 1.) Your supervisor must submit a ticket to Royal IT Support requesting that a CMS user account be created for you. 2.) Once that is complete, you must submit a ticket to the CMS Service Desk (www.scranton.edu/cmshelp) requesting training.

Training is required for all new CMS users. The web content strategist offers regular group training sessions for new users (in person or via Zoom). If you’re unable to attend, you can request a link to a video of a previously recorded training session to watch.

Signing into the CMS

Log into my.scranton.edu using your Royal ID and password.
On the home page of the portal, find the launchpad card:

Then select the
Web CMS icon.

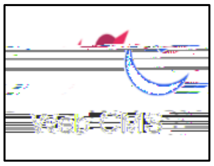


Table of Contents for Training

1.The CMS Dashboard……………………………………………………………………………………………3-4

2. Definitions of Asset Types……………………………………………………………………………………4-5

3.Editing a Page………………………………………………………………………………………………….5-9

The CMS Dashboard

Once you have successfully logged in, you will be redirected to the program dashboard. This feature allows for quick access to recently viewed pages and drafts.

From here, there are two ways to access the University website.

1.In the top left corner of the Dashboard, there is a “SITE: Go to a Site” field that provides access to particular areas of the system. Click that field and then select “www.scranton.edu.” When www.scranton.edu opens, it will display the folders that you have been given permission to access.

2.Or, you can click on www.scranton.edu in the “My Sites” box.

Quick Tip

Pages you recently visited are listed under the “My Content” box (in the

Once you've clicked on "Go to a Site" or "www.scranton.edu", you will be inside the CMS, and this is what you'll see:

Assets

All the entities within the CMS that represent and/or are used to generate content are called assets, such as:

Pages
Images to place on pages
Documents that have been uploaded to place on pages
External links

Folders contain all assets, including pages and images.

> To open a folder, hover your cursor on a folder and click the arrow that appear. The folder contents will appear both in the left asset tree and in the main view (the center area of your screen.)

Pages are the core asset type in the CMS. They use a template created by the web team. You can enter text on a page and place images and links to pdf documents on it. Essentially, your 'page' in the CMS become a new web page.

Files are content typically created by external programs and imported for use in CMS. Images and PDF documents are examples of files.

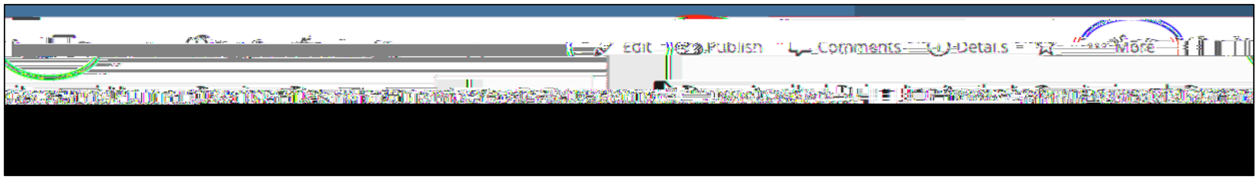
Blocks are pieces of content that can be placed on several different pages, so that you don't have to repeatedly build the same content from scratch on each page. Typically they are used to create navigation menus or to place content in the right column of a webpage. Whenever there is content that is common to many pages, (e.g., the items in your left navigation menu, or a "Contact Us" section), it can be put into a block that can be used on all of your pages.

External Links point to webpages outside the system. You can embed these links in text or buttons on your webpages in order to direct visitors to these outside webpages. Make sure that the link opens up in a new browser tab, so visitors will know the link is taking them outside of the University site.

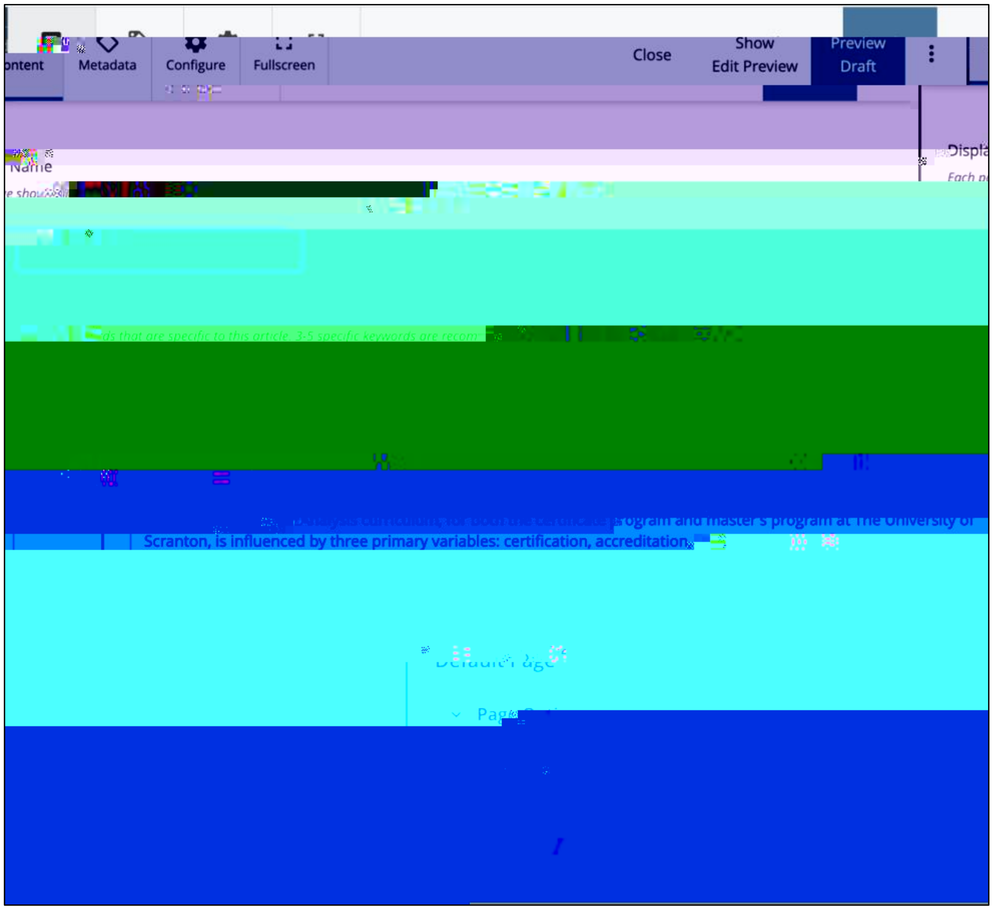
Editing a Page

One of the first things you'll do as a new CMS user is edit existing pages in your office's website.
To start editing, make sure your office's folder is open. In the asset tree, click on the page you want to edit, and it will appear in the main area of the screen.

Here's an example of what the top of the page will look like. Click on the "Edit" icon to open the page in edit mode.



Now you’ll see this screen: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Scranton, is influenced by three primary variables: certification, accreditation,

The Display Name, Keywords, and Description fields will likely be filled in already. If any of them are blank, follow the help text on the screen to fill them.

After the Description field, you should see the words “Default Page.” That means the page is using our standard template. The majority of pages on our website use it.

Paragraphs

The content on our webpages is contained in New Paragraph sections (seen below). Use multiple New Paragraph sections to divide up the content for your page, rather than placing large amounts of content in one or two.

The Features field offers several options. By default, only “Main Content” appears. That is the Paragraph Text box where you type in content. The other options you can also select are:

Gallery – adds a photo gallery beneath the paragraph
Quote – adds a box beneath the paragraph in which to place a quote
Featured – adds a gray box beneath a paragraph where you can place information related to the paragraph
Tabs or Accordions – adds tabs or accordions beneath the paragraph (see pages 16-17).
Video – adds a video beneath the paragraph
Photo – adds a photo to the left or right of the paragraph.

*Please refer to the “Default Page Instructions” document for information on how to use these features.

The Paragraph Text box (also known as a WYSIWYG editor, for “what you see is what you get”) works very much like Microsoft Word. You edit existing content here just as you would in a Word document.

Note: If you need to copy and paste text from another webpage or a document, first click “edit” and then select “paste as text” before you paste the content in. This strips away any coding embedded in the copied text.

Here are a few more tips:

You do not need to indent paragraphs.
Keep sentences and paragraphs short. People do not read

When you've made all of your changes, click the "Preview Draft" button
in the upper right corner of the edit screen:

If your draft looks good and nothing else needs to be changed, click "Submit" in the upper right corner.

A drop-down box will prompt you to click "Check Content and Submit" in order to check for spelling errors, broken links and web accessibility errors. You may also want to enter comments on what edits you made. Comments help to keep track of what specific changes have been made on the page over time.

This is what you'll see next (below). Any errors will be flagged in red in the Spelling, Broken Links and Accessibility boxes. You can click on the boxes to fix the errors, and then you can click the blue checkmark button in the top right corner.

nBT/F1 11 Tf1 0 0 1 72.025 520o61 11

In the field that says, “

The “Placement Folder” field should display the folder that you opened to place the page in. If it isn’t showing the folder you want, New Paragraph: By default, you are working in one paragraph block. As we mentioned earlier, we recommend breaking up content into several paragraph boxes. You can add more paragraphs by selecting the green "plus" sign to the right.

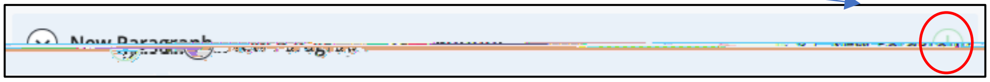
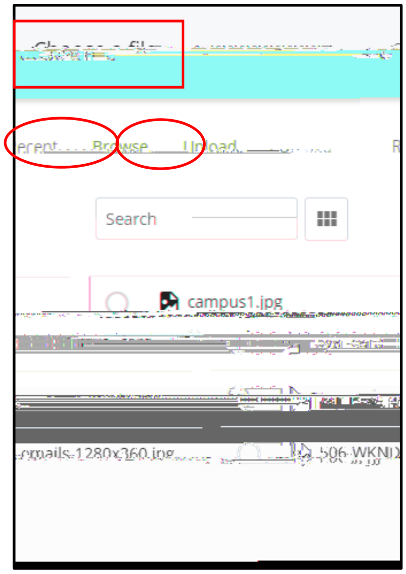


Photo: You can add a photo to a paragraph by selecting the Photo option in the Features field. The text will wrap around your image.

To select a photo, click "choose file" then click either "recent" or browse" in the pop-out window, to search for the photo you want.

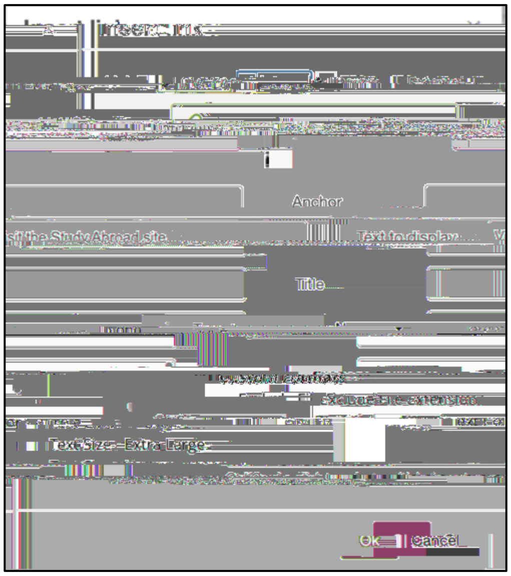
Select that photo by clicking the circle next to the file name then click "choose" in the blue box that will appear in the top right corner.



Inserting a Link in Your Content

This section explains how to embed a link in your content.
Links stand out more when they are placed below a paragraph. They should also use a subject and a

This dialog box will appear:



For Link Type, choose Internal or External.

- Internal refers to links to pages to which ___ have access within your folders list in the CMS.
- External refers to pages elsewhere in the CMS (outside your area of access) or to pages outside of the University website.

If the link is internal, click on “Choose File, Page or Link” in the link source box, then find and select the page in your folder to which you want to link. Click “Choose” and then click “Ok.”

If the link is external, open a new browser tab and enter the URL to which you want to link. Copy the URL. Then come back to the Insert Link box and paste the URL in the Link Source field.

- In the “Target” field, select “New window.” That will make the external link open in a new browser tab. External links should always open in new windows to reduce confusion for your page visitors.

To add tabbed or accordion content:

While your page is open in “edit” mode, determine which paragraph below which you want to add tabs or accordions.
In the Features field, click on the dropdown arrow to find the tabs and accordion option, then select it.

That will add this section below the paragraph text box:

Determine how categories you have for tabs/accordions. Tabs are limited to four, so if you have five or more, you must use accordions. Make your selection in the Chooser area.
The first “Item” is your first tab or accordion. Click the dropdown arrow next to the word “Item” and enter a title and then content in the content box.
To add additional tabs/accordions, click the green “plus” sign at the right.
When you have added as many sections as you want, click . ´ ═ U´ ŋ

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Preventing Publishing

You can prevent content from being published using a publishing preference. To keep content from being published:

Click on to edit your page

Locate the “Configure” tab at the top of the page

Unselect “Include when indexing” and “Include when publishing”

When you are ready to publish your content, go back to this screen and re-select