Introduction to UBC Wordpress – UBC CMS

Arts ISIT

THE UNIVERSITY OF BRITISH COLUMBIA

Faculty of Arts

Workshop Objectives

- **Define CMS and identify your options**

- **Apply web best practices**

- **Adding content to your website, such as pages, posts, events, and profiles**

- **Modify your menu structure**

- **Customize your website**

- **Add or edit users to your website**

What is UBC CMS?

What is UBC CMS?

A CMS (or content management system) is a software platform that allows you to create and publish your content on the web

- There are many different platforms are available; at UBC, we use **Wordpress** as our CMS
- At UBC, the platform further for use by Faculty and Department within UBC
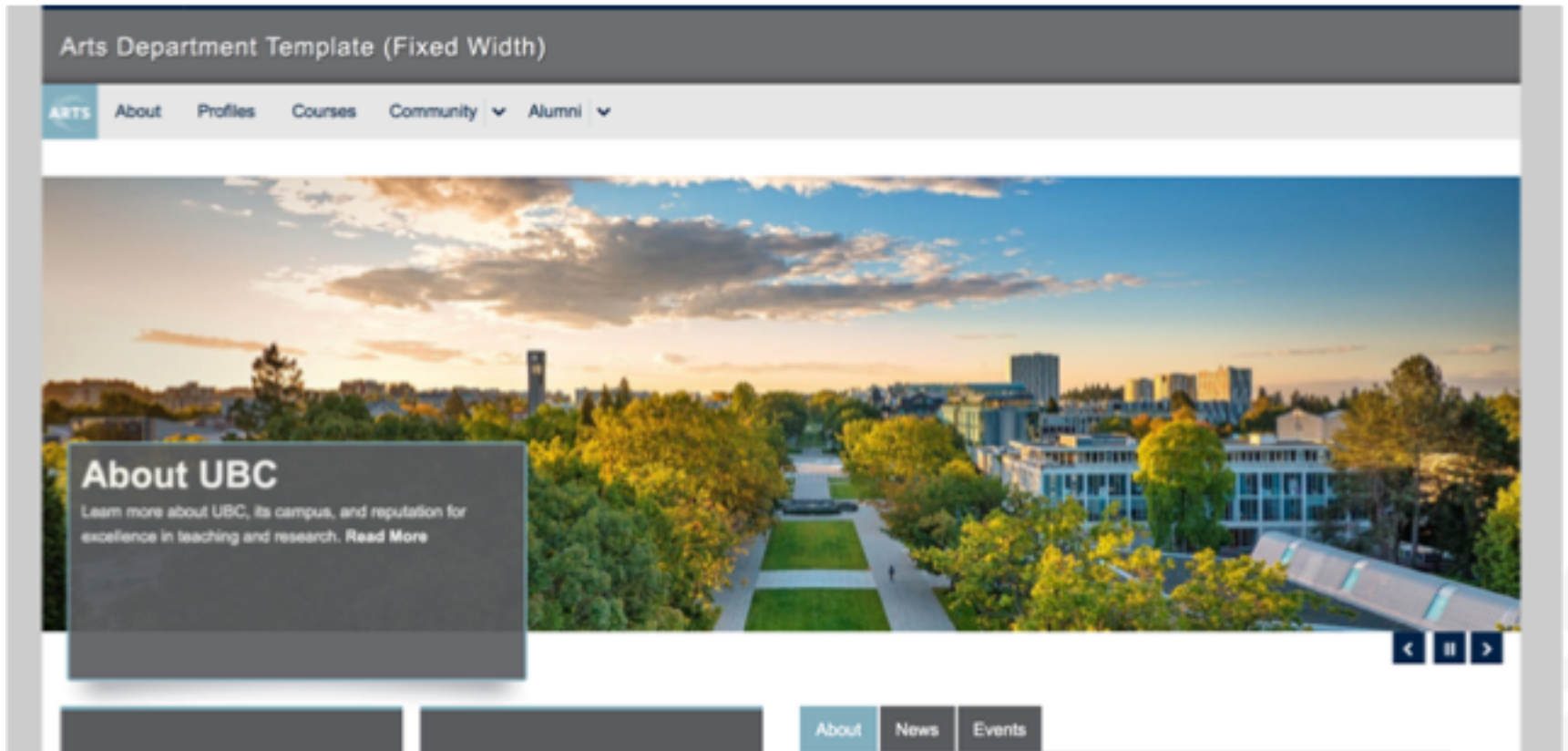 - Referred to as **UBC Wordpress or UBC CMS**

UBC Wordpress Introduction

- Used to promote your department/unit

- Two different templates are available with the Faculty of Arts:

  - Full Width

  - Fixed Width

Full Width
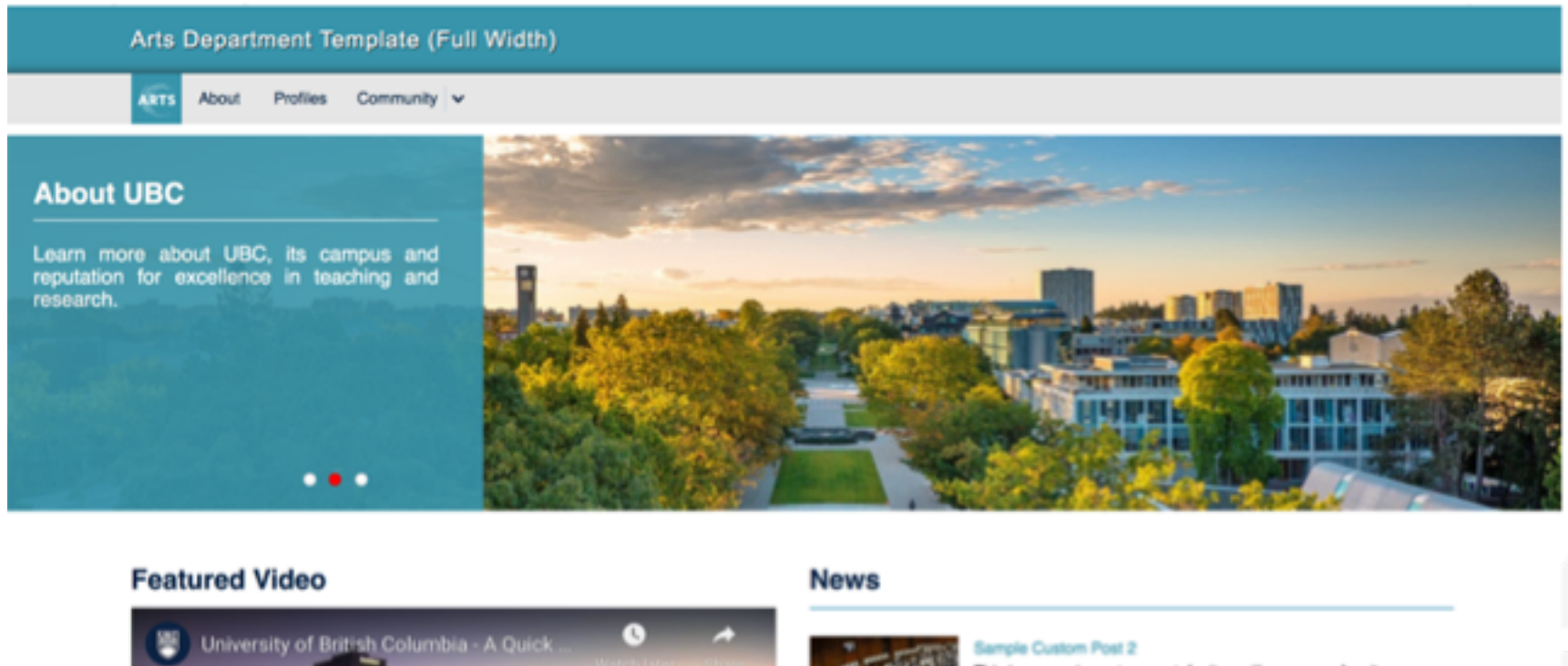
Fixed Width

Content Best Practices

Content Best Practices

- Keep site public-facing

- Maintain a concise and consistent site structure

- Create user-friendly and accessible content

- Apply Search Engine Optimization (SEO) best practices

Keep site public-facing

- Primary users for academic unit sites:
    - Current & prospective students
    - Faculty & staff
    - Alumni
- Shared user goals for academic unit sites:
    - Program information & course details
    - Research & project updates
    - Faculty profiles
    - Career options & success stories
    - News & events
- *Use external site as a communications tool (public-facing) and use Arts Internal Resources (AIR) for internal documents and processes

Maintain a concise and consistent site structure

- Keep the navigation options under nine items on each level

- Keep the hierarchy structure under four levels

- Ensure that page names at the same level of the navigational hierarchy are mutually exclusive of one another

- In general, consolidate and group your content to create fewer pages and fewer levels

Create user-friendly and accessible content

- Condense content

- Improve scannability with styling tools (headings, bullets, etc.)

- Be direct, use simple language, avoid jargon, use consistent tone

- Never duplicate content that exists elsewhere on your site or an external UBC site — always link to the original source

- Include the most important information at the top of the page

- Include alternative text for all images and files

Apply SEO best practices

- Search Engine Optimization (SEO): the practice of increasing the quantity and quality of traffic to your website through organic search engine results

- On-page content that is created for your users is the most important element

- Include **keywords** in page titles, headings, introductory sentences, URLs, and alt text for images

Resources

Keyword research tools

- [Google Search Console](#)

- [Google Trends](#)

- [Google Keyword Planner](#)

- [Wordtracker](#)

- [Keyword Tool](#)

- [Google](#)

Resources

UBC Brand: brand.ubc.ca

- UBC Writing Guide

- UBC Brand Editorial Guide

- UBC Voice & Tone Guide

- Indigenous Communications Guide

Content questions? Feel free to reach out to us at

arts.helpdesk@ubc.ca

Accessing UBC CMS

Login to UBC CMS

To access your CMS site Dashboard:

1. Go to www.cms.ubc.ca and login with your CWL.

2. On the left hand side, go to "My Sites"

3. Select your department site

Adding Content on UBC CMS

Adding Content on CMS

How do I create content on CMS?

- Posts

- Pages

- Events

- Profiles

Posts

Posts

Posts are used for iterative content or content that is added over time.

- Categories and tags organization
- Displayed through the use of Loop queries

Creating Posts in UBC CMS

Create a news post, and put it in the news loop query.

1. Start by going to Dashboard > Posts > Add New

2. Write a post with a title, excerpt, and body

3. Add your post to the News category

4. Click on "Save Draft" to save your changes or "Publish" to make your post live.

Pages

Pages

Pages are mainly used for static content or for presenting items that will not be changed as frequently.

- Used for **Static content;** use cases include contact pages, admission information
- Pages are the backbone of your website
  - Hierarchy organization structure (Parent-Child)

Creating Pages in UBC CMS

Create an "About us" page to host information about your department.

1. Start by going to Dashboard > Pages > Add New.

2. Write a page with a title, and body.

3. Under "Page Attributes", set a Parent-Child relationship.

4. Optional: Change the ordering of the page

5. Click on "Save Draft" to save your changes or "Publish" to make your changes live.

Page Hierarchy Structure

Unlike posts, pages are organized in a hierarchy structure

- This hierarchy will appear on the **side navigation** panel using the **Default** page layout

- Hierarchy adjusted under Page Attributes

  - Parent - set parent page

  - Order - set the position of page if there are multiple child pages (the default is that pages are sorted based on publishing date)

Pages VS Posts

Pages

- Static Content

- Usually only fixed to one place on a website

- Hierarchical structure

- Examples: About us, Contact, Admission

Posts

- Dynamic content

- Can appear on multiple pages through loop queries

- Categories/ tags

- Examples: Job opportunities, Forms

Events

Events

Use the Events tool to showcase upcoming events happening in your department

- Very similar to posts
- Default template includes a calendar (varies between departments)
- Additional features include:
    - Adding start/end times
    - Set Event venues

Creating Events in UBC CMS

Create a "Program Information" event for your CMS site.

1. Start by going to Dashboard > Pages > Add New.

2. Write a page with a title, and body.

3. Under "Page Attributes", set a Parent-Child relationship.

4. Optional: Change the ordering of the page

5. Click on "Save Draft" to save your changes or "Publish" to make your changes live.

Profiles

Profiles

Use Profiles to showcase your Faculty and Staff.

- Example of customizations: Contact information, Research, Curriculum vitae etc.
- Faculty can modify their own profiles

Creating Profiles in UBC CMS

Create a profile for a new instructor on your CMS site.

1. Go to Dashboard > Profiles > Add new

2. Fill in Name and Contact information

3. Fill in Bio, Publications, and Research sections

4. Assign profile to a group

5. Upload a Profile Picture

Or if Faculty/Staff will be editing their own profile

1. Go to Dashboard > Profiles > Add new

2. Select the corresponding Faculty/Staff in the "Author" section (make sure that Faculty/Staff are listed as Subscribers)

Menus

Menus

Use the Menus option to add/ remove pages from the Primary Navigation menu.

1. Access the Menu by going to Appearance > Menus

2. Select a Page from the left hand side and add it to the Menu

3. Click and hold the inserted page to adjust its position in the menu.

4. Click "Save Menu" to make your changes live.

Gravity Forms

Gravity Forms

Use Gravity Forms to collect non-sensitive information.

- Use cases: Contact us, RSVP for events
- If forms have file uploads and collect sensitive information, use the **Gravity Forms tool in Arts Internal Resources (AIR)**
- Details on creating forms will be explained in our **Gravity Forms Workshop**

Theme Options, Widgets and Custom CSS

Theme Options, Widgets and Custom CSS

Theme Options, Widgets and Custom CSS gives you finer customization on your website

- Due to highly customizable nature of these options, we would recommend contacting arts.helpdesk@ubc.ca for any features you want to add
- Adjusting these features will drastically change the look and feel of your website

Theme Options, Widgets and Custom CSS

- Options such as widgets <u>do not contain revision history (changes are permanent)</u>

  - This will affect how certain features work on your website

  - Issue will persist until an Arts ISIT staff can modify the code to fix the issue

- Custom CSS may drastically change the appearance of your website

Modify Website Footer Information

- Dashboard > Appearance > Theme Options > UBC CLF

- Modify the information listed under the "Unit Contact Info" section

Adding Users on UBC CMS

Adding Users on UBC CMS

1. Go to Dashboard > Users > Add New

2. Enter email address and corresponding WordPress roles, and send invitation.

(https://isit.arts.ubc.ca/adding-new-users/)

** Note: The email address entered must be associated with a UBC CMS account.

User Role

- **Administrator:** Have access to all admin features on the site

- **Editor:** Publishes and manages posts, including that of other users (cannot access administrative functions such as Users, Forms, and Theme Options)

- **Author**: Publishes and manages OWN posts

- **Subscriber**: Manages their own profiles

Tips and Recommendations

Pages

✔ Follow the content best practice guides

✔ Contact Arts Help Desk if you have any WordPress related questions!

✔ Contact Arts Help Desk regarding potential changes to widgets, CSS, or plugins

Posts

✖ Delete/Modify widgets

  ❗ No revision history to revert changes!

✖ Modify CSS

  ❗ May change the look and feel of the website

Questions? Requests?

Check out the documentation: http://support.cms.ubc.ca/cms-manual/

Arts ISIT Resources:

https://isit.arts.ubc.ca/resources

Contact arts.helpdesk@ubc.ca for further requests and follow-up questions!

THE UNIVERSITY OF BRITISH COLUMBIA

Faculty of Arts