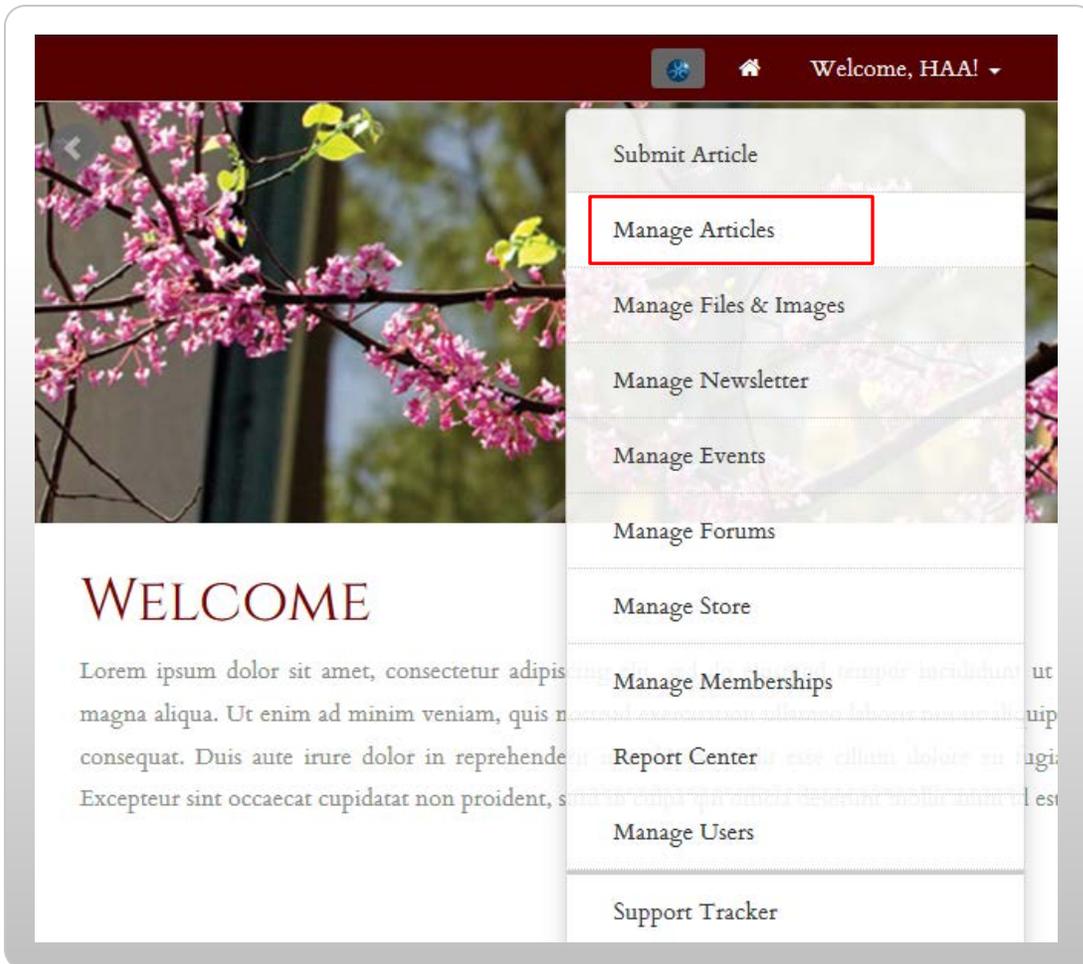


Creating an Article

Within Harvard's Web management system, each page on your site is known as an "Article." All content that you publish to your site resides on the system as articles. To create a new article for your site, follow the steps below.

1. Click the admin menu button  and select "Manage Articles."



Note: Do not click "Submit Article." This menu option allows you to upload content to Harvard's management system, but **does not** permit direct publishing of the content to your live web site!

The **Article Repository** screen appears. Click the **“Create Article”** button at the top right of the screen:

The screenshot shows the Article Repository interface. At the top, there is a navigation bar with links for WELCOME, HAA!, CLUB RESOURCES, SIG RESOURCES, ASK THE HAA, and BEST PRACTICES. Below this, there are tabs for CONFERENCES and DIRECTORY. The main heading is "Article Repository...". There is a search bar with a "Headline" input field, a "All Topics" dropdown, a "Show All" dropdown, a search icon, and a "Search" button. To the right of the search bar are two buttons: "Manage Shortcuts" and "Create Article", with the latter highlighted by a red box. Below the search bar is a table of articles with columns for ID, HEADLINE, EVENT DATE, TOPIC, and STATUS. The table contains several rows of article data, including headlines like "Headline goes here.....", "HK Example...", "Engaging Recent Graduates...", and "Ask the HAA #5, Engaging Recent Graduates...".

ID	HEADLINE	EVENT DATE	TOPIC	STATUS
342	Headline goes here.....		Generic...	pending
340	HK Example...		Generic...	live
339	Engaging Recent Graduates...		Generic...	live
337	Ask the HAA #5, Engaging Recent Graduates...		Generic...	live
335	AlumniMagnet Insider - April 2015...		Generic...	live
334	AlumniMagnet Insider - January 2015...		Generic...	live
333	HAA Website Newsletter...		Generic...	live
332	February: Strategies for Increasing Financial Viab...		Generic...	live

2. From the **Article Editor** screen that appears, select a topic for your article from the drop-down menu:

The screenshot shows the Article Editor interface. On the left, there is a "Topic" dropdown menu with a list of options: Generic, Internal News, Events (highlighted in blue), Member Benefits, Jobs, Blog, Chapters, Featured Volunteers, Featured Member, Sponsors, Partners, and Tips and Tricks. To the right of the topic dropdown is a "Visibility" section with a button for "Article Expiration Date". Below the topic dropdown is an "Event Pa" section with "Start Date" and "End Date" input fields, each with a calendar icon and a question mark. On the right side, there is a "Location" section with a "Location Name:" input field (with the example "Example: The Nakatomi Bu") and a "Street 1:" input field.



In general, the topic that you select determines the location of an article on your site (e.g., selecting the “Events” topic will post your article to your site’s “Events” page). However, if you choose “Generic,” your article **will not** automatically post to a specific area of your site. Instead, the system will only generate a non-linked web address for your article, making it invisible to most users. In order for users to see your content, you will need to manually add a link to this address to a selected region of your site (such as the navigation bar or a particular page). For instructions on creating a link, see page 5.

3. Next, create a headline for your article by entering text in the “**Headline**” field shown below. If desired, you can also create a sub-head using the “**Sub-head**” field:

Headline (for collections only): ⚡

Sub-head (for collections only): ⚡



Content added to the **Headline** and **Sub-head** fields doesn’t display as part of your article’s main text, but instead appears as identifying information in search results, event listings on your homepage, and in eNewsletters. For an example, see the “Upcoming Events” screen shot on page 13 of this guide.

4. To begin adding content for your article, click in the space between the two gray bars at the top of the screen labeled “**Begin Content**” and “**End Content.**”

Editing Article #347

Begin Content

Click here to add content

End Content

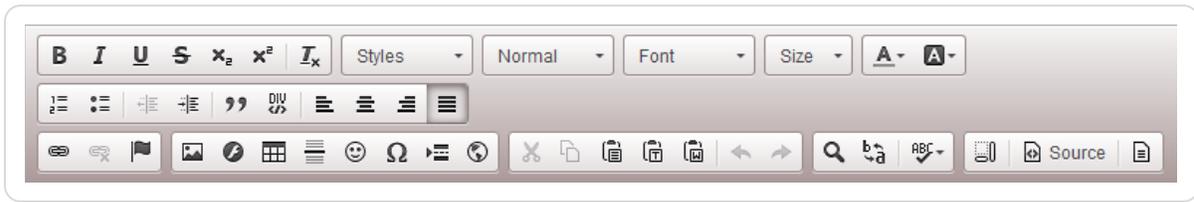
Headline (for collections only): ⚡

Sub-head (for collections only): ⚡



Did you notice? At the upper left of your screen is a **video camera button** . You can click this button to view a video demonstration of the article creation process discussed in this guide.

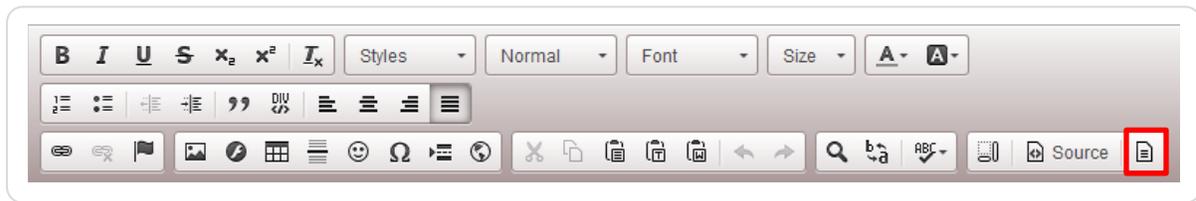
The **Content Editor** toolbar appears. You can use this toolbar to style your text, add images to your article, create links to web pages, and more.



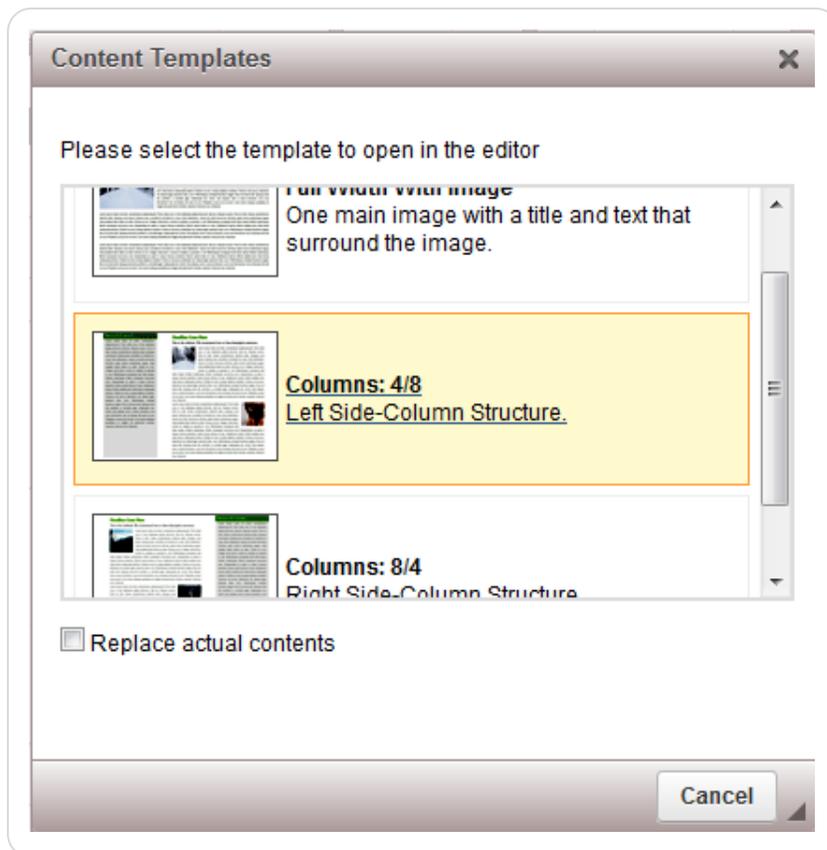
Most options in this toolbar work in the same way as those found in standard word processing software, with a few additional capabilities provided. For a detailed explanation of key features and functions of this menu, please see [Introduction to the Content Editor Toolbar](#).

Selecting an Article Template

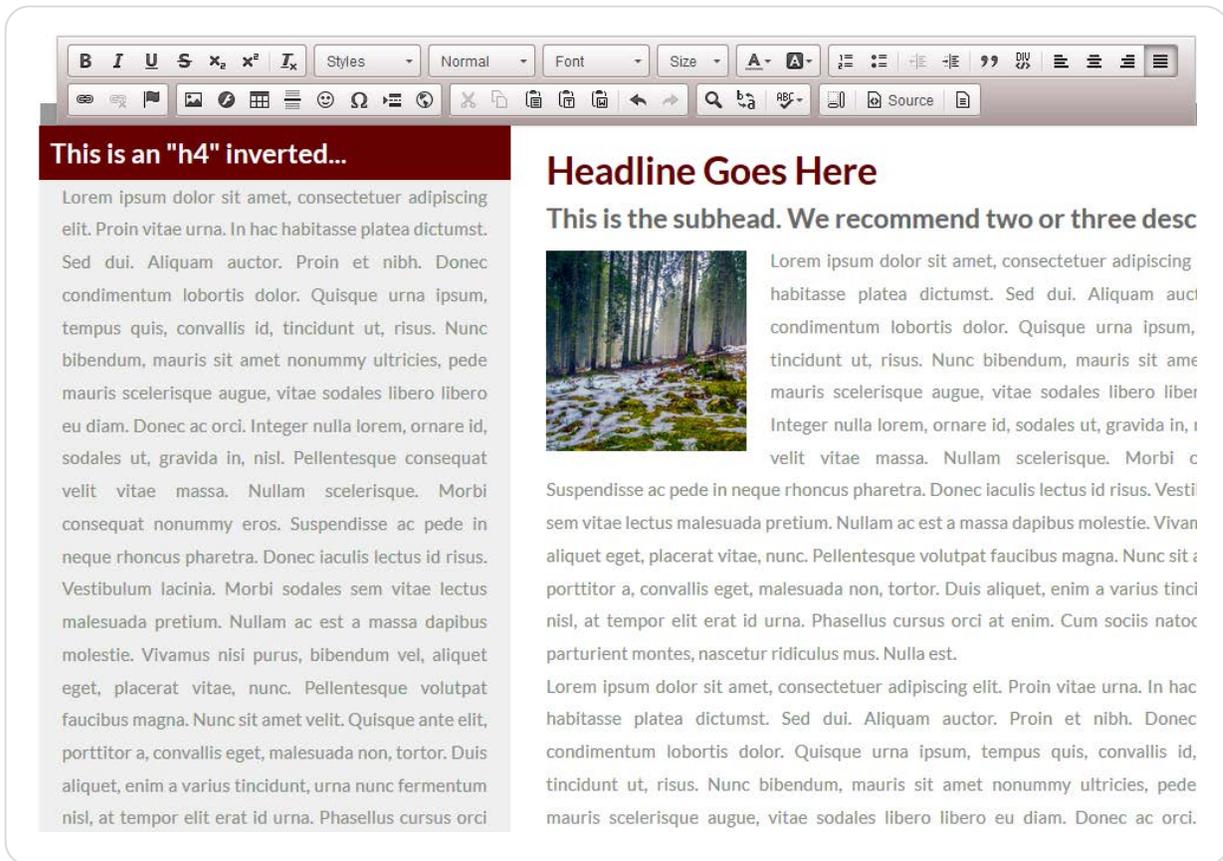
1. If desired, select a template for your article by clicking the **template button**  in the Content Editor toolbar:



The **Content Templates** dialog box appears. Select a template from the list of options shown:



The template you selected is applied to the main content area of your article:

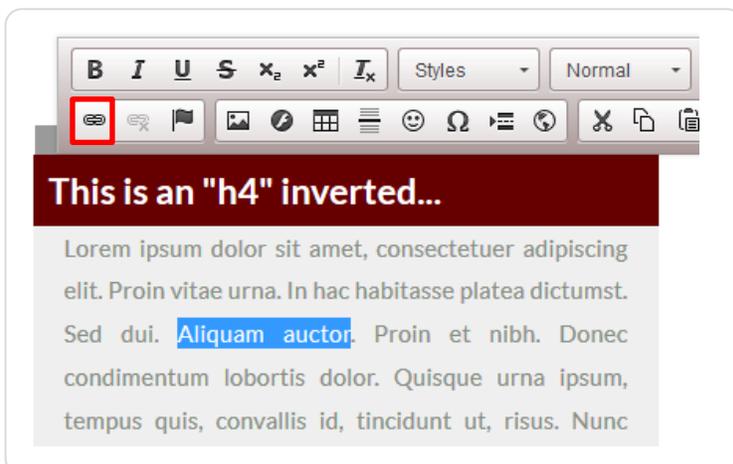


The screenshot shows a content editor interface. At the top is a toolbar with various icons for text formatting (bold, italic, underline, strikethrough, subscript, superscript), styles, font, size, text color, background color, bulleted list, numbered list, link, unlink, and source. Below the toolbar, the editor is divided into two columns. The left column has a dark red header with the text "This is an 'h4' inverted...". Below the header is a large block of placeholder text starting with "Lorem ipsum dolor sit amet...". The right column has a dark red header with the text "Headline Goes Here". Below the header is a subheader "This is the subhead. We recommend two or three desc". Below the subheader is a small image of a forest floor with moss and trees. To the right of the image is another block of placeholder text starting with "Lorem ipsum dolor sit amet...".

The system inserts several sections of “spaceholder” text, including sample headings and subheadings for your article. You can replace this content by deleting and adding text in the article editor screen as you would in a standard word processing program.

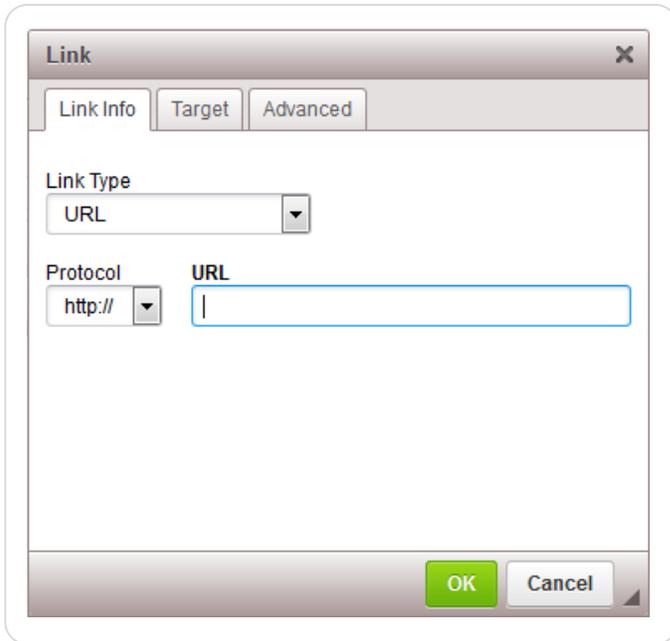
Include a Link in Your Article

1. Select (highlight) the text you would like to use as a link within your article’s main content area, and then click the **link tool**  in the Content Editor menu:

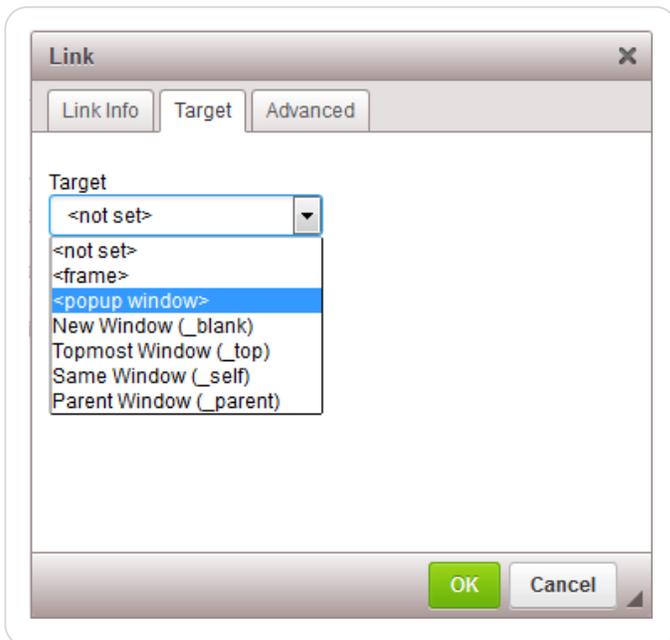


The screenshot shows a content editor interface similar to the one above. The toolbar is visible at the top. Below the toolbar, the editor has a dark red header with the text "This is an 'h4' inverted...". Below the header is a large block of placeholder text starting with "Lorem ipsum dolor sit amet...". The text "Aliquam auctor." is highlighted in blue. The link tool icon (a chain link) in the toolbar is highlighted with a red box.

The **Link** dialog box appears. Enter the web address (URL) for your link in the field provided:



If desired, set additional features for your link using the **Target** and **Advanced** tabs. For example, you can select how and where your linked page will open when a user visits it:

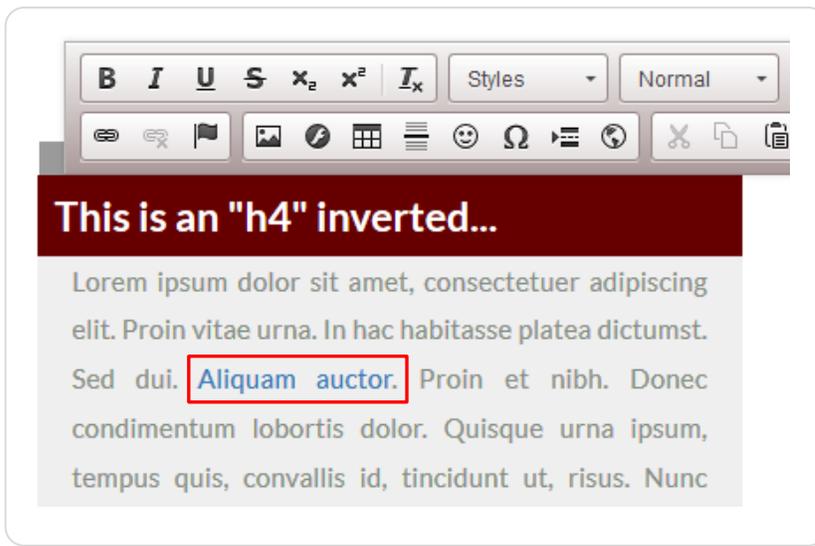


In the above example, your linked page would display in a **pop-up window**.

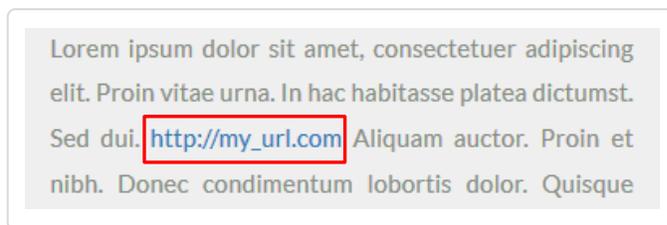


The **Target** and **Advanced** tabs contain a variety of features and options you can use to customize the behavior of links within your article. If you require assistance using these additional features, please post a question in [Support Tracker](#).

2. Click “OK” in the dialog box. Your text is linked to the URL you specified in step 6, and appears highlighted in blue within the article editor screen:



If you choose to set a link **without** first selecting/highlighting existing text within your article, the full web address (URL) of your link will be inserted into your article’s main content area, as shown below:



Add an Image to Your Article

If you wish to add an image to your article, you can:

- use the “**Insert image**” button  from the Content Editor menu shown on the previous page; or
- **drag and drop** an image from the **toolbox** (see next section) into your article’s main content area; or
- **drag and drop** an image directly into your article from a personal folder on your computer or device.

For a detailed discussion of each of these methods, including visual examples and screen shots, please see the [Working with Images](#) guide.

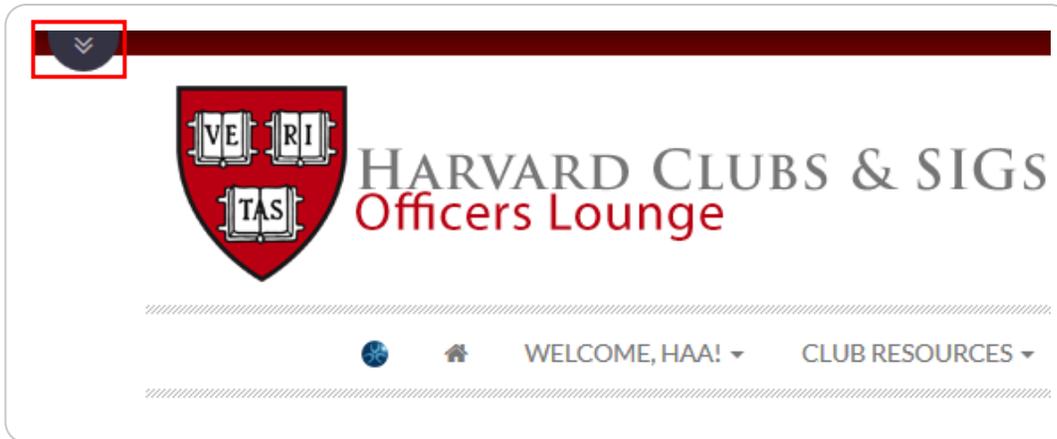


[Working with Images](#) additionally shows you how to create a **thumbnail image** to display next to your article’s title in search results, event listings on your homepage, and in eNewsletters.

Add Preformatted Components Using the Toolbox

In addition to the methods for creating and editing content described in the previous sections, you can also use the **toolbox** to include preformatted text elements in your article. To start using the toolbox, follow the steps below.

1. Click the **arrow-down button**  at the upper left of your screen:

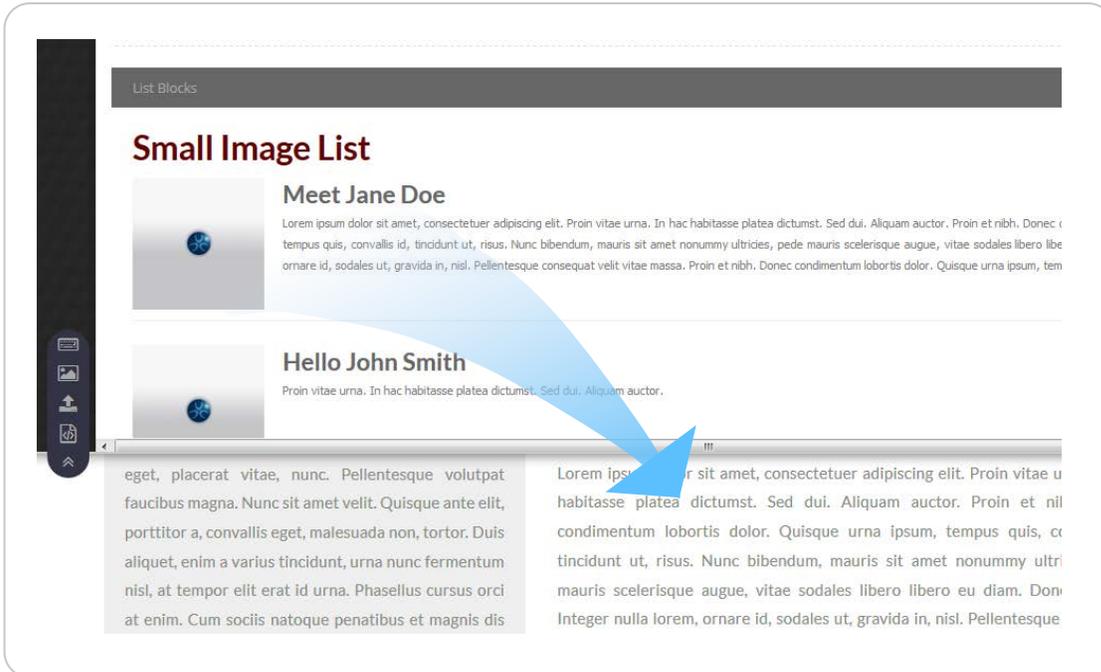


The **toolbox** appears. The toolbox contains additional features and components you can use with your article:

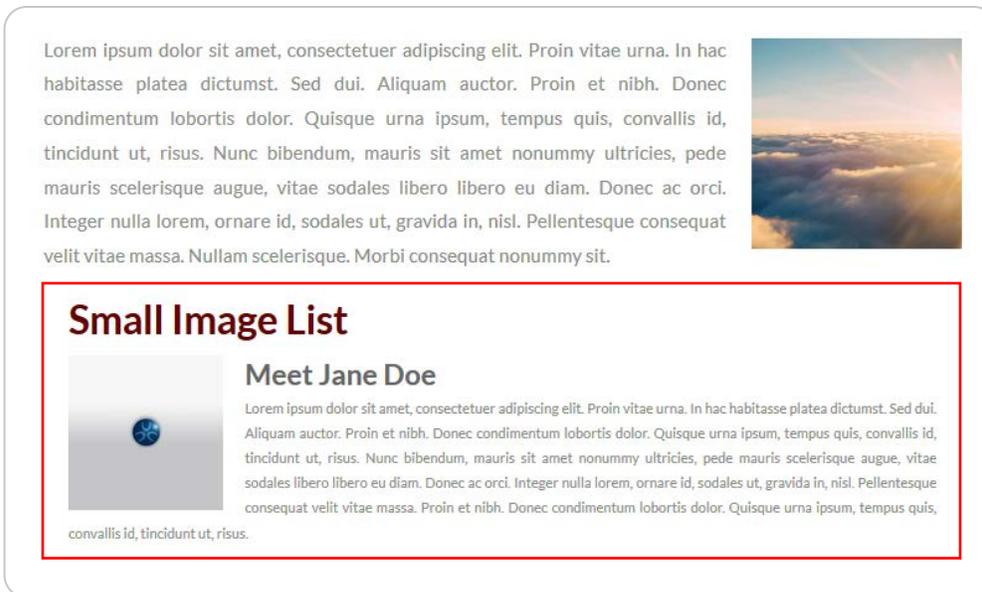


In addition to text components, the toolbox can also be used to insert **images** into your article. For more on adding images, see [Working with Images](#) and/or “Add an Image to Your Article” on page 7 of this guide.

2. **Drag and drop** an item from the toolbox into your article’s main content area—as you drag, move your mouse pointer to the position in your article where you would like the item to appear, then release your mouse to insert it:



Your component appears in the position you specified:



In this case, we’ve added a “Small Image List” component to the article content, but several other components are also available for use with your article, including pre-formatted headings, paragraphs, block quotes, and more.

Setting an Expiration Date

If needed, set an **expiration date** for your article indicating when it should be removed from the site. Expiration dates are determined by the **Visibility field** next to the Topic fields:



The screenshot shows the article editor interface. On the left, under the heading "Topic", there are three dropdown menus labeled "Topic 1", "Topic 2", and "Topic 3". "Topic 1" is set to "Generic", "Topic 2" is set to "*Optional", and "Topic 3" is set to "*Optional". On the right, under the heading "Visibility", there is a field for "Article Expiration Date" with the value "Mar 20, 2021 @ 23:59" and a calendar icon. A red box highlights the "Visibility" section, and a blue question mark icon is located below it.

To specify a date, you can either manually type it in the field shown, or use the **calendar picker button**  to select it from a preset menu.

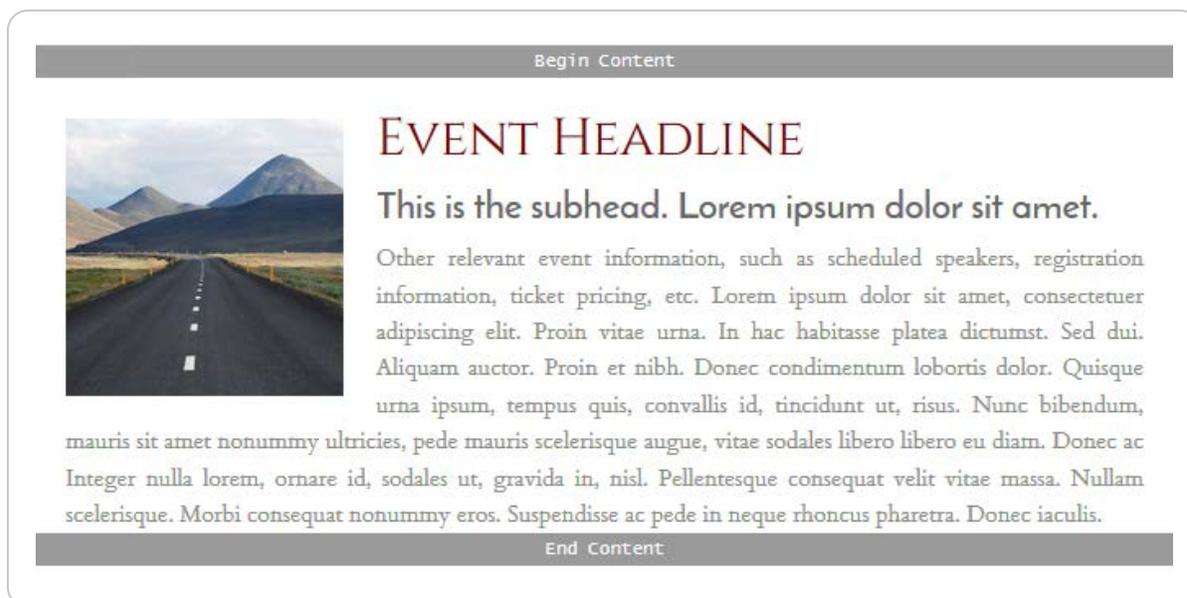


Event articles remain on your site's "**past events**" page (usually found at your_domain.harvard.edu/**events_past.html**) until the expiration date that you specify. Setting an expiration date is optional; if no date is set, your article will remain on your site until 5 years after its posting date.

Special Requirements for Events

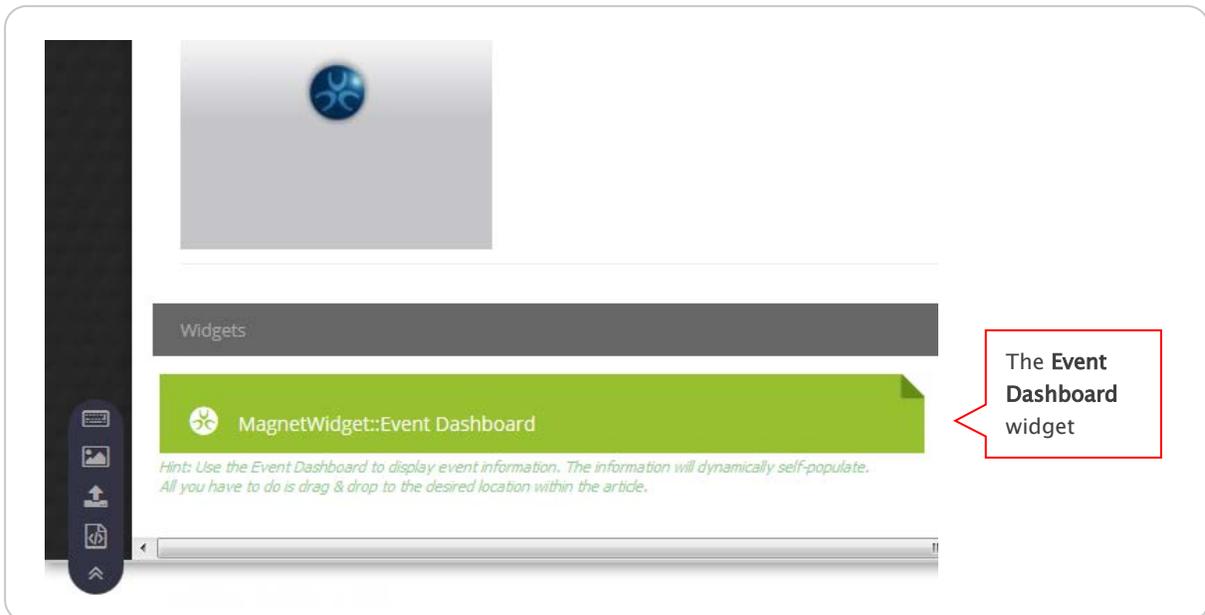
If your article is an **event**, a few specific settings are required. To ensure your event displays correctly when posted to your site, follow the steps below:

1. First, enter some descriptive text about your event into the main content area of the article editor screen:

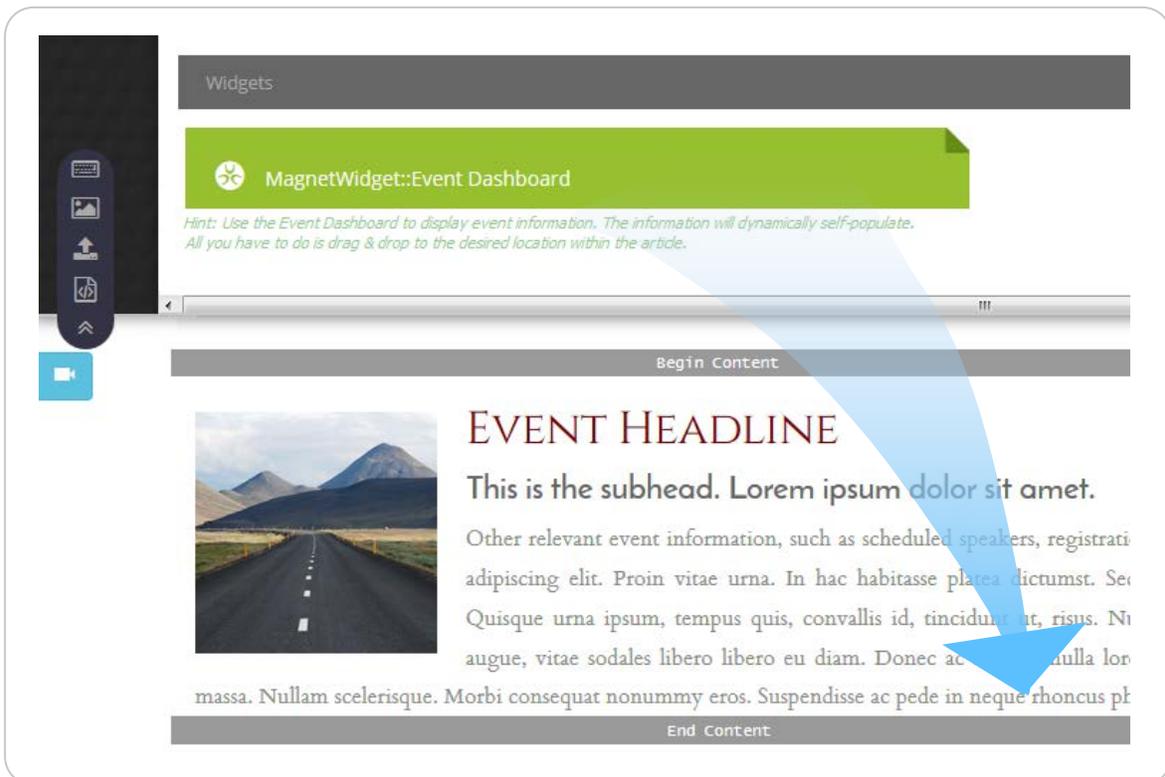


The screenshot shows the main content area of the article editor. At the top, there is a grey bar with the text "Begin Content". Below this, there is a placeholder for an event article. On the left, there is a square image of a road leading towards mountains. To the right of the image, the text reads: "EVENT HEADLINE" in a large, bold, serif font, followed by "This is the subhead. Lorem ipsum dolor sit amet." in a smaller, bold, sans-serif font. Below the subhead, there is a paragraph of Lorem Ipsum text. At the bottom, there is a grey bar with the text "End Content".

2. Next, open the **toolbox** by clicking the **arrow-down button**  at the upper left of your screen, as shown on page 8 of this guide. Scroll to the bottom of the window until you see the **Event Dashboard** widget:



3. Drag and drop the Event Dashboard widget into the main content area of your article. **Important: this widget must be included in every event you post to your site!** Otherwise, your event won't display correctly when published.



The Event Dashboard widget is inserted into your article's content. In the below example, the widget appears **below** the main text, but you can place it in any location within your article.

Begin Content



EVENT HEADLINE

This is the subhead. Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vitae urna. In hac habitasse platea dictumst. Sed duis. Aliquam auctor. Proin et nibh. Donec condimentum lobortis dolor. Quisque urna ipsum, tempus quis, convallis id, tincidunt ut, risus. Nunc bibendum, mauris sit amet nonummy ultricies, pede mauris scelerisque augue, vitae sodales libero libero eu diam. Donec ac orci.

Integer nulla lorem, ornare id, sodales ut, gravida in, nisl. Pellentesque consequat velit vitae massa. Nullam scelerisque. Morbi consequat nonummy eros. Suspendisse ac pede in neque rhoncus pharetra. Donec iaculis lectus id risus. Vestibulum lacinia. Morbi sodales sem vitae lectus malesuada pretium. Nullam ac est a massa.

MagnetWidget: Event Dashboard

End Content



Why is it important to include the Event Dashboard widget? This widget self-populates with key information about your event, and posts this content to your site. It's needed to ensure optimal display of your event's date, location information, attendance lists, RSVP options, and more!

4. Scroll to the **Event Parameters** section of the article editor screen. Enter the event date, time, location and any other relevant information in the fields provided:

Event Parameters

Start Date: Apr 14, 2016 @ 10:00

End Date: Apr 14, 2016 @ 12:00

Timezone: Eastern Standard Time/Central I

OFF Feature this event

Include in all calendars

Event Type

- arts
- athletic
- career_networking
- faculty
- lecture_reading_talk
- livestream
- reunion

Location

Location Name:

Street 1: Street 2:

City: State/Province: Zip:

Country: Latitude: Longitude:

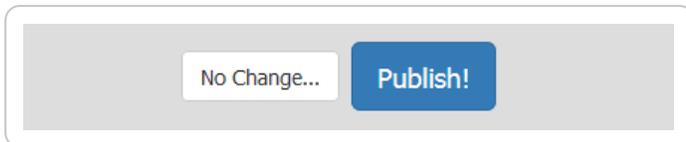


Selecting “**Feature this event**” displays your event at the top of the list on your “events” page. The “**Include in all calendars**” option posts your event to your site **and** Harvard’s main alumni web portal at alumni.harvard.edu. If you wish to post your event to **only** your site, select “**Exclude from Master Calendar.**”

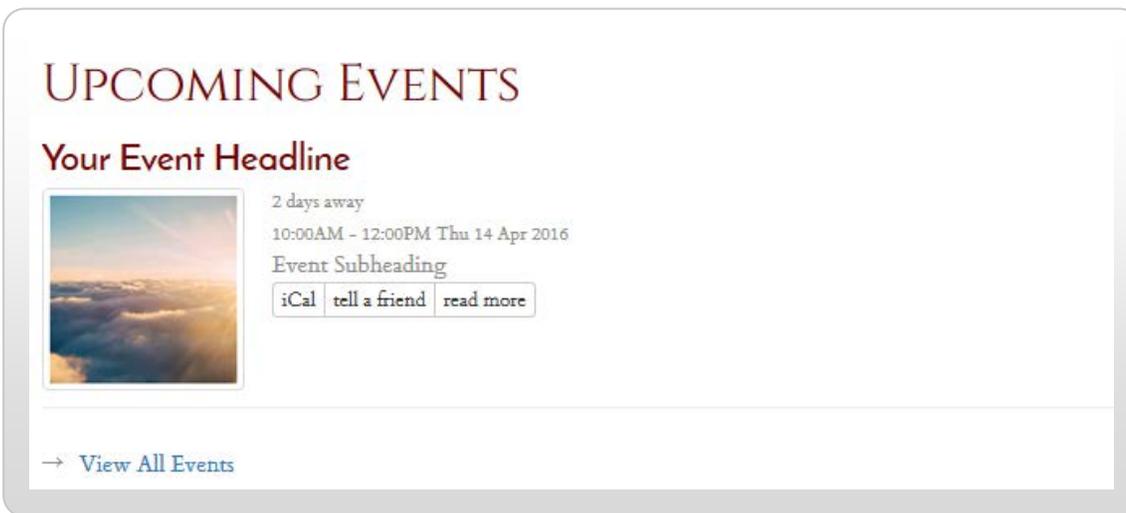
Note: the preceding section represents just a basic introduction to creating and publishing event articles. For a more comprehensive guide to using advanced features and functions of events, see [Working with Events](#).

Publishing Your Article

When you’re ready to post your article, scroll to the bottom of the article editor screen and click the “**Publish**” button:



Your article posts to the section of your site you specified under the “**Topic**” menu. For example, if your article is an event, it appears on your site’s **portal page** and **events page**, and looks similar to the below:



Remember, **generic articles** don’t automatically appear on your site—you’ll need to manually create a link to these within another article, or within your site’s navigation. If you need help setting up a manual link, please contact the [Support Tracker](#).



Questions on this guide? Please post any questions to [Support Tracker](#) and the AlumniMagnet team will respond as soon as possible.