Content Editing Guide

The following guide will take you through the steps necessary to update website content for https://business.fullerton.edu through the OmniUpdate (OUCampus) interface.

Content Editing Guidelines

As a content editor, your primary role is to update the information on your website to provide a better experience for viewers. While many design options are available, the layout of each page should be relatively consistent throughout the website. Your goal is to keep the information on your website up-to-date. Changes that significantly modify the layout or require access to source code or modifications to the navigation of a website should be organized with the creative team via the CSUF_MCBECreate@fullerton.edu e-mail account.

Decorative Graphics

Graphics are not to be used for decoration or styling within the main content area of a page. Only standard elements such as horizontal rules (straight lines) or bullet points may be used. This is to provide a consistent experience and level of quality throughout the website.

The only non-photo graphics which may be used are those that present users with information such as charts, graphs or statistics ("infographics"). A non-image equivalent must be present on the page for ATI compliance to ensure viewers using assistive technologies can still access the information presented.

Do not use images or PDFs in lieu of web pages and HTML content. Flyers intended for print should not be used as web content or to bypass limitations of HTML formatting.

Text and Fonts

Do not use custom fonts for text on the page or for images and/or graphics used on your page without prior approval from the creative team (CSUF_MCBECreate@fullerton.edu).

Do not use alternate font sizes as they detract from the consistency and overall quality of the website. There are different styles called “Heading 2” and “Heading 3” etc. which can be used to create distinct section titles. Do not use “Heading 1”.

You may use bold or italic styles for your text. You should not use underlined text unless that text is also a hyperlink the viewer can interact with.

Text information should always be presented in with no color specified. It is not recommended to use any other color for text on the MCBE website as we may need to adjust font colors and styles site-wide at any given time to adjust for ATI compliance.

All text should be left-aligned. Do not center or justify text or use HTML tables to produce non-standard text layouts.

Images and Photos

When embedding images into a web page, the image should always be resized to the actual desired display size. Do not upload photos directly from cameras or phones without first resizing them to appropriate sizes. Images which are excessively large may be removed or resized without notice. All images and graphics used on the website must contain a description (also known as “alt” text). This must be between 8 and 80 characters long (approximately 1 brief sentence) and cannot contain words such as “image” or “photo”.

Do not digitally “frame” photos or introduce unnecessary graphical elements, watermarks or logos unless required by the image author.
Content Quality and ATI Compliance

Do not use phrases like “Click Here” or “Click to Proceed” for hyperlinks. These must be restructured so that the link itself is descriptive of the website it will take the user to. Not all users are navigating with a mouse.

A content editor is responsible for checking grammar and spelling upon publishing a page, even if errors are from a previous editor. When you publish a page, you are signifying that you have inspected the entire page for quality assurance.

We routinely run scans to determine any ATI (fullerton.edu/ati) compliance issues and may update your content without notice or request that you update content in order to correct any issues the scans detect.

Advanced Features

Sometimes you may require a feature that goes beyond basic content editing and information updating. Please send requests for these features to CSUF_MCBECreat@fullerton.edu so they can be formally logged and our web and design teams can review them. These features include:

- Interactive Forms (Where viewers input information for e-mail or database)
- Embedded Videos or Animations
- Calendars, Image Galleries, Chat Boxes or other Third-Party Widgets
- Expanding/Collapsing Sections (a.k.a. Accordions)
- Complex layouts that go beyond text, images and/or tables
- New Pages (These must be created properly and added to the navigation pane on the left)
- Changes to the Navigation Pane

Additional Guidelines and Procedures

These guidelines are ancillary to the university branding rules which must also be adhered to at all times when editing and updating content on the website.
1. **Navigate to desired page.**
   A. Ex: [http://business.fullerton.edu/about](http://business.fullerton.edu/about)

2. **Press the tilde (~) key to bring up the “Edit” button on the top right corner of the page. Click the “Edit” button to proceed.**
3. A new tab will open, displaying the page to be edited.

4. Click on the green “Edit” button on the top left corner of the page to begin editing content.
5. After clicking the green “Edit” button, a toolbar will appear, the background of the page will dim, and the editable area of the page will be highlighted.
1. To edit page text, click on any blank part of the page and add text as you would with word processing software.

2. To save all edits, press the save button on the top left corner of the toolbar (highlighted in green). To exit without saving, press the cancel button on the top left corner, to the right of the save button (highlighted in red).
1. To upload an image, right-click on the page and select “Insert/Edit Image” from the drop down menu.

2. A new window will appear. Click on the button with a folder and magnifying glass to search for the image you would like to post.
A. A new window will appear with folders to select images from. Ensure that you are in the “MihayloPublic” folder before navigating to your desired photo. If you are unsure of where your desired image is, use the URL of the page you are currently editing.

i. EX: URL of the page to be edited is “http://business.fullerton.edu/About/”. Therefore, you will navigate to the “About” folder under “MihayloPublic”.

![Select Image](image-url)
B. Once you have navigated to the proper folder, open the “assets” folder.
C. Within the “assets” folder, open the “images” folder.
3. Select desired photo from the dropdown list. A preview of the photo will appear on the right of the dropdown list. Press the “Insert” button on the bottom right corner in order to place the photo on the webpage.
4. Upon clicking “Insert”, you will be brought back to the “Insert/Edit” window. The path to your selected image should now occupy the “Source” textbox. Add a description for the image in the “Description” textbox below the “Source” textbox.

5. After adding a description, click the “OK” button on the bottom right corner of the window to post the image on the page.
6. To save all edits, press the save button on the top left corner of the toolbar (highlighted in green). To exit without saving, press the cancel button on the top left corner, to the right of the save button (highlighted in red).
Uploading Photos to the Server

1. To upload an image, right-click on the page and select “Insert/Edit Image” from the drop down menu.

2. A new window will appear. Click on the button with a folder and magnifying glass to search for the image you would like to post.
3. A new window will appear with folders to select pictures from. Check the folders to ensure that you are posting the image in the proper location. All images should be placed in the “assets” folder of your selected page folder. Once this is complete, click on the “Upload” button on the top right side of the window.

![Select Image](image1)

4. A new window will appear with an add button and checkbox with the text “Overwrite Existing”. Check the “Overwrite Existing” box if you are uploading a revised image that shares the same name as an existing image. Click on the green “Add” button to open the file explorer and select an image to upload. Alternatively, you can drag the image you wish to upload and drop it in the white area of the window to upload it.

![Upload to /About/assets/images](image2)

5. Select your desired image from the file explorer.
6. Once you have selected your desired image, click the “Start Upload” button on the bottom right.
7. If the upload is successful, you will get a window displaying an “upload successful” message. Click on the green “Close” button to close the window. Insert the image using the steps from the previous section.
Uploading & Inserting PDF Documents

1. To upload a PDF document, right click on the page and click “Insert/Edit Link”.

2. A new window will pop up. Click on the icon with a folder and magnifying glass on the upper-right corner of the popup.
3. All PDF documents should be uploaded to a folder in the “assets” folder of your website and not the “content” folder which is often selected by default. Any files uploaded to the “content” folder may be deleted without warning.

4. A new window will appear with an add button and checkbox with the text “Overwrite Existing”. Check the “Overwrite Existing” box if you are uploading a revised document that shares the same name as an existing document. Click on the green “Add” button to open the file explorer and select a document to upload.
5. Select the desired document to upload.

6. Once you have selected your desired document, click the “Start Upload” button on the bottom right.
7. To insert the newly uploaded document on the page, repeat the first step by right clicking on the page and clicking “Insert/Edit Link”.

8. A new window will pop up. Click on the icon with a folder and magnifying glass on the upper-right corner of the popup.
9. Select desired document from the dropdown list. Press the “Insert” button on the bottom right corner in order to place the document on the webpage as a link.

10. Upon clicking “Insert”, you will be brought back to the “Insert/Edit” window. The path to your selected document should now occupy the “Source” textbox. Below that, add the text to be displayed as the link to the PDF. Before clicking “OK”, make sure the “Target” box says “New Window”.
11. After clicking OK, you should see the newly created link on the page.

A. NOTE: Do NOT create multiple links on a page to the same document.
Inserting Tables

1. Select the “Table” dropdown menu from the right side of the toolbar.

2. After clicking on the “Table” button, a dropdown menu will appear. Hover over the “Insert Table” button to bring up a table grid.
3. Hover your mouse over the table grid to design your table. Click on the grid when you have your desired proportions.

4. The table should appear on the page after completing the last step. If the table appears compressed, click and drag the edges to resize the table to an appropriate size.

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The table may appear compressed. Resize it by clicking and dragging the edges.
5. After resizing the table, you are free to add text or images within the cells.

6. To save all edits, press the save button on the top left corner of the toolbar (highlighted in green). To exit without saving, press the cancel button on the top left corner, to the right of the save button (highlighted in red).
Publishing Changes

1. When you have completed editing and saving the page, press the “Preview” button on the top-left corner of the toolbar to view your changes.

2. When you are satisfied with your changes, press the green “Publish” button in the middle of the toolbar to make the page live.
   A. If you begin editing a page, but do not want to publish it, press the lit light bulb button when you are done with your changes. This will check you out and allow others to check into the page and make their own edits.
3. Upon pressing the “Publish” button, the “Publish” window will appear. This window allows for any issues with the page to be addressed before the page is live, such as spell check. Click the green “Publish” button on the bottom-right corner of the window to confirm your changes and make the page live.

Before publishing a page, be sure to check the page for grammar, spelling and any other applicable quality concerns. You are responsible for the content you publish in its entirety. All publish actions are time-stamped and recorded so that unwanted/accidental changes can be rolled back if necessary.