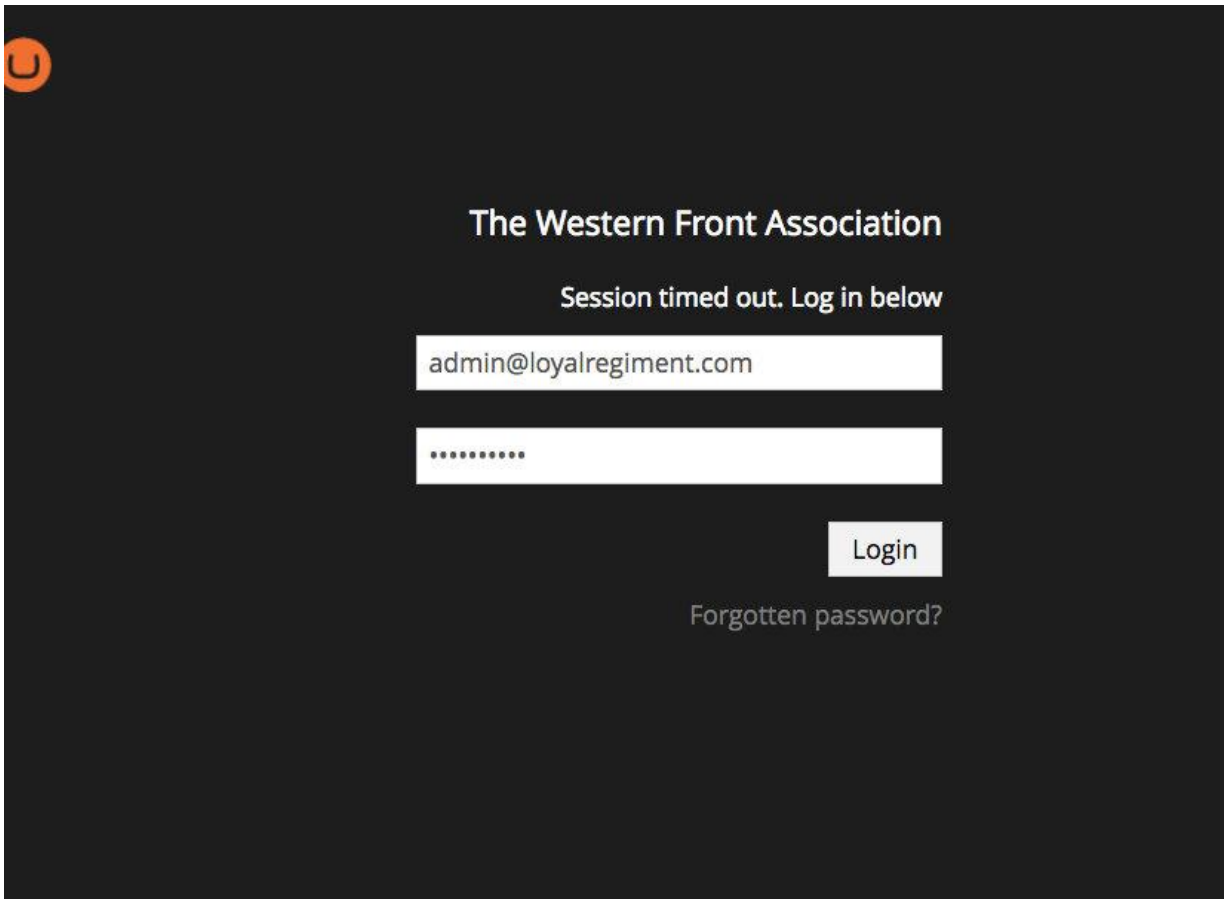
Step by Step Admin Login and Branch ‘How to Create a New Event’
(version. XI 20 August 2020)

1a) Admin Login: Username/Password



Every branch has at least one person with access to the Branch pages, often the Chairman, sometimes someone who has offered to take on the Web Editor role.

As well as adding or amending Branch Events, this might be to add ‘News’ or even to upload the contents of a newsletter as a series of stories or to put the newsletter online as a downloadable PDF.

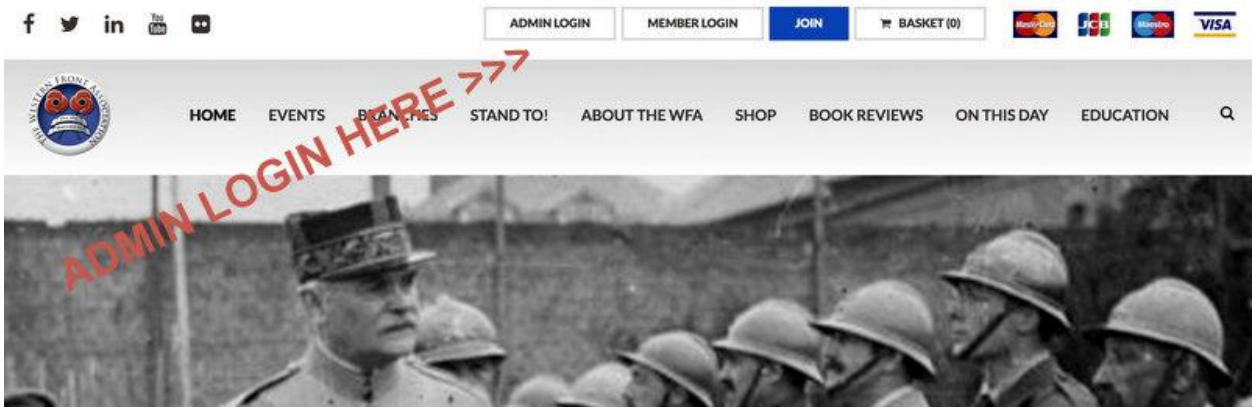
Take a look at what other branches do. For example:

Lincoln & North Lincolnshire
Yorkshire
Chesterfield

A record of all **USERNAMES** and **PASSWORDS** is kept by the digital editor.

The **ADMIN LOGIN** is: http://www.westernfrontassociation.com/umbraco

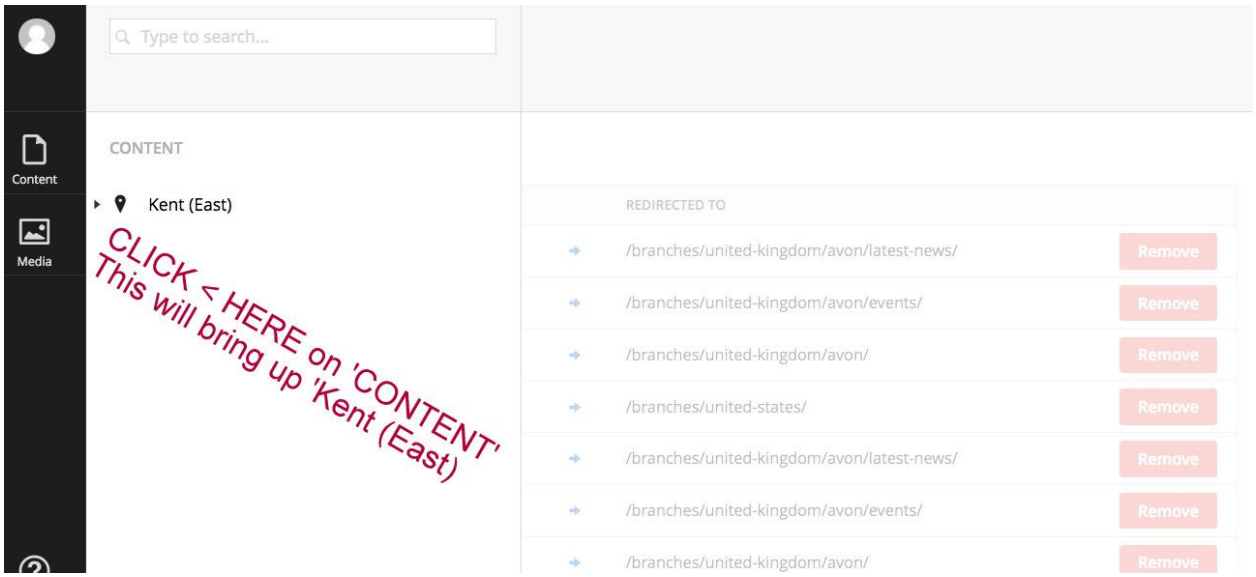
And there is a link at the top of the WFA website too:



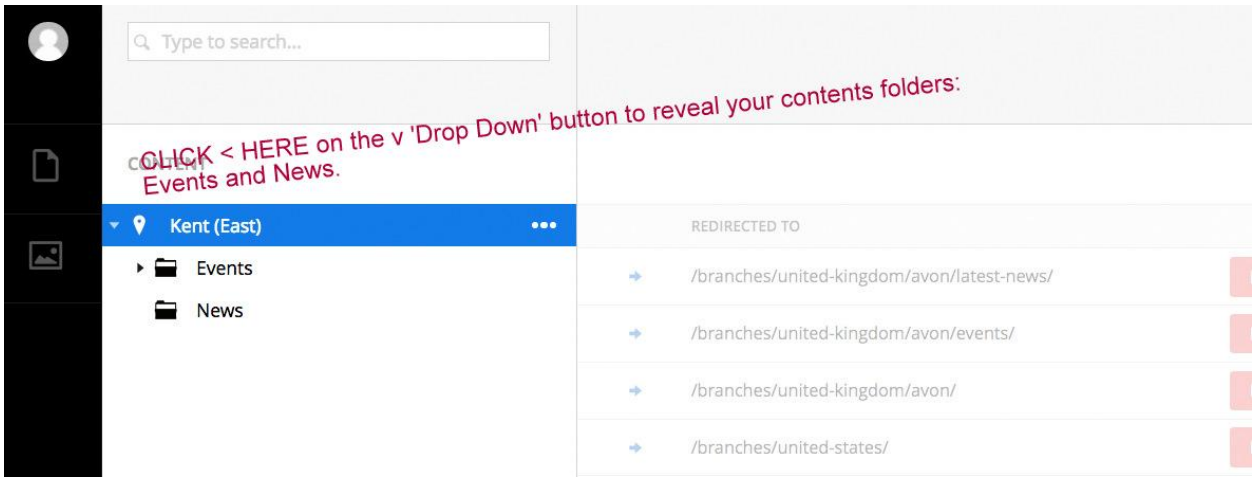
2) **You only have ‘Editor’ rights to your branch events and news**.

The other pages are ‘greyed out’.

Go to **your Branch Title** as shown here and use the small ‘**>**’ drop down icon/button to the left of the title to reveal its contents. The rest of the page here, with text that is ‘greyed out’ is not accessible to you unless you are given additional ‘permissions’ - so just ignore it. If you take on other roles on the website then your ‘editor’ access can be extended to other pages.

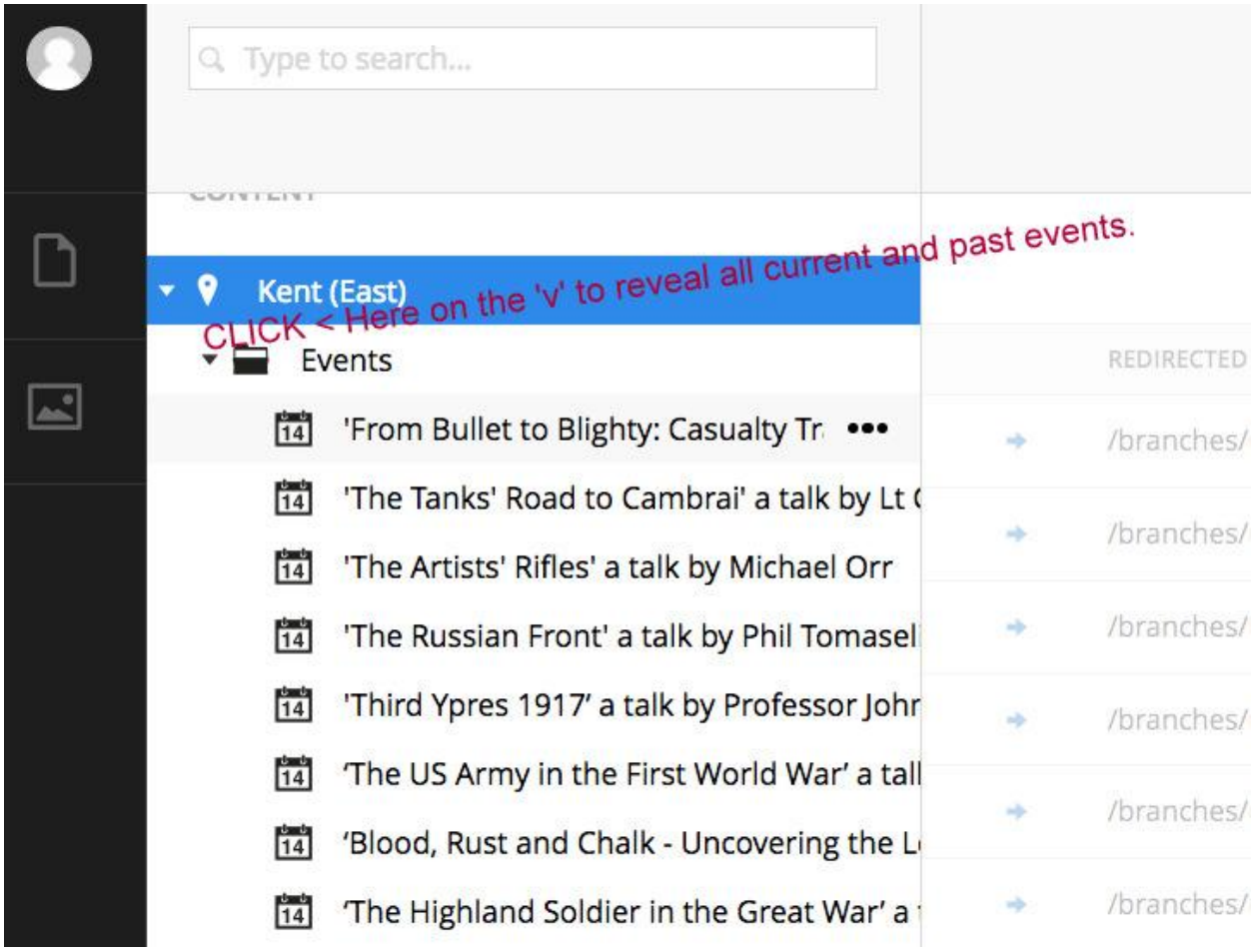


3) This reveals the specific and only folders available to the branch: **Events and News.** We're only look at **Events** here.



News can be used for uploading a PDF of a branch newsletter or creating individual items as stories. *(Ask if you are interested in adding 'News') - or just give it a go :)*

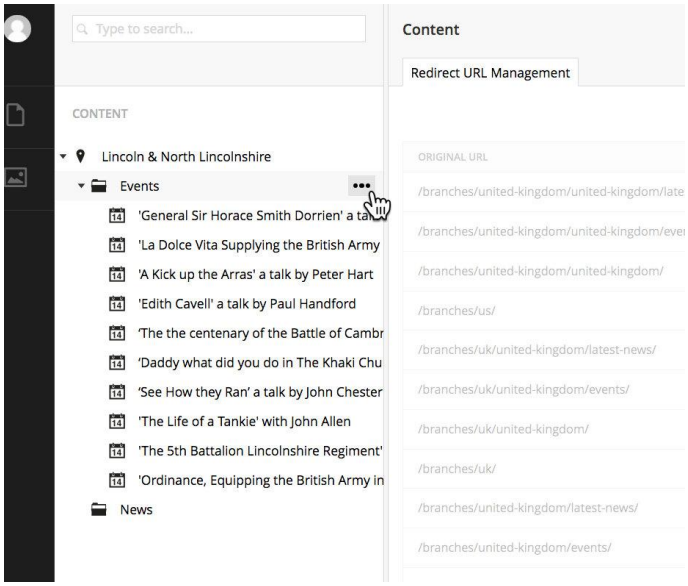
4) Click on the '**>**' icon/button for **Events** and all the past and current content is revealed. You can 'expand'



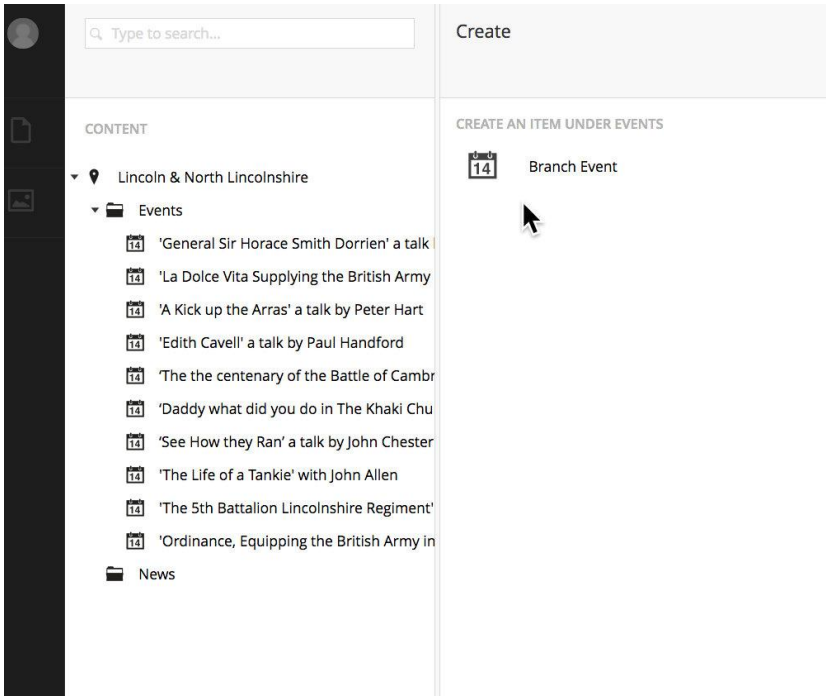
If as here, only part of the title of an event is showing you can reveal more by placing your cursor over the gap or transition line until it changes into an Arrow and then simply drag it to one side:

5) To create new content you need to click on the '**Three Dots**' to the right of the Events Folder. This has a technical name - 'The More Options Icon' **...**

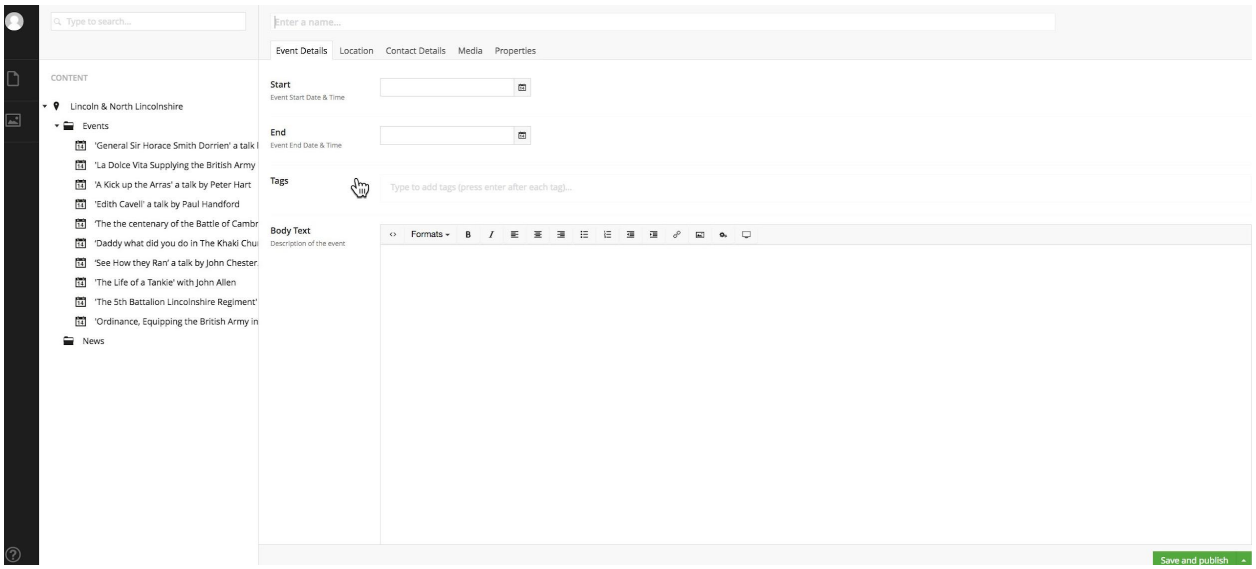
These will only show if you open up the contents listings by drawing the right hand side of the page to one side, or you place find it my moving your cursor over this hotspot. (The rest of the examples come from Lincoln Branch).



6) This is where and how you 'create an item' - in this case a **Branch Event.**



7a) This is the **'Template'** used to create a new event, starting with the Title, then add a **Start** date and time an **End** date and time, **Tags** and **Body text**.

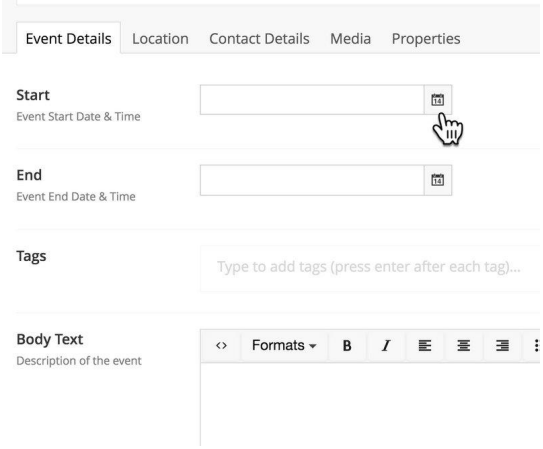


Add 'Event Details' components, let's say:

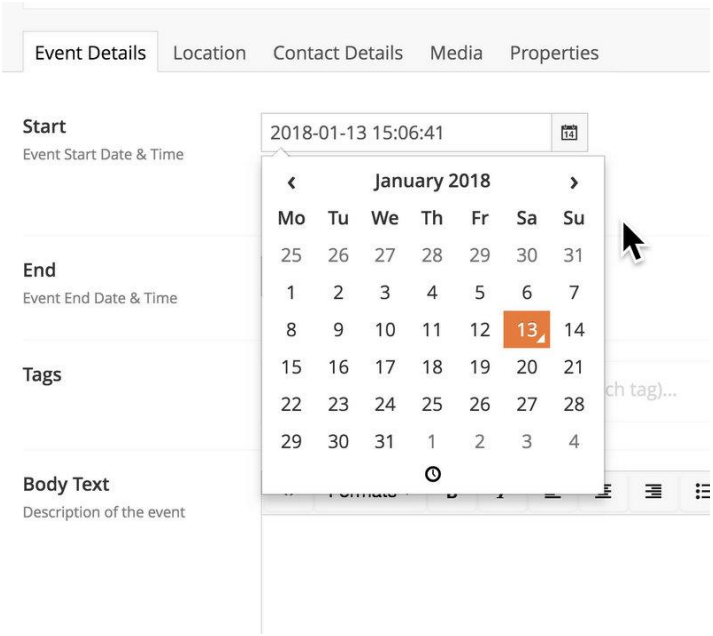
TITLE: 'The Life of a Tankie' with John Allen.

It reads ‘Add Name Here’ - we mean by this the Title of the Event: the title of the talk and the speaker in this format. ‘Something on the First World War’ a talk by Charles Darwin. As we have 58 branches each putting on between 6 and 12 events a year it is important to have a consistent style especially as these appear in separate listings.

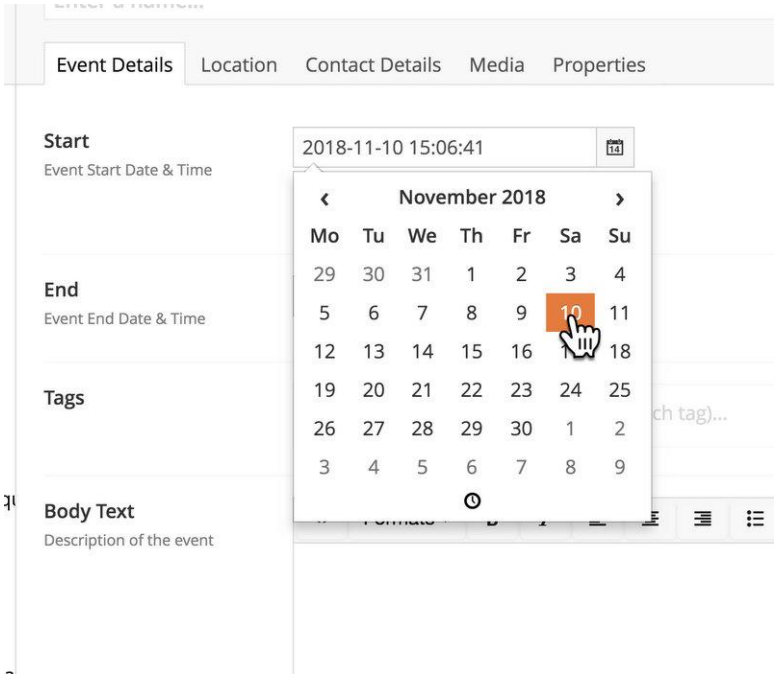
7b) The add a date and time. Go to the ‘**Calendar Icon**’



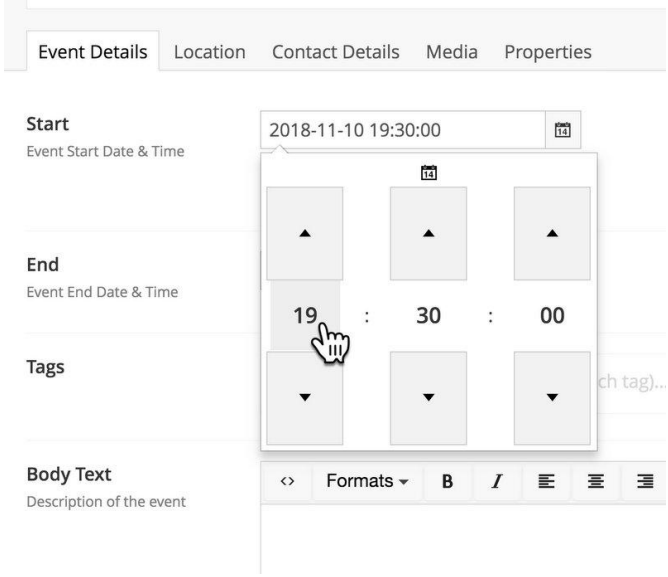
7c) You will have today’s date, so click through to the right month/date and select this.



7d) Then add the time of the event.



7e) Then go to the small ‘Clock Icon’ to add a start time.

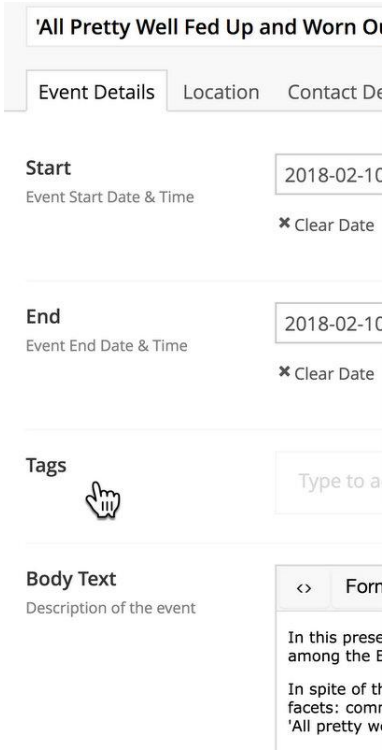


Repeat this exercise for the End of the Talk (same date, later time)

8) TAGS

'Tags' are vital for the Google Search Engine. As well as the text describing the event the 'Search Bot' will prioritise a few choice words that have been selected as Tags. Here using a different event: A presentation by Prof Gary Sheffield.

i) Select ‘Tags’ in ADMIN:

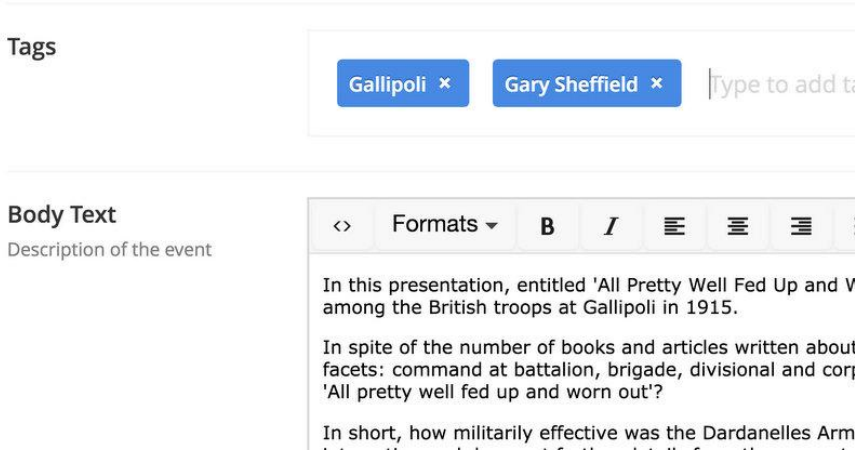


ii) The cursor shows where text will be added.

Add some Tags. These are likely to repeat key words from the Title and from the body of the text. The trick is to think what of tag words or phrases someone doing a Google Search might use. In this instance:

Gary Sheffield
Gallipoli Dardanelles
1915

Keep adding them: Name of Speaker, Key word of the talk, featured elements … As you add each word, or phrase simply hit COMMAND - no comma required.



SUPPORTING TEXT:

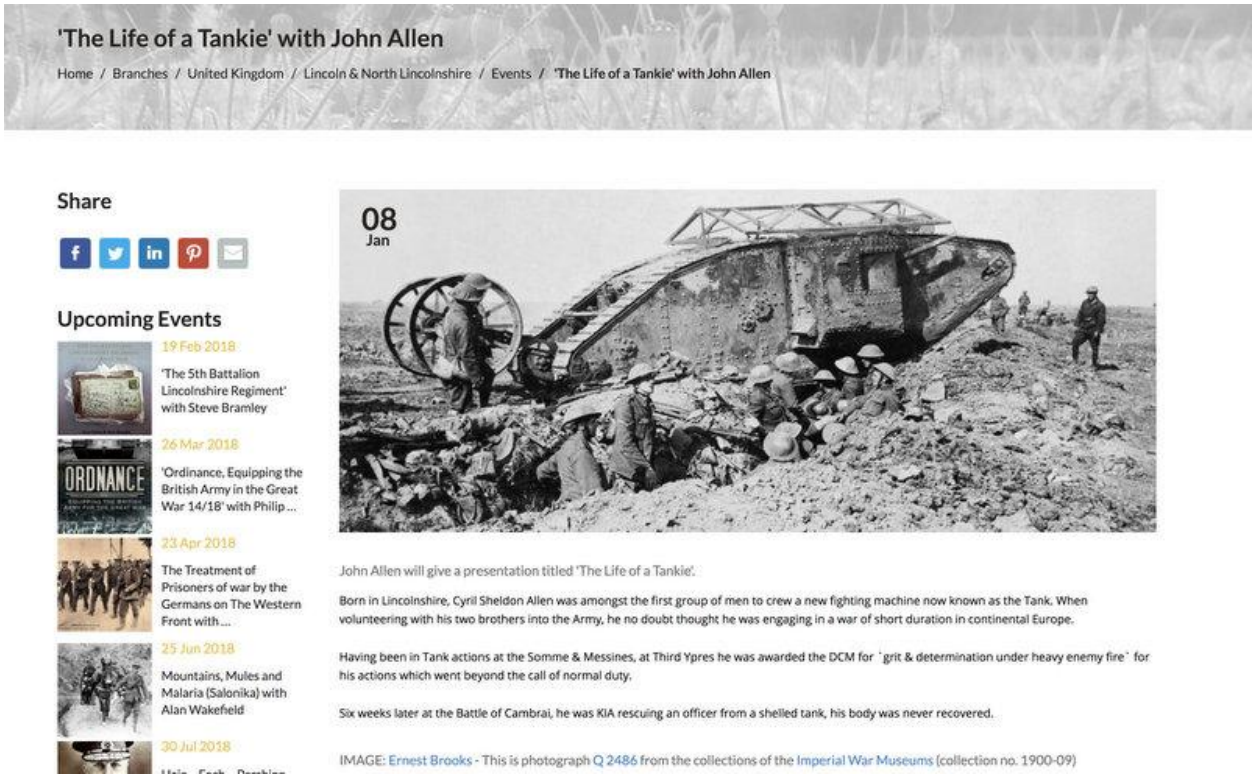
It helps visitors, particularly prospective members and new visitors to your event to be told who the speaker is and what they will be talking about.

Ideally every speaker will have at least a line of text saying who they are. And at least a line of text explaining the themes of the talk.

This not only helps someone decide if the talk will be of interest to them, but this ‘body text’ is scanned by the ‘Googlebot’ - the algorithm that decides whether content is worth ‘ranking’ in the Google Search Engine. Too often WFA content is consider unimportant because this kind of detail is lacking.

When someone searches for ‘Gary Sheffield Speaker Event Gallipoli ’ we want them to find this WFA event.

Another example



Add TEXT: For example, John Allen will give a presentation titled ‘The Lives of a Tankie’.

Image: Ernest Brooks - This is photograph Q2486 from the collections of the IWM (collection no 1900-09). Q2486 IWM

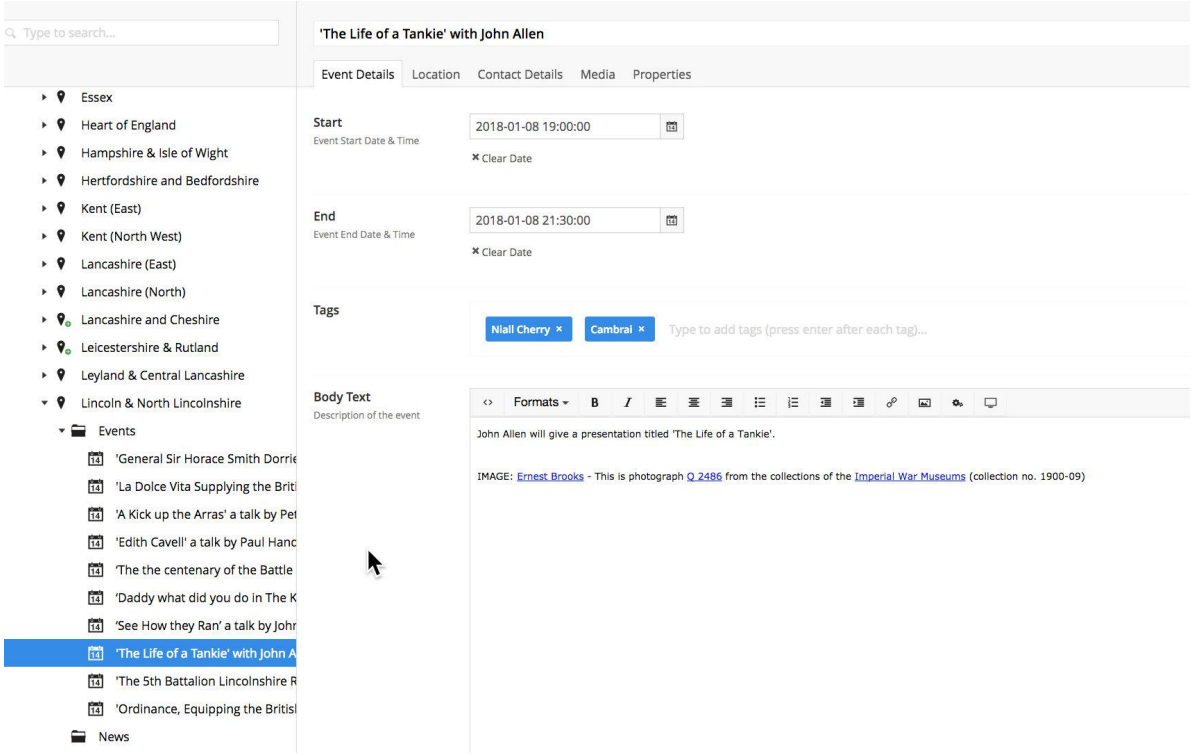
Here is an example of what IWM likes. The URL is hidden. It is in fact: http://www.iwm.org.uk/collections/search?query=Q+2486

REMEMBER: Text serves more than one purpose. Firstly, it simply informs branch regulars that an event with this speaker will talk on a specific subject. Secondly, if a little more detail is provided, it helps potential members to understand why they should be interested in coming along. Thirdly, this additional text helps Google identify this event as ‘weightier’. Its ‘Bot’ will pick out further key words, and this additional text may also suggest further words to add as Tags.

SEARCH ENGINE OPTIMISATION (known as ‘SEO’): There is both a science and an art to ‘Search Engine Optimisation’ but by way of example, in an environment where a new book is launched and a dozen book reviews appear with some care we can ensure that the WFA book review appears in the top ranking of any search. This in turn makes our website more attractive and builds brand awareness.

The sequence of adding content to create an event needs to be followed in this order and the entire ‘job’ only saved once all the elements are in place.

9) Then, moving along the list of Event Details, Location, Contact Details, Media …. Click on Location.



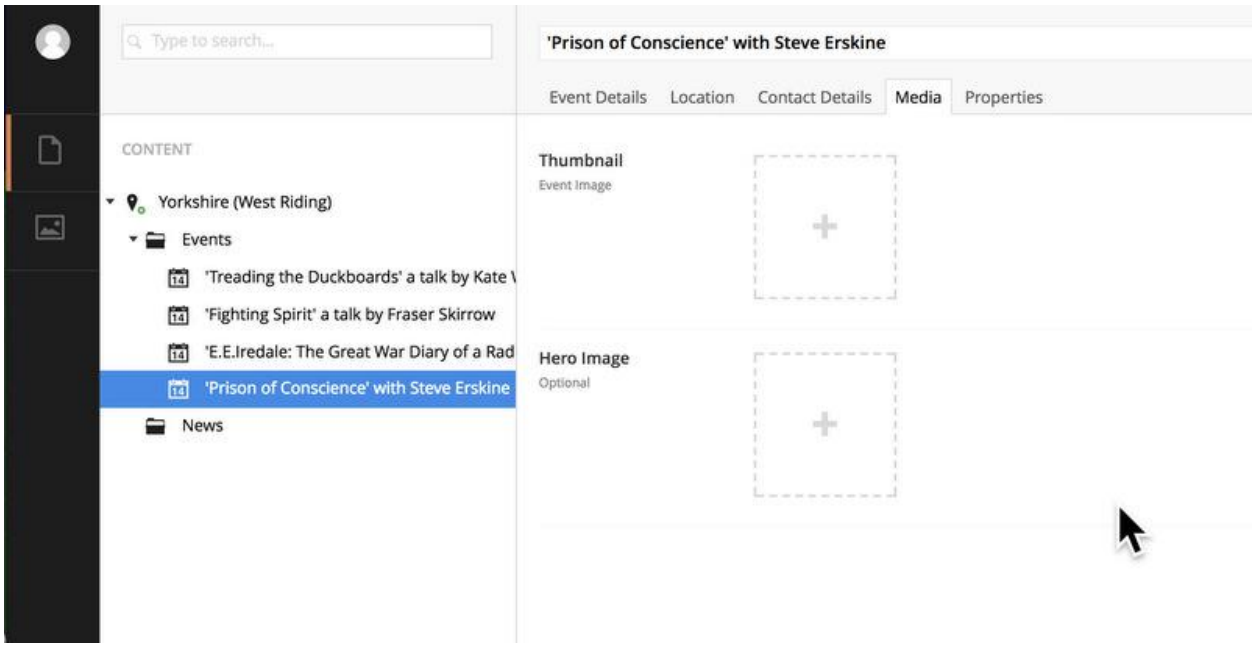
9) The Location and Contact Details have already been added to the event page you are creating. These are taken from the details for the branch. If the location is different, or the contact is different for a particular event these can simply be added and they will replace the default

SAVE

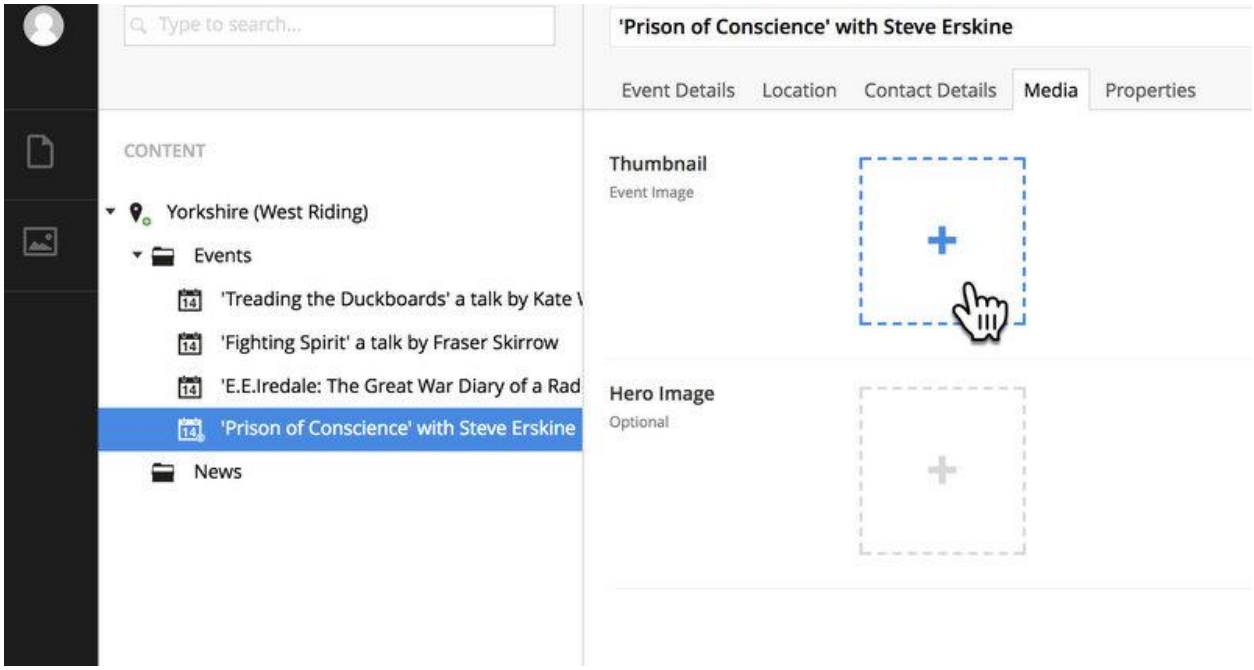
11) Click on Media to organise the **SINGLE IMAGE** you need use to support the event.

The Thumbnail Image is required as it appears in listings for all events and branch events. The Hero Image is optional - though still recommended.

i) Select either the **Thumbnail** or **Hero** Image = in the indicated box where the image will appear in Admin.

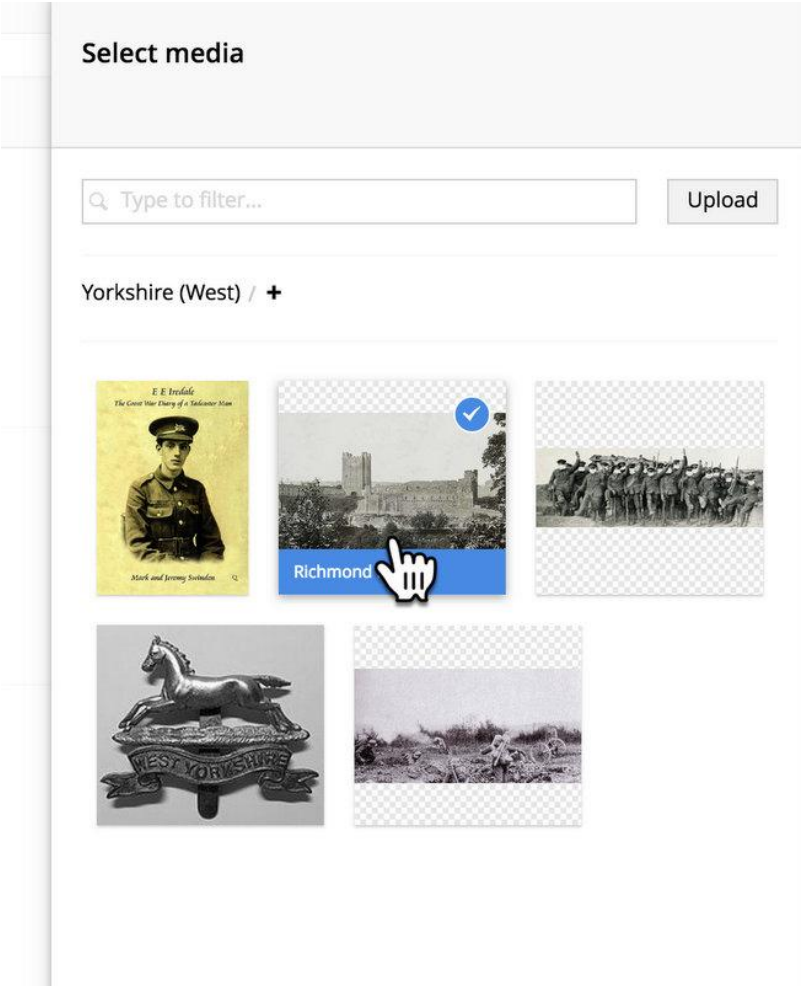


In this instance the Thumbnail image is selected.

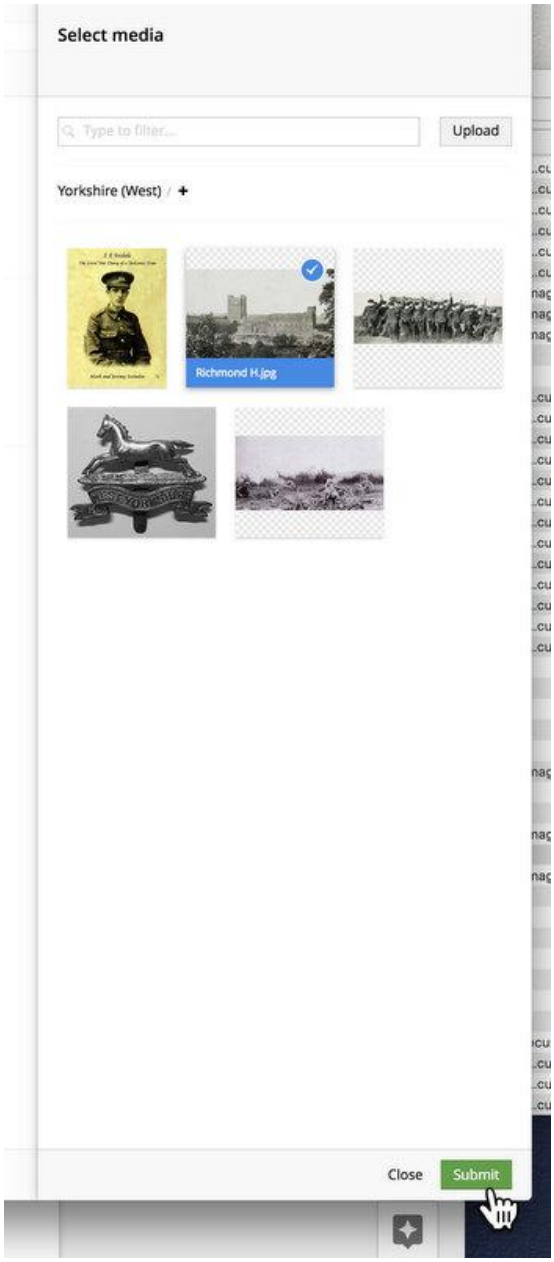


ii) By clicking on this you are taken to YOUR branch gallery of images. This contains (at present) images for your branch past and future events. Do not delete. Any new images you upload will be added to YOUR gallery and can readily be selected.

iii) Select the image you wish to use in this instance for the Media Folder you clicked on earlier.



iv) Once selected successfully a 'Tick' appears, it is highlighted in Blue and in the bottom left hand corner there is a GREEN button inviting you to SUBMIT.



v) The chosen image will now appear as the Thumbnail image.

vi) With the THUMBNAIL image in place you can now save.

vii) To see the new event go to the WFA website itself. Refresh the BROWSER and go to you Branch Pages. As you make adjustments or additions simply

revisit these pages on the WFA website itself - remembering to REFRESH the browser every time to see any changed.

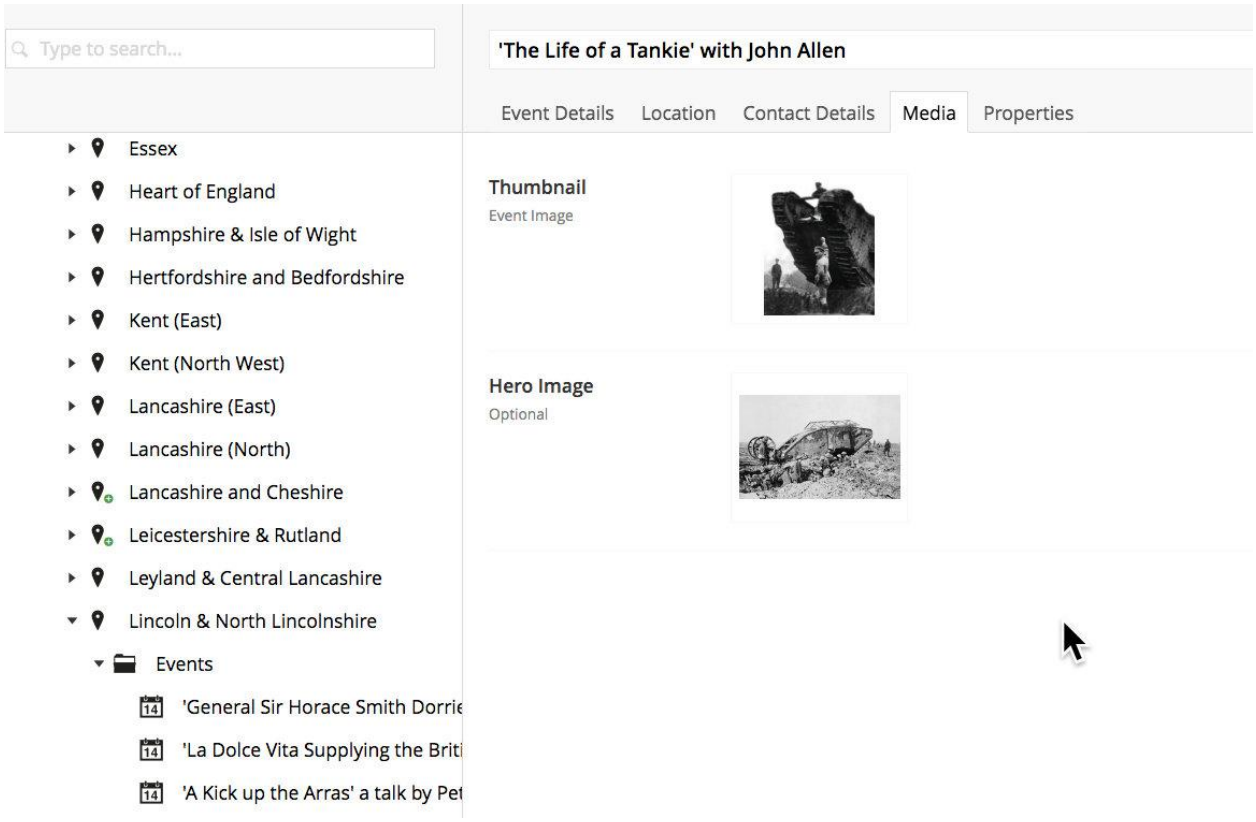
viii) Repeat if you wish to add a Hero image - it can be the same image, or something different.

Remember that the Thumbnail image is a Stamp-like 'Portrait' image used in listings for your branch and ALL branch events, while the 'Hero' image is the featured image for the actual event. It is the 'Hero' image that is used if the event is shared to Facebook (where several branches have active pages).

The so called ‘Hero Image’ is the large featured image that supports the event content. It is no longer required to have this ‘Hero Image’ though it is strongly recommended. Look at how other branches do it, particularly Yorkshire and Chesterfield. The ‘Hero’ image makes the event stand out and importantly Google is far more likely to find it as the image suggests the content is of more importance than a mere listing. It also looks nicer.

Follow the same steps for adding a Thumbnail image as above.

The same image can be used for Thumbnail and Hero, but doesn’t always work as planned. For example, a group photograph of 16 officers might work very well as the ‘Hero Image’ but as a Thumbnail image it is likely that the heads of those in the top row will be missing and someone else will be cropped down the middle.



In this instance you can see how the Thumbnail and Hero images have been chosen to suit the way they will display on the website.

Thumbnail = ‘Portrait’ format
Hero Image = ‘Landscape’ format

There’s a further tip here.

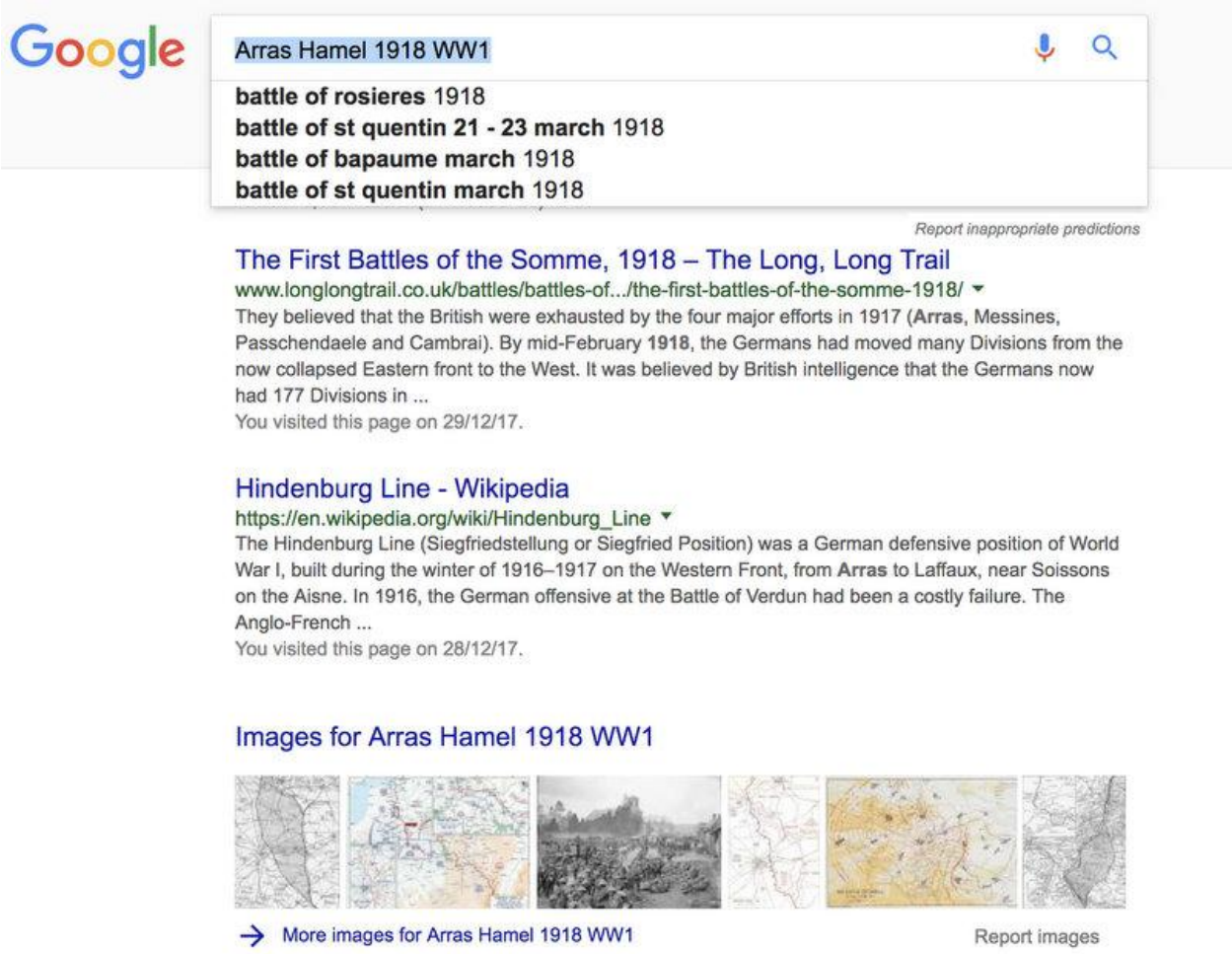
‘Hero Image’ also becomes a kind of postcard for the event as the event date is ‘embossed’ into the top left hand corner of the image. This simply makes the date clearer but of particular value, when shared to Social Media, say Facebook, this date is featured.

It is easy enough to find suitable ‘out of copyright’ images, or to use IWM images and © with their reference, credit and link.

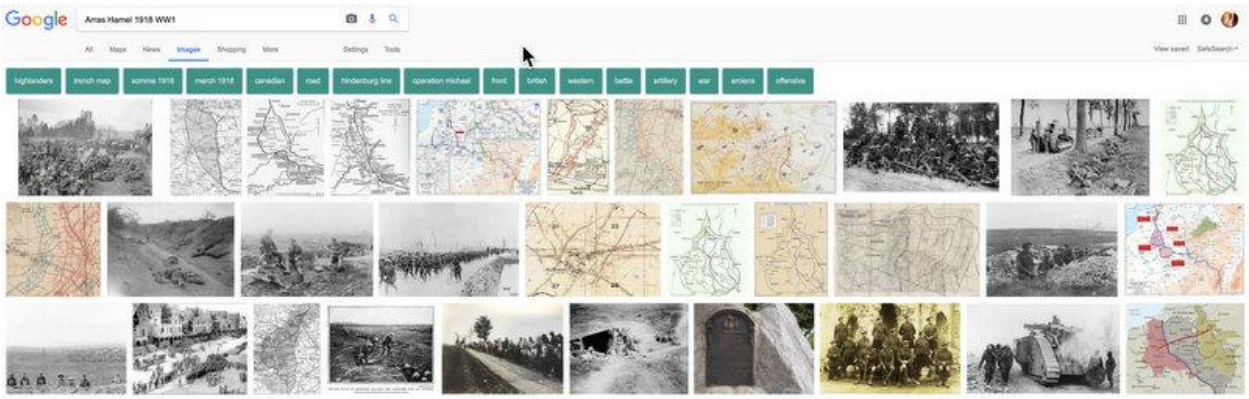
One approach is simply to use some key words suggested by the talk and search.

For example, returning to the Sussex Event ‘First Battle of Arras and the Battle of Hamel 1918’ the search might be:

Arras Hamel 1918 WW1



‘Images for Arras Hamel 1918 WW1’ delivers a huge variety of choices. Some, if not many, may simply be 1918 or WW1 related. If you care about this, as some do, try not then to feature an image which looks great but turns out to be of Ypres or Salonika. You will be found out!



First of all, most Stock Images that are copyright protected are usually clearly labelled and are generally either Getty Images or Amy. Ignore all of these.

It can make sense first of all to find a suitable ‘Landscape’ so called ‘Hero’ image relating to the subject. In some, though not all instances, this can double up as the ‘Thumbnail’ image - however, as stated, this can look very odd: you can end up with just a bit of cloud and mud, or a person’s head sticking out of one corner. The image can be repositioned, or you can crop it first yourself.

Often the speaker is given a talk based on a book they have published. This book, or a good picture of the speaker, makes the ideal ‘Thumbnail’ image. As you can imagine, such a portrait image never works as the ‘Hero’ image. Either the speaker will be cropped so that all you get are eyes through a letterbox, or the book cover is cropped so that you get the some of the letters that make up the entire title.

A number of options catch my eye from this search: images that are ‘landscape’ that also have some light sky. It isn’t a priority at all, but the advantage of such an image if it exists is, as explained, the event Date will appear in the top left hand corner of the image when it displays online and in social media.

The selected image appears on Wikipedia. With Wikipedia it is easy to check the copyright and with very few exceptions these are out of copyright, or provided on a ‘creative commons’ basis. ‘Visit’ Wikipedia, click on this image and source and copyright is given. This image is ‘Public Domain’.

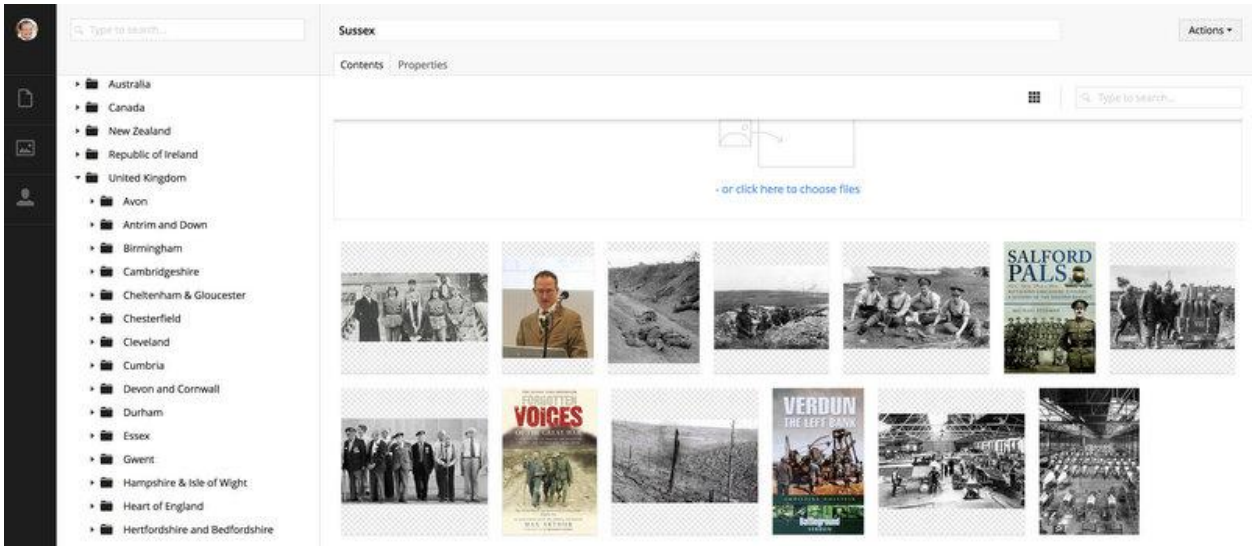
From this you can get the information and link that may be required to respect the copyright. You can also download or screengrab a good quality image. My approach is to screen grab and then crop the image closer to how it will finally appear. At the same time a few tweaks: black and white, sharpen, adjust lighting may help. When the image is exported to my desktop ready to be uploaded I will reduce its size to say 800 pixels or so, a ‘normal’ size.

An image of 1.2MB slows up later download, and if used again outside the formatting of the ‘Landscape’ will be vast until reduced.

When saving and labelling I happen to add an ‘H’ to ‘Hero’ images selected for this use and a ‘T’ for ‘Thumbnail’ - it can make picking the right one a tad easier if the screen you are working on is small.

Cropped, this image would work as a ‘Thumbnail’ cropped around the ‘main guy’. In this instance, a different images was chosen. It is worth remembering that the ‘Thumbnail’ image is ONLY used in listings for events, so is often about as clear as a stamp.

You should only have the choice of saving uploaded images into your own Branch Media file. In time this could mean that between images of presenters, key battles and the different armed services, even theatres of war, that later events can simply reuse images that were uploaded the year before.



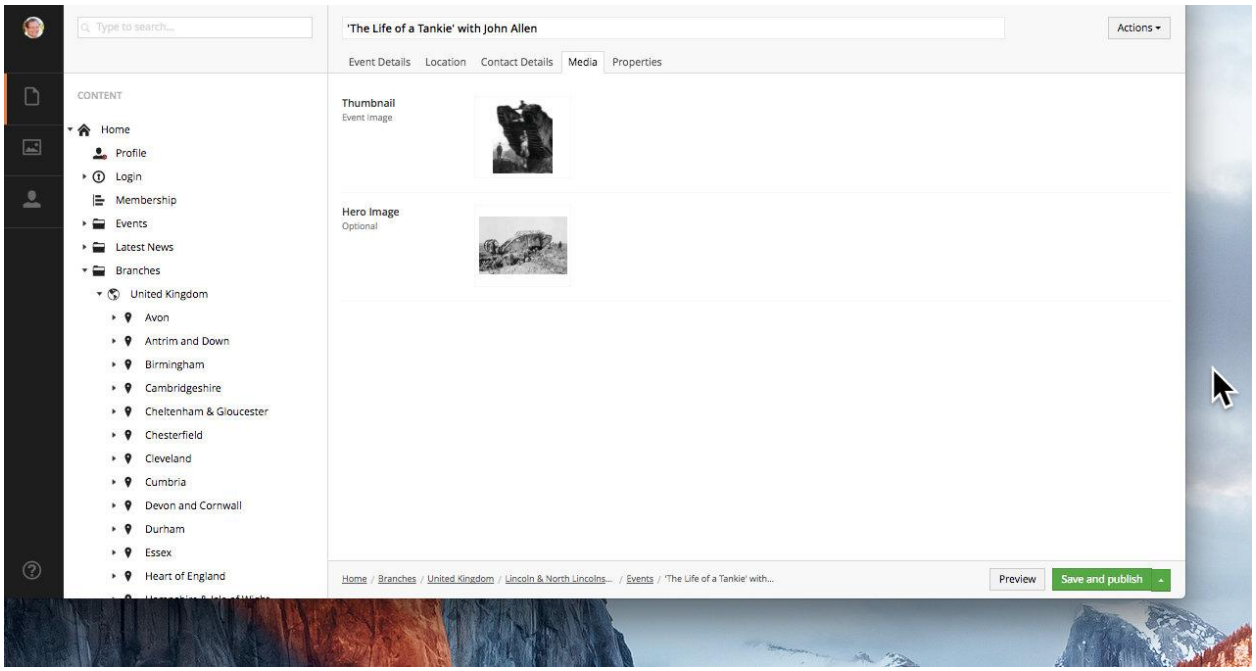
PLEASE DO NOT delete event images from the media file.

This will cause your ‘Recent Events’ to display an ‘Error Page’ as both images are required for an ‘event’ item to be complete.

There is no need to do any **‘Housekeeping’.**

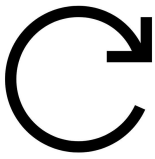
As you create an event and upload an image this will always appear as the next image saved in chronological order - simply go to the last image saved - this will be it.

12) SAVE !!! This is the 'Save and Publish' button in the bottom right hand corner.

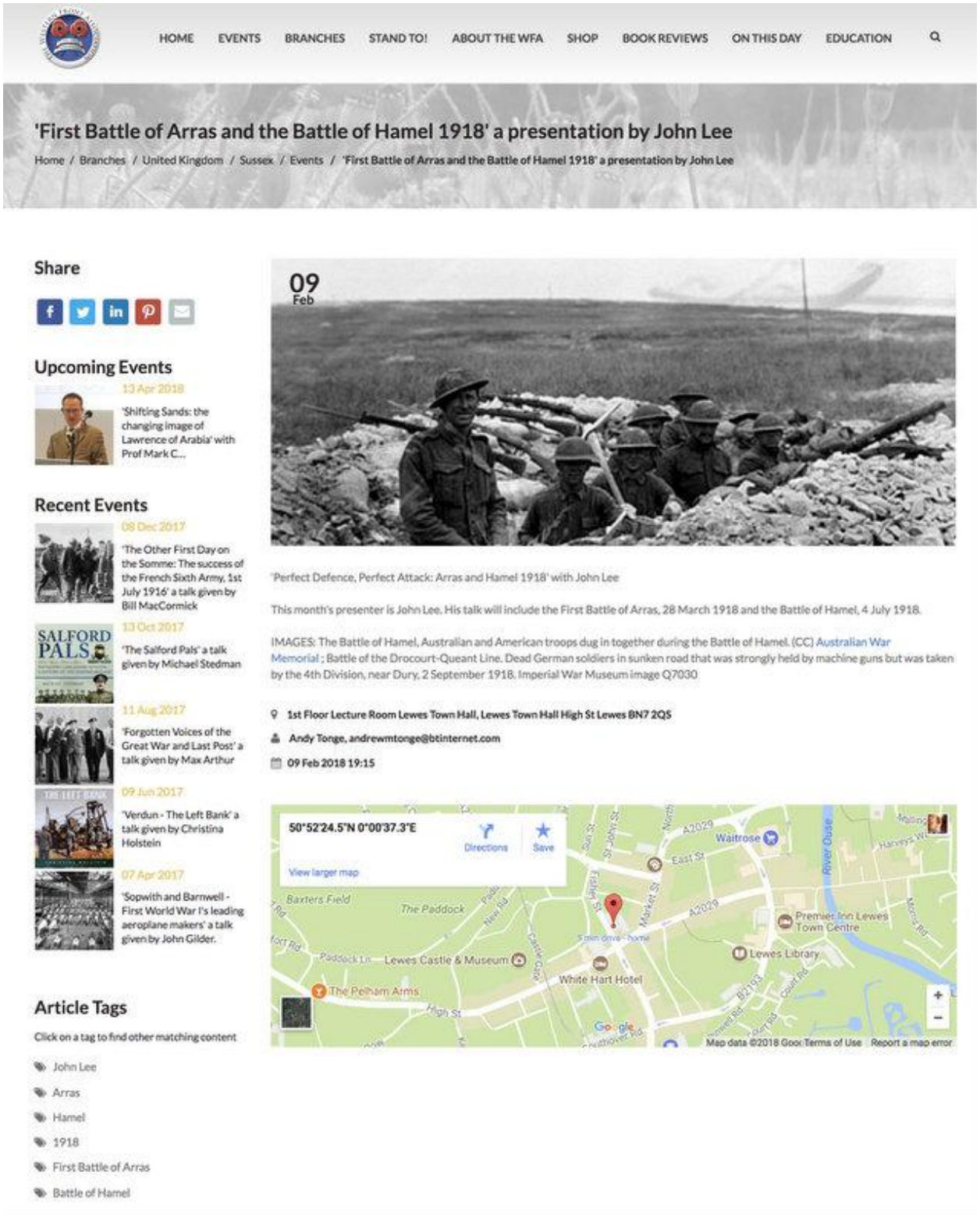


13) You can then see how your new page looks when published by going to the WFA website. www.westernfrontassociation.com and going to your branch.

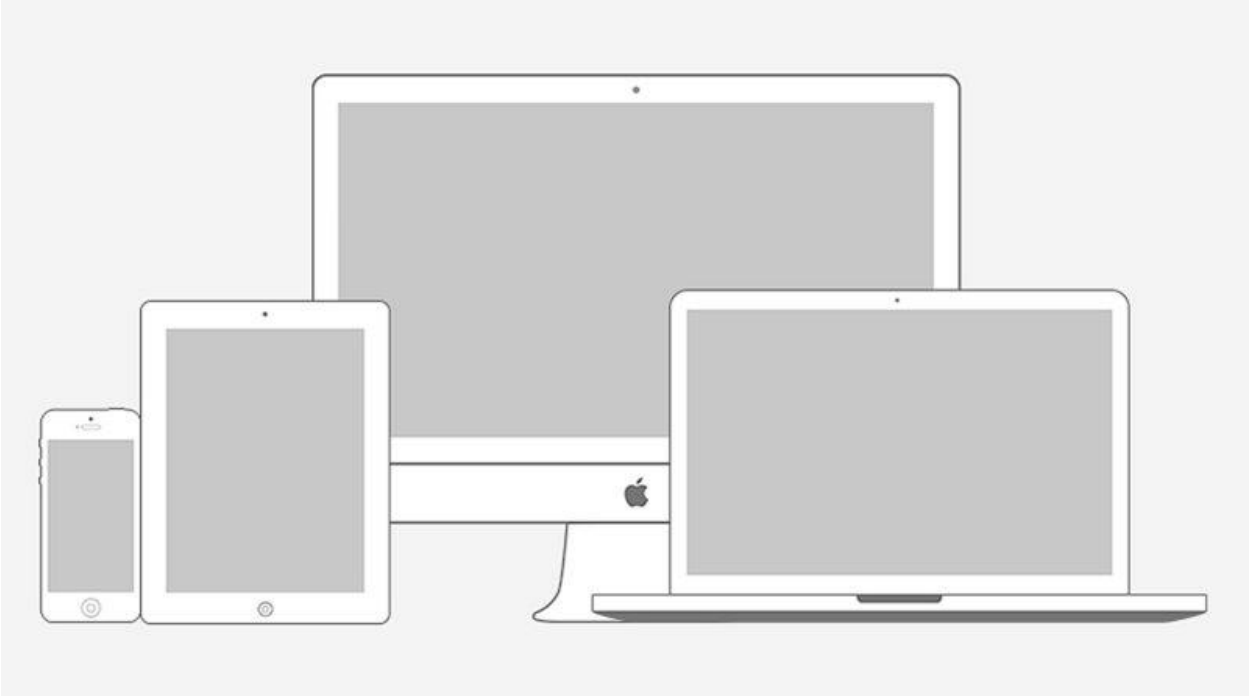
Remember to REFRESH the browser as you will otherwise find you are simply looking at the WFA page as it appeared last time you looked. This is usually alongside the URL in the top left hand corner of your browser.



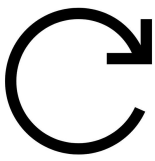
14) How the ‘First Battle of Arras …’ looks once SAVED.



15) Multiple Screens: Remember that how the page displays automatically adjusts to work on everything from a SmartPhone to a large desktop display. This is why content is broken down into elements, as they all will adjust even to suit portrait or landscape mode on a SmartPhone or iPad. 57% of all views of WFA content is done on a SmartPhone!



16) REFRESH: You are likely to go back into ADMIN to adjust something, add text, fix a typo or to reposition the image if it doesn't 'crop' well. Unless you Refresh the Browser every time these changes will not appear.



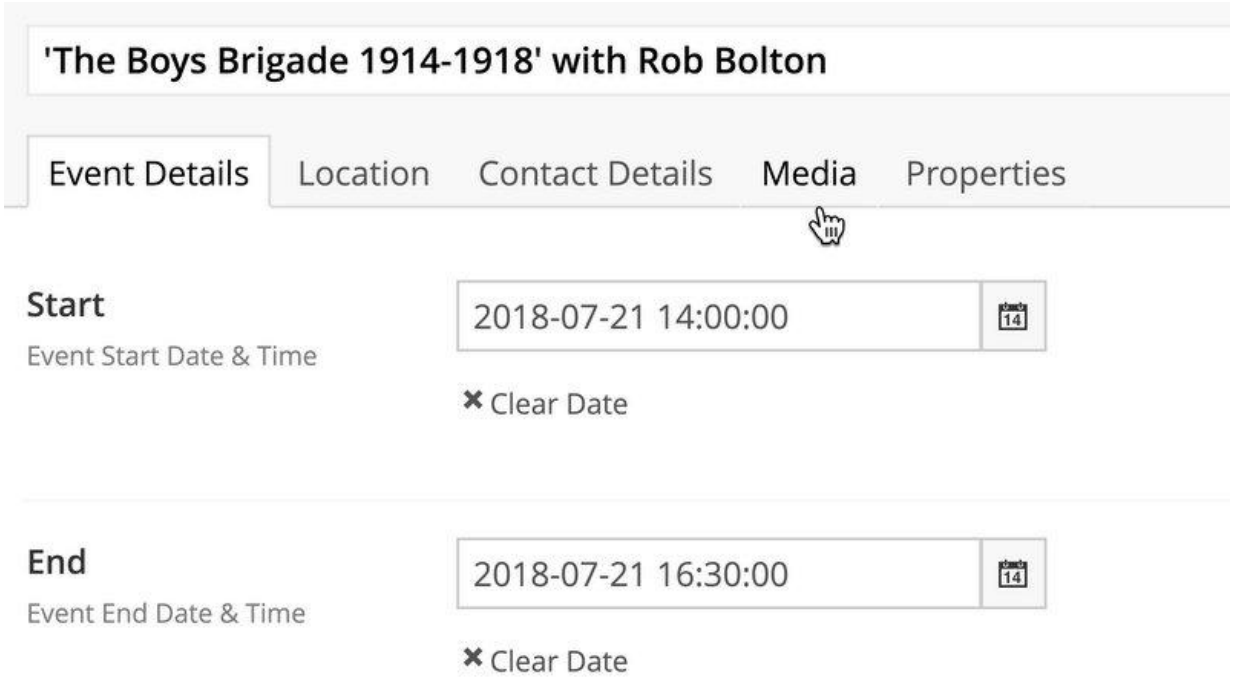
17) Adjusting Images

Often it is the case that either the Thumbnail image, or as here, the ‘Hero’ image does not crop correctly so that heads, or parts of heads an lopped off.

BEFORE

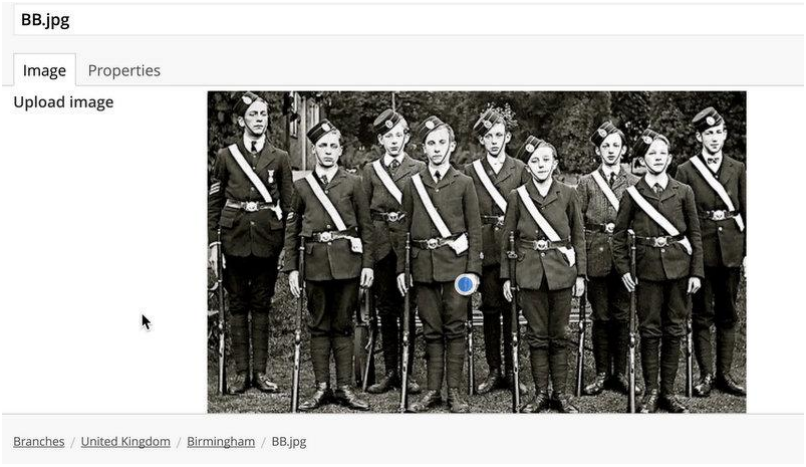
AFTER

i) Select the ‘Media’ for the Event.

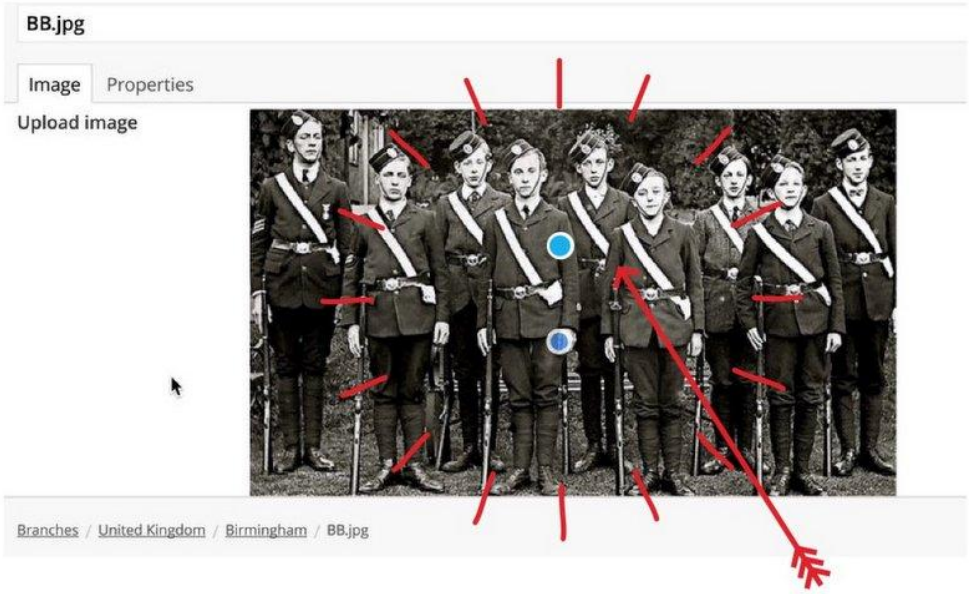


ii) Hover the image to adjust, in this case the Hero Image and select the ‘Pencil’.

iii) See the ‘Blue Positioning Dot’.



iv) Simply slide this up. Save.



Go to see the image on the Event Page, Refreshes the Browser and see if that has done the job.

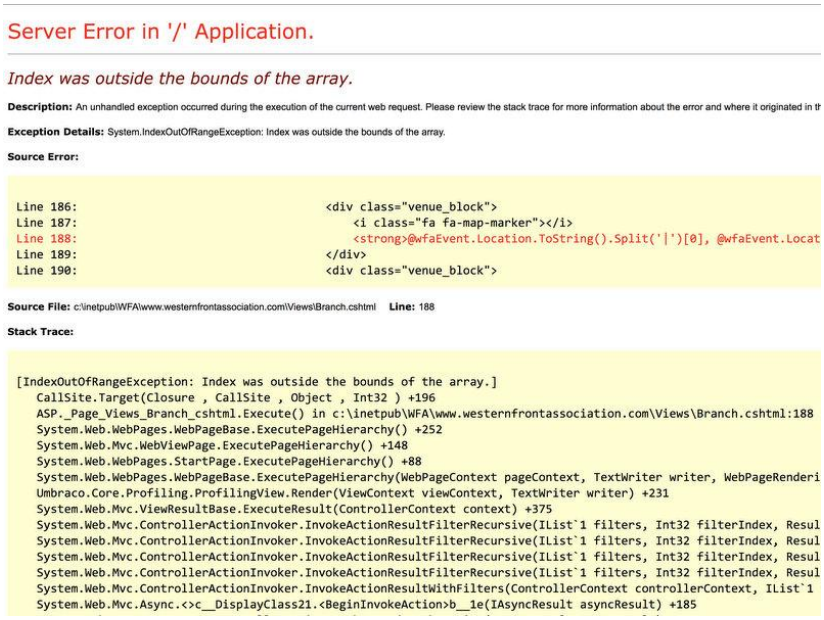
If not adjust it again, saving and refreshing each time until it works. In some instances the image will never work - so find an alternative.

Troubleshooting

Sometimes you may get this rather worrying ‘Page No Longer Exists’.

Actually, the event is still there. Just go back one step, say to ‘Branches’, click on the event again and it will ‘refresh’.

Earlier in the Event Creation process you may get this equally worrying image:



This is a problem we are aiming to fix at our end. It occurs if only some of the Branch Event details have been added and you save. Typically this occurs if one image has been selected, and neither the Location nor the Contact Details have been selected.

First of all, to avoid this problem for now, add Branch Event details in the sequence suggested here … Images are the last thing to add.

Also, have the information and images you require to hand so you can keep going until you had added all the elements before you ‘Publish and Save’.

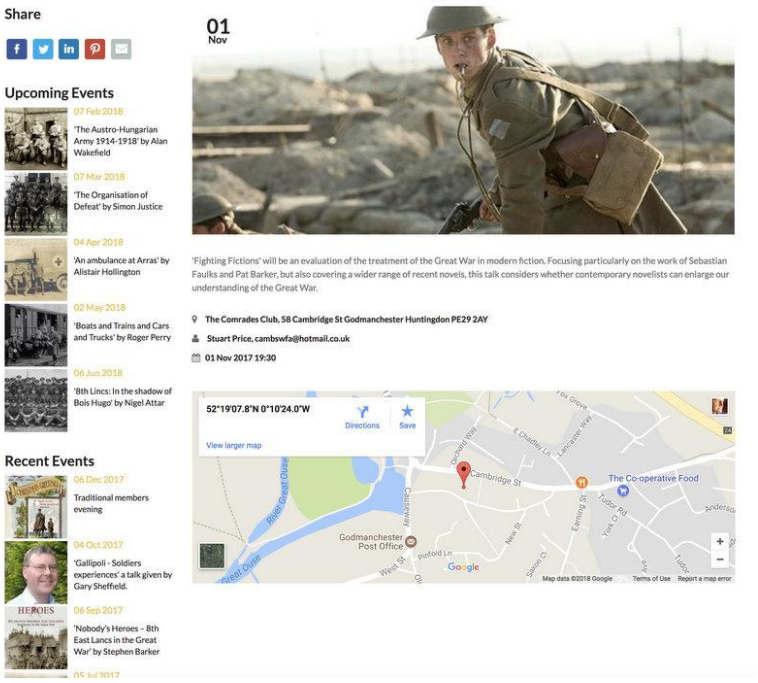
The ONLY solution to this problem is to DELETE this event and start again.

This is not as drastic as it sounds. If you had uploaded images - they will still be in the media file. Just go again in order: title, Start Time, End Time, Text, Tags Location, Contact Details, Image.

All that matters is that the Images are added last, not part way through.

Please DO NOT delete images from your Media File from past events.

Your ‘Recent Events’ listing requires these images as much as for ‘Upcoming Events’. By deleting images these events will not longer have all the required elements in place and will show an ‘Error Page’.



We are looking to fix it at our end.

Welcome to the Birmingham branch.

We meet at Sutton Coldfield Town Hall, King Edward Sq, Sutton Coldfield, B73 6AB

Upcoming Branch Events

'The Boys Brigade 1914-1918' with Rob Bolton

Sutton Coldfield Town Hall, King Edward Sq Sutton Coldfield B73 6AB

21 Jul 2018 14:00

BEFORE

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Sutton Coldfield Town Hall, King Edward Sq Sutton Coldfield B73 6AB

21 Jul 2018 14:00

AFTER