



# **Using Content Channels**

## **CMS 2.0**

### **Embassy CMS Program**



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## Revision History

Revision	Description of Change	Author	Effective Date
Basic	Initial Document	Rhonda Urbanczyk	09/12/09





## Internal – Listing (Ordered and Unordered)

**Location:** Main body of Internal Page

**Image Size:** No image permitted

### Additional Details:

- This listing is automated and will pull every page placed underneath the landing page.
- This listing will not accept images.

1. Select **INTERNAL – LISTING UNORDERED** or **INTERNAL LISTING – ORDERED** from the **NEW CONTENT** menu.
2. In the **TITLE** and **MENU TITLE** fields, type in the name of the listing (i.e. Press Releases, Embassy Events, etc.).
3. Click **SAVE**.

### Press Releases

Body Text

1. [Listing Page One](#)
2. [Listing Page Two](#)
3. [Listing Page Three](#)

### Press Releases

Body Text

- [Listing Page One](#)
- [Listing Page Two](#)
- [Listing Page Three](#)

*Ordered/Unordered List - example*

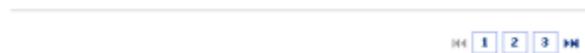
## Pagination (manual)

**Location:** On internal pages, directly under the content channel it supplements.

**Image Size:** No image

### Additional Details:

- The **PAGINATION** element can be created one time and then shortcuts may be used for all subsequent pages in the same group.
  - When building a site, it is best to create all of the related pages and making a note of their associated URLs before creating the **PAGINATION** content channel. This way, all threads can be added at one time.
1. Select **PAGINATION** from the **NEW CONTENT** menu.
  2. In the **TITLE** and **MENU TITLE** fields, type in "Pagination".
  3. Click **SAVE**.
  4. Drag the content channel to the proper position – click the **ADD** button.
  5. In the **THREAD** field, type in the number of the page. Use numeric characters only.



*<name> - example*

6. In the **URL** field, enter the URL of the appropriate page.
7. Click **SAVE**.

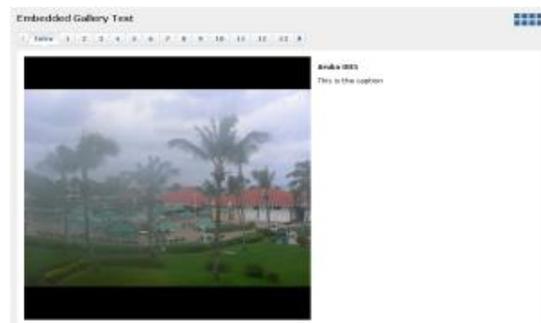
## Embed - Gallery

**Location:** Embedded Galleries should be used only on an **INTERNAL PAGE – FULL** Page Layout under the **MULTIMEDIA** section of the web site.

**Image Size:** N/A – All galleries are pulled from an MMT gallery URL

**Additional Details:** See MMT User Guide for instructions on creating and exporting a gallery.

1. Select **EMBED – GALLERY** from the **NEW CONTENT** menu.
2. In the **TITLE** field, type in the name of the gallery. Use this same text in the **MENU TITLE** field.
3. Click **SAVE**.
4. Click the **ADD** button.
5. In the **TITLE** field, type in the gallery's title.
6. In the **GALLERY LINK** field, paste in the URL of the gallery which has been exported from the MMT.
7. Click **SAVE**.



*Embedded Gallery - example*



## Page Tools – RSS

**Location:** Internal pages – RSS Bucket

**Image Size:** No image

### Additional Details:

- This feature enables a Post to syndicate their news and events for use on other web sites. This is especially helpful to countries with several mission sites, enabling them to share content.
- This feature will **ONLY** work on the Listing type of content channels.

1. Navigate to the page with the **LISTING** content channel.
2. Open the **ASSET PANEL**.
3. Click on the **LISTING** name to navigate down one level.
4. Locate the item **RSS FROM PARENT** and click **EDIT**.
5. Change the **URL** field to "listingname.rss" – Keep this short and simple!
6. Click **SAVE**.
7. Click **BACK TO SITE**.
8. Select **PAGE TOOLS – RSS** from the **NEW CONTENT** menu.
9. In the **TITLE** and **MENU TITLE** fields type in the name of the listing.
10. Click **SAVE**.
11. Drag the content channel to the proper position in the box labeled **RSS BUCKET**.
12. Click the **ADD** button.



*Page Tools RSS - example*

13. In the **TITLE** field type in the name of the listing.
14. In the **URL** field, type in the absolute URL that you created in step 5 – This means that the URL must point exactly to what the URL will be on the LIVE site – for example:  
http://germany.usembassy.gov/listingname.rss.
15. In the **OPEN IN A NEW WINDOW?** field, select "Yes".
16. Click **SAVE**.



## Translations

**Location:** Internal Pages, directly under the **DOS ARTICLE**

**Image Size:** No image

### Additional Details:

- All text must be in the language which is translated. For example, use “Español”, not “Spanish”.
  - All links must open in a new window.
1. Select **TRANSLATIONS** from the **NEW CONTENT** menu.
  2. In the **TITLE** and **MENU TITLE** fields type in “Translations”.
  3. Click **SAVE**.
  4. Drag the content channel to the proper position.
  5. Click the **ADD** button.
  6. In the **TITLE** field, type in the name of the language. This text must be in the language which is translated. For example, use “Español”, not “Spanish”.
  7. In the **URL** field, type in the URL to the language content.
  8. In the **OPEN IN A NEW WINDOW?** field, select “Yes”.
  9. Click **SAVE**.

### Press Releases

Body Text

- [Listing Page One](#)
- [Listing Page Two](#)
- [Listing Page Three](#)

TRANSLATED: [Français](#) | [Español](#)

*Translations – example*



## Share

**Location:** Internal Pages, directly under the **DOS ARTICLE**

**Image Size:** No image

### Additional Details:

- If there is a **TRANSLATIONS** item, **SHARE** should be under it.
1. Select **SHARE** from the **NEW CONTENT** menu.
  2. In the **TITLE** and **MENU TITLE** fields type in "Share".
  3. Click **SAVE**.
  4. Drag the content channel to the proper position –Click the **ADD** button.
  5. In the **TITLE** field, type in "Share"
  6. Use the checkboxes to select the social networking sites that should appear.
  7. Click **SAVE**.

### Press Releases

Body Text

- Listing Page One
- Listing Page Two
- Listing Page Three

TRANSLATED: Français | Español

SHARE Delicious Digg reddit Facebook StumbleUpon

*Share - example*

## Podcasts

**Location:** Placed as an internal page only

**Image Size:** 90 x90

### Additional Details:

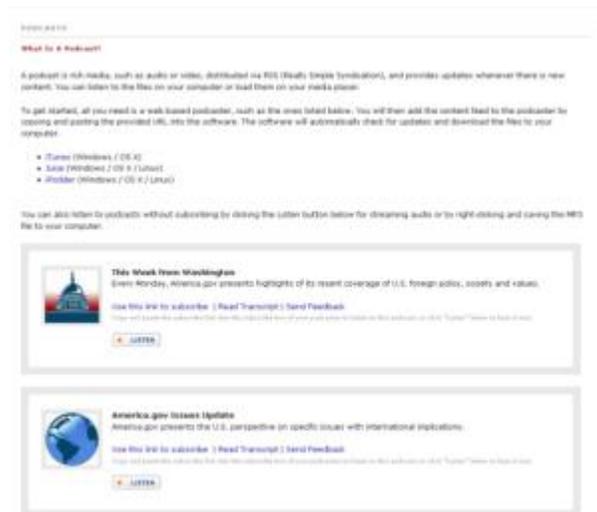
- The Podcast page must use the **INTERNAL PAGE - FULL LAYOUT**.
  - The Podcast page must live under the Multimedia section of the site
  - Podcast pages can be complicated, so it is important to closely follow the steps below.
1. Upload all multimedia to the MMT and make a note of the necessary URL(s).
  2. Navigate to the Multimedia page and select **PAGE LAYOUT** from the **NEW CONTENT** menu.
  3. In the **TITLE** and **MENU TITLE** fields, type in "Podcasts"
  4. In the **URL** field, enter "podcasts.html".
  5. Click the **DISPLAY** tab and select **INTERNAL PAGE – FULL** under **PAGE LAYOUT TEMPLATE**.
  6. Click **SAVE**.

For the first Podcast on the page:

1. Select **PODCAST** from the **NEW CONTENT** menu.
2. In the **TITLE** field, type in "What is a Podcast?"
3. In the **MENU TITLE** field, type in a short name for the podcast.
4. Leave the **URL** field blank
5. Leave the content in the **DESCRIPTION** field.
6. Click **SAVE**.

For subsequent Podcasts on the page:

1. Select **PODCAST** from the **NEW CONTENT** menu.
2. In the **TITLE** and **MENU TITLE** fields, type in the short name of the podcast.
3. Leave the **URL** field blank
4. Delete the content in the **DESCRIPTION** field.
5. Click the **DISPLAY** tab, and select "no" for **DISPLAY THE TITLE?**



*Podcasts - example*

To add the Podcast information:

1. Click the **ADD** button.
2. Select either **AUDIO** or **VIDEO**, as appropriate.
3. In the **STREAMING MEDIA LINK** field, type in the MMT URL of the media.
4. In the **TITLE** field, type in the title of the podcast.
5. In the **TRANSCRIPT URL** field, enter the URL of the transcript.
6. For **OPEN IN A NEW WINDOW?** Select "yes".
7. In the **PODCAST ITEM** field, type in the MMT URL of the media.
8. In the **DESCRIPTION** field, enter a brief description of the podcast.
9. In the **IMAGE URL** field, enter the MMT URL of the podcast's image.
10. Click **SAVE**.



## Home and Internal Page Content Channels

### Embed - Code

**Location:** When used on the “Home” page, in the right bucket, when used on an internal page, in the main body.

**Image Size:** No image

#### Additional Details:

- When used in the right bucket, the width of the embedded item must be exactly 298 pixels wide.
  - When used in the main body of an internal page, the embedded item must be exactly 458 pixels wide.
  - Any code not pulled from America.gov must first be approved by the CMS team.
1. Select **EMBED - CODE** from the **NEW CONTENT** menu.
  2. In the **TITLE** field, type in the name of the video or the object to be embedded. Use this same text in the **MENU TITLE** field.
  3. Drag the content channel to the proper position.
  4. Click the **ADD** button.
  5. In the **TITLE** field, type in the name of the video or the object to be embedded.
  6. In the **EMBEDDED CODE** field, paste in the code of the object.
  7. Click **SAVE**.



*Embed Code - example*



## Feature – Links

**Location:** The right bucket

**Image Size:** No image

### Additional Details:

- There is a limit of seven (7) links in this content channel.
1. Select **FEATURE – LINKS** from the **NEW CONTENT** menu.
  2. In the **TITLE** field, type in the desired name of the links box. Use this same text in the **MENU TITLE** field.
  3. Click **SAVE**.
  4. Drag the content channel to the proper position.
  5. Click the **ADD** button.
  6. In the **TITLE** field, type the text of the link.
  7. In the **URL** field, paste or type in the link's URL.
  8. For **OPEN IN A NEW WINDOW?**, select "yes" for external pages or photo galleries and "no" for any other internal pages.



*Feature Links - example*



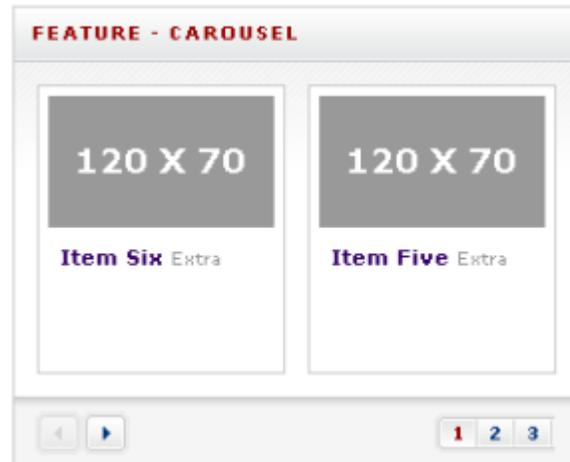
## Feature – Carousel

**Location:** Right Bucket

**Image Size:** 120 x 70 pixels

### Additional Details:

- There is a minimum of two items in this content channel, with a maximum of 6 items.
1. Select **FEATURE – CAROUSEL** from the **NEW CONTENT** menu.
  2. In the **TITLE** field, type in the desired name of the carousel box. Use this same text in the **MENU TITLE** field.
  3. Click **SAVE**.
  4. Drag the content channel to the proper position.
  5. Click the **ADD** button.
  6. In the **TITLE** field, type in the name of the item (i.e. name of the video, gallery, or other multimedia).
  7. In the **EXTRAS** field, type in length of the video (i.e. "4:00", "1 minute", etc.).
  8. In the **IMAGE URL** field, paste in the URL of the image used for this item.
  9. In the **URL** field, type in the URL of the content (i.e. the URL of the Video, Gallery or other multimedia).
  10. Select "Yes" for **OPEN IN A NEW WINDOW?**



*Feature Carousel - example*

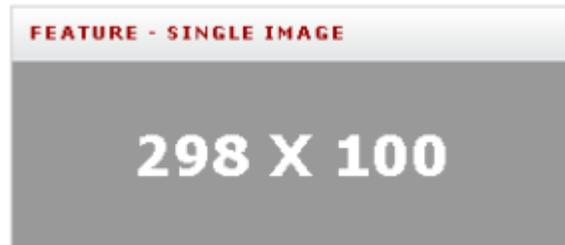


## Feature – Single Image

**Location:** Right bucket

**Image Size:** 298 x 100 pixels

1. Select **FEATURE – SINGLE IMAGE** from the **NEW CONTENT** menu.
2. In the **TITLE** field, type in the desired name of the image box. Use this same text in the **MENU TITLE** field.
3. Click **SAVE**.
4. Drag the content channel to the proper position.
5. Click the **ADD** button.
6. In the **TITLE** field, type in the ALT tag for the image.
7. In the **IMAGE URL** field, paste in the URL of the image used for this item.
8. In the **URL** field, type in the URL of the page where the content resides.
9. For **OPEN IN A NEW WINDOW?** select “yes” for external pages or photo galleries and “no” for any other internal pages.



*Feature Single Image - example*



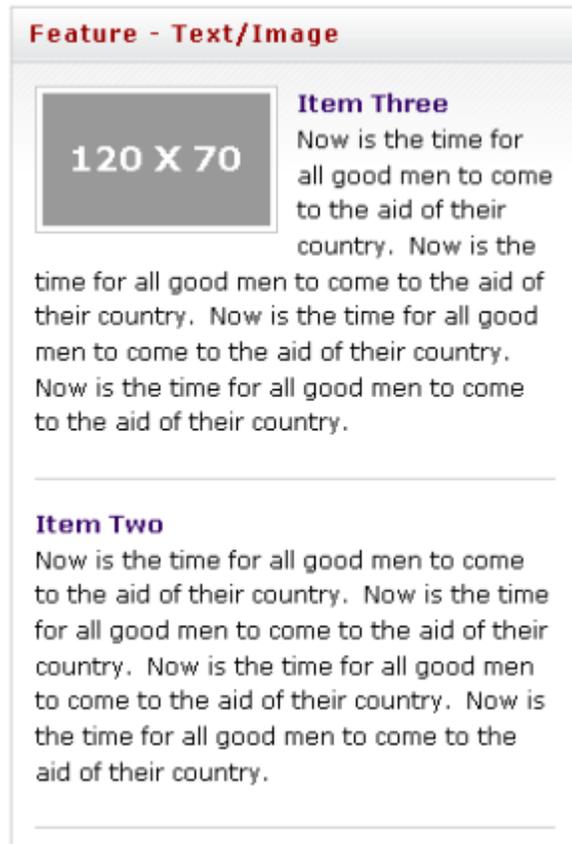
## Feature – Text/Image

**Location:** Right Bucket

**Image Size:** 60 x 60, 90 x 90, 120 x 70 pixels or no image

### Additional Details:

- This content channel will display up to three items.
  - Image size does not need to be consistent in this content channel.
1. Select **FEATURE – TEXT/IMAGE** from the **NEW CONTENT** menu.
  2. In the **TITLE** field, type in the desired name of the image box. Use this same text in the **MENU TITLE** field.
  3. Click **SAVE**.
  4. Drag the content channel to the proper position.
  5. Click the **ADD** button.
  6. In the **TITLE** field, type in the name of the item.
  7. In the **IMAGE URL** field, paste in the URL of the image used for this item.
  8. In the **URL** field, type in the URL of the page where the content resides.
  9. For **OPEN IN A NEW WINDOW?** select “yes” for external pages or photo galleries and “no” for any other internal pages.
  10. In the **DESCRIPTION** field, enter descriptive text about the item.
  11. Click **SAVE**.



*Feature Text/Image - example*



## More Links

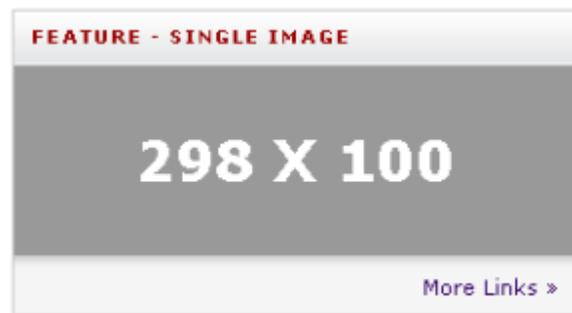
**Location:** Directly beneath a content channel

**Image Size:** No image

### Additional Details:

- This item will only attach properly to a content channel, or collaboration system. It will not attach to a regular **DOS ARTICLE**, an **ORDERED LISTING** or an **UNORDERED LISTING**.
- This content channel should be used sparingly, and should typically be located on content boxes in the right bucket.

1. Select **MORE LINKS** from the **NEW CONTENT** menu.
2. In the **TITLE** and the **MENU TITLE** fields, type in "More Links".
3. Click **SAVE**.
4. Drag the content channel to the proper position.
5. Click the **ADD** button.
6. In the **TITLE** field, type in a short description, such as "Additional information," "See all our videos", etc.
7. In the **URL** field, type in the URL of the page where the content resides.
8. In the **OPEN IN A NEW WINDOW?** field, select "yes" for external pages or photo galleries and "no" for any other internal page.
9. Click **SAVE**.



*More Links - example*



## Related Links

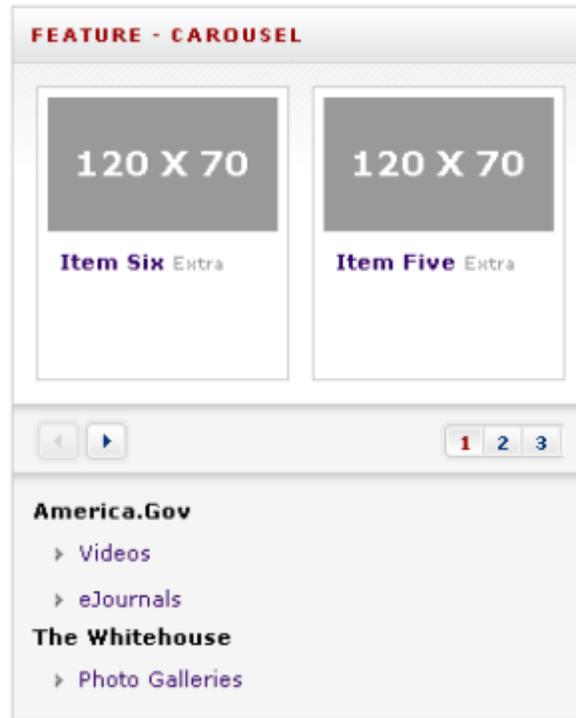
**Location:** Directly beneath a content channel

**Image Size:** No image

### Additional Details:

- This content channel allows the use of subheadings, which many Posts find useful.
- This item will only attach properly to a content channel, or collaboration system. It will not attach to a regular **DOS ARTICLE**, an **ORDERED LISTING** or an **UNORDERED LISTING**.
- This content channel should be used sparingly, and should typically be located on content boxes in the right bucket.

1. Select **RELATED LINKS** from the **NEW CONTENT** menu.
2. In the **TITLE** and **MENU TITLE** fields, type in "Related Links".
3. Click **SAVE**.
4. Drag the content channel to the proper position.
5. Click the **ADD** button.
6. In the "Main Title" field, type in a subheading.
7. In the **SHOW MAIN TITLE** field, select "yes" to display the subheading, or click "no" to suppress this heading.
8. In the **TITLE** field, type in the name of the link.
9. In the **URL** field, type in the URL of the page where the content resides.
10. In the **OPEN IN A NEW WINDOW?** field, select "yes" for external pages or photo galleries and "no" for any other internal page.
11. Click **SAVE**.



*Related Links - example*



## Quizzes

**Location:** Right Bucket

**Image Size:** No image

### Additional Details:

- This content channel allows posts to take an informal survey of their visitors.
- Have all questions and answers ready before beginning – this is a complicated process and requires many steps!

1. Select **QUIZ FOLDER** from the **NEW CONTENT** Menu
2. In the **TITLE** field, type in the title of the quiz.
3. In the **MENU TITLE** field, type in "quiz".
4. Click **SAVE**.
5. Do **NOT** go back to the original page; stay on the screen that appears after Save is clicked.
6. To add the first question, select **QUIZ** from the **NEW CONTENT MENU**
7. In the **TITLE** field, type in the first question
8. In the **MENU TITLE** field, type in "question one", "question two", etc.
9. Click **SAVE**.
10. To add a potential answer click the **ADD** button.
11. If the answer is the correct one, select the **CORRECT** radio button (you may only have one correct answer for each question).
12. In the **ANSWER** field, type in the text of the potential answer.
13. Click **SAVE**.
14. Repeat for each potential answer to the first question.

**WEBSITE USABILITY QUIZ**

**An important first step in designing a Web site is to:**

Choose site colors

Identify target user groups

Prototype the home page

Develop form filling requirements

Determine widgets/controls

**Question 1 of 3**

*Quiz - example*

15. To add additional questions, locate the quiz in the **ASSET PANEL** and use the **QUIZ** item in the **NEW CONTENT** menu to add each question.
16. Once all of the questions are added, you may then "view" them from the **ASSET PANEL** and repeat steps 10-13 for each.
17. Once the quiz is complete, drag the content channel to the proper position.



## RSS

**Location:** On the "Home" page in the main body, or in the main body of an internal page.

**Image Size:** No image

### Additional Details:

- Only RSS Feeds available from America.gov are approved for use in the CMS. Any other feed must be approved by the CMS Team.
- RSS Feed URLs are available at: <http://www.america.gov/services/rss-feeds.html>.

1. Select **RSS** from the **NEW CONTENT** menu.
2. In the **TITLE** and **MENU TITLE** field type in the name that should display as the title of the RSS (i.e. "News from Washington", "Current Issues", "News from the Middle East", etc.).
3. Make sure the **URL TO RSS FILE** field has the URL of the desired feed.
4. Click **SAVE**.

#### NEWS FROM WASHINGTON

##### **Obama Says Iranians Taking Risks to Have Their Voices Be Heard**

President Obama says Iranians are continuing to participate in peaceful demonstrations at "great risk to themselves" after being warned by Iranian officials, and says the world is watching their government's response, which will be a "pretty clear signal ... about ..."

##### **Obama Says U.S. Prepared for Any North Korean Threat**

The United States is prepared if North Korea launches a long-range ballistic missile in the direction of Hawaii near the July 4 weekend, President Obama says. "This administration, and our military, is fully prepared for any contingencies," Obama says in ...

*RSS - example*

## Home Page Content Channels

### Home Slideshow – Regional News

**Location:** Home Page – Top Bucket

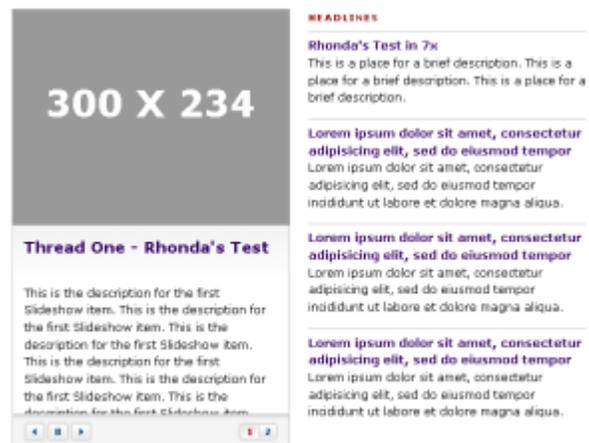
**Image Size:** 300 x 224 Pixels

**Additional Details:**

- ▶ Used when the Post prefers to spotlight its own content next to the slideshow.
- ▶ No more than 4 headlines (without images) may display in the Headlines section

#### Adding a Slide

1. Click the **Add** button.
2. In the **TITLE** field, type in the headline.
3. In the **IMAGE URL** field, enter the MMT URL of the desired image.
4. In the **URL** field, enter the page to which the **TITLE** should link.
5. For **OPEN IN A NEW WINDOW?** select “yes” for external pages or photo galleries and “no” for any other internal pages.
6. In the **DESCRIPTION** field, enter a short description of the news item or event.
7. In the **STORY URL** field, enter the URL of an additional story related to this item.
8. For **OPEN IN A NEW WINDOW?** select “yes” for external pages or photo galleries and “no” for any other internal pages.
9. In the **VIDEO URL** field, enter the URL of a video related to this item.
10. For **OPEN IN A NEW WINDOW?** select “yes”.
11. In the **PHOTO GALLERY URL** field, enter the URL of a photo gallery related to this item.
12. For **OPEN IN A NEW WINDOW?** select “Yes”.
13. Click **SAVE**.



*Home Slideshow – Regional News example*

#### Editing the Headlines

1. Click the **Add** button.
2. In the **TITLE** field, type in the headline.
3. In the **URL** field, enter the URL of the full story.
4. For **OPEN IN A NEW WINDOW?** select “yes” for external pages or photo galleries and “no” for any other internal pages.
5. In the **DESCRIPTION** field, enter a short description of the news item or event.
6. Click **SAVE**.



## Home Slideshow – RSS

**Location:** Home Page – Top Bucket

**Image Size:** 300 x 234 Pixels

### Additional Details:

- ▶ Used when the Post prefers to spotlight an RSS feed from America.gov rather than its own content.
- ▶ Often a regional news feed is placed here.
- ▶ RSS Feed URLs can be found at: <http://www.america.gov/services/rss-feeds.html>.

### Adding a Slide

1. Click the **ADD** button.
2. In the **TITLE** field, type in the headline.
3. In the **IMAGE URL** field, enter the MMT URL of the desired image.
4. In the **URL** field, enter the page to which the **TITLE** should link.
5. For **OPEN IN A NEW WINDOW?** select “yes” for external pages or photo galleries and “no” for any other internal pages.
6. In the **DESCRIPTION** field, enter a short description of the news item or event.
7. In the **STORY URL** field, enter the URL of an additional story related to this item.
8. For **OPEN IN A NEW WINDOW?** select “yes” for external pages or photo galleries and “no” for any other internal pages.
9. In the **VIDEO URL** field, enter the URL of a video related to this item.
10. For **OPEN IN A NEW WINDOW?** select “yes”.
11. In the **PHOTO GALLERY URL** field, enter the URL of a photo gallery related to this item.
12. For **OPEN IN A NEW WINDOW?** select “Yes”.
13. Click **SAVE**.



*Home Slideshow – RSS example*

### Editing the RSS

1. Click the **EDIT** button directly above the news feed.
2. In the **TITLE** and **MENU TITLE** fields, type in the name that should display as the title of the RSS (i.e. “News from Washington”, “Current Issues”, “News from the Middle East”, etc.).
3. In the **URL TO RSS FILE** field enter the URL of the desired feed.
4. Click **SAVE**.



## Home Slideshow – Full

**Location:** Home Page – Top Bucket

**Image Size:** 558 x 234 Pixels

### Additional Details:

- Used when the Post prefers a larger width image on the home page, with very minimal text and no news listing.
1. Click the **Add** button.
  2. In the **Title** field, type in the caption of the image.
  3. In the **IMAGE URL** field, enter the MMT URL of the desired image.
  4. In the **URL** field, enter the page to which the image should link.
  5. For **OPEN IN A NEW WINDOW?** select “yes” for external pages or photo galleries and “no” for any other internal pages.



*Home Slideshow - Full*



## Middle Carousel

**Location:** Home Page – directly below the slideshow

**Image Size:** 90 x 90 Pixels

### Additional Details:

- Up to six items may be used in this content channel.
- We strongly recommend using an even number of items.

1. Select **MIDDLE CAROUSEL** from the **NEW CONTENT** menu.
2. In the **TITLE** and **MENU TITLE** fields, type in "Middle Carousel".
3. Click **SAVE**.
4. Drag the content channel to the proper position.
5. Click the **ADD** Button.
6. In the **TITLE** field, type in the title of the item.
7. In the **TYPE** field, what type of content the item is (i.e. "Video", "Gallery", "Blog", "Webchat")
8. In the **IMAGE URL** field, paste in the URL of the image used for this item.



*Middle Carousel example*

9. In the **URL** field, type in the URL of the page where the content resides.
10. For **OPEN IN A NEW WINDOW?** select "yes" for external pages or photo galleries and "no" for any other internal pages.
11. In the **DESCRIPTION** field, type in a brief description of the item, if desired.



## Partners/Programs

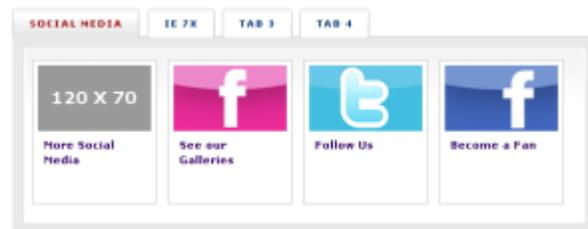
**Location:** Home Page – At the very bottom, just above the footer

**Image Size:** 120 x 70 Pixels

### Additional Details:

- This content channel has room for a total of 16 images/links with 4 available on each tab.
- Tabs should be labeled descriptively and the items displayed for each tab should “fit” within the stated category.
- “Partners”, “Programs”, “Social Media”, “Education”, etc. are all acceptable tab titles.

1. Scroll down the home page to the **PARTNERS/PROGRAMS** area.
2. Click on the tab to be edited.
3. Click the **EDIT** button for the collaboration system.
4. In the **TITLE** field, type in the title desired for the tab. Enter the same information in the **MENU TITLE** field.
5. Click **SAVE**.
6. Click the **ADD** button.
7. In the **TITLE** field, type in the title of the item.
8. In the **EXTRAS** field, type in additional information if available (10 character limit).
9. In the **IMAGE URL** field, paste in the URL of the image used for this item.



*Partners/Programs example*

10. In the **URL** field, type in the URL of the page where the content resides.
11. For **OPEN IN A NEW WINDOW?** select “yes” for external pages or photo galleries and “no” for any other internal pages.
12. Click **SAVE**.