WEB CONTENT EDITOR
GUIDEBOOK
2021
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WHAT DO WEB CONTENT EDITORS DO?

Web Services has a limited team, and the DSU website consists of a large number of sites and even more pages. We do not have the resources to review all of the pages and confirm they are functional and up to date.

If every department appoints a Web Content Editor to review and edit their pages, the web team can focus on making a better, safer, more reliable website, and everyone can enjoy a site that has accurate information.

WELCOME
to the DSU Web Content Editor team! We thank you for the part you play in keeping Dixie's website accurate and up to date.
**AS A WEB CONTENT EDITOR**

You are responsible for the following duties:

1. At least once a semester, review each subpage hosted on dixie.edu that falls within your department’s area of responsibility. Ensure content is accurate and reflects any policy or staff changes.

2. Watch for emails from Web Services to stay aware of updates and changes.

3. If you are leaving DSU or transferring departments, you must notify Web Services – if possible, let us know who will be assuming your role as the Web Content Editor.

4. Understand that Web Services reserves the right to make changes to your sites without consulting you in order to maintain consistency and accuracy across all of dixie.edu.

**WHAT IF I NEED HELP?**

The best way to get ahold of a member of the team is to submit a Work Order. The Work Order form can be accessed anytime on the Web Services website: [webservices.dixie.edu](http://webservices.dixie.edu)
GETTING STARTED

WEB CONTENT EDITOR ONBOARDING STEPS

1. To request access, complete the form found on webservices.dixie.edu (Red button that says ‘Request Editor Access’ on the banner)

2. Attend a WordPress training with a member of Web Services

3. Read through the Web Content Editor Guidebook and check out the Web Services' website for more helpful resources

4. Submit a Work Order if you need any help: webservices.dixie.edu/request-ticket

Note: Departments with multiple Web Content Editors should assign one person to be the point of contact with Web Services
WORDPRESS

Once you have completed a WordPress training with a member of Web Services and signed the Web Content Editor Memorandum of Understanding, you are ready to start making edits to your website(s).

IF YOU’RE FEELING NERVOUS

If you’re feeling nervous about making changes to the live site right away, a good idea is to use the ‘Preview’ function (found on the top right of the WordPress editor) to view your changes before you update the page.

LOG IN TO WORDPRESS

To log in use:

https://[yoursite].dixie.edu/dsu-login

Log in using your Dixie ID and password, then you will need to complete a Duo push (more information in next section).

NOTE: You will not receive a prompt to choose an authentication method -- as soon as you enter your credentials and select ‘Log in’, the push will be sent to your smartphone.
DUO TWO-FACTOR AUTHENTICATION

There are many ways to steal passwords, such as ‘phishing’ emails, so we use two-factor authentication to provide an extra layer of security. The Utah System of Higher Education has mandated that USHE institutions implement two-factor authentication on important systems.

Duo works using a smartphone app which can be downloaded for free with IOS or Android.

After you sign in using your credentials, a notification will be sent to your smartphone.

Simply tap ‘Approve’ to complete the login.

NO SMARTPHONE, NO PROBLEM!

If you do not have a smartphone or cannot download the app, you can use a hardware token instead. IT services maintains stock that is available for purchase by departments for $25 per token. Visit it.dixie.edu/duo for more information.

NOTE: The process for logging in using a token is different. Enter your username, then password. At the end of the password, type a single comma, then the code displayed on the token. 55555555
**WORKING REMOTELY**

If you are working remotely, you will need to use the Virtual Private Network (VPN) to log in to WordPress.

A VPN connection creates an encrypted tunnel through which all network traffic to Dixie State servers, websites, and other on-campus resources will pass.

All access to VPN services requires the use of DUO Security two-factor authentication. To connect using the VPN, you will need the Cisco AnyConnect client (most University-issued laptops will have the client pre-installed).

**TO INSTALL THE VPN CLIENT:**

1. Browse to remote.dixie.edu and log in with your Dixie ID and password.
2. Install the VPN client.
3. Perform a Duo Security two-factor authentication to log in.
WHAT KIND OF PHOTOS SHOULD I USE ON MY SITE(S)?

Our recommendation is that you use UMAC approved photos. You can access their photo database at photos.dixie.edu, or have a UMAC photographer/videographer do a photo shoot especially for your department (for a charge).

Another option is to browse a stock photo website for source free images.

OUR FAVORITES ARE:

- Unsplash.com
- Pexels.com
- Photolib.noaa.gov/collections

IMPORTANT
You must ensure you have permission to use a photo before uploading it to the Media Library. We credit the artists whose photos we use; the ‘Photo Credits’ link can be found in the footer. To have an artist added to this page, submit a Work Order and our team will be glad to do so.
RESIZING / OPTIMIZING IMAGES

An important factor in SEO is page load time, and an important factor in page load time is the file size of images/media on a page.

All images should be optimized and resized specifically for the block they’re going to be used in, and we’ve made this easy to do:


2. Upload an image by selecting ‘Choose File’, dropping the file, or entering the URL.

3. Select ‘Upload’ – it may take a moment for the image to upload.

4. Select the block type from the left-hand list.

5. Use the sliders on the top of the page and the display options on the right to adjust the photo appropriately.

6. Select ‘Generate Image’ on the bottom right.

7. The optimized image will open in a new tab, then right click and save the image.

NOTE: If you get an error or are unable to upload an image to Optimizer, please send it to our team via work order and we will optimize it for you.
ALTERNATIVE TEXT

WHAT IS ALTERNATIVE TEXT?

Alternative text is a short, meaningful description attached to an image. Visually impaired users might have a screen reader to tell them what’s on the page, and providing alternative text helps them get a full picture of the content.

Alternative text also turns your images into hyperlinked search results – meaning, you can potentially receive more visitors to your site(s) when a search engine pulls these images up as results.

HOW DO YOU ADD IT?

WordPress makes it very simple to add alternative text.

1. Browse to the Media Library
2. Select an image
3. Type a short, specific description in the ‘Alternative Text’ textbox
MEDIA
“DO NOTS“

1. **DO NOT** upload any blurry, pixelated, or otherwise inappropriate photos. All photos used on dixie.edu need to reflect the professionalism and high quality of the rest of the website.

2. **DO NOT** upload any images with text (such as event fliers). These images are not web searchable, do not meet accessibility standards, and do not fit the website’s design.

3. **DO NOT** leave old, unused, or duplicate files in the Media Library. The WordPress Media Library is not intended for use as a repository.
4 **DO NOT** upload any images that haven’t been properly sized and optimized for use on the web. (See page 10 for more information)

5 **DO NOT** upload any images that you don’t have permission to use.

6 **DO NOT** upload an image to the Media Library without providing alternative text.
WHAT IS WEBSITE ACCESSIBILITY?

As a public university, and because we receive federal/state funding, we are required to comply with ADA Section 503 website accessibility standards. Web accessibility is designing and developing your website in a way which allows people with disabilities to navigate through and understand the content – whatever hardware, software, or hearing/sight abilities they may have.
WHAT CAN YOU DO?

Here is a list of simple steps you can take to help us create an accessible site:

■ Provide informative, unique page titles.

■ Use headings to convey meaning and structure; group related paragraphs.

■ Headings must be used hierarchically, in order of heading number. Ex: H1, H2, then H3.

■ Write meaningful alternative text for images.
  (See page 11 for more information)

■ Provide clear instructions for users, and keep content clear and concise.

■ Do not use images of text (fliers), but rather replace with actual text.

■ Do not include content that flashes or could cause seizures and or other physical reactions.
EDITING CONTENT

Within WordPress you’ll find two versions of the content editor:

THE VISUAL EDITOR

The visual editor looks similar to a word processor, and gives you a preview of what the finished page will look like.
THE CODE EDITOR

The Code editor will show you the raw HTML code; here, you can examine the code to see what the tags look like.

DSU CUSTOM BLOCKS

Dixie’s website is created using blocks. You should be familiar with how to use some of these blocks after having attended a WordPress training, but if you need a refresher or want to learn more, we’ve created a great resource for you on our Web Services website (webservices.dixie.edu).

Click on ‘Web Editor Resources’ and navigate to the ‘DSU Custom Blocks’ page link. This page displays all the different blocks available for use, as well as tips and tricks for how to use them.
HTML

(HYPERTEXT MARKUP LANGUAGE)

HTML stands for Hyper Text Markup Language, and consists of scripting elements which are referred to as ‘tags’. The tags label pieces such as ‘heading’ and ‘paragraph’. HTML tags normally come in pairs - the first is the start tag, the second is the end tag. The end tag is written like the start tag, but with a forward slash.

EXAMPLES:

<h1>This is a heading</h1>
<p>This is a paragraph</p>

NOTE: As a Web Content Editor, you likely won’t encounter any code at all, but having at least a basic understanding of how to use HTML can help you debug issues you may run across.
SECURITY INFORMATION

SECURITY GUIDELINES

As a Web Content Editor, you are responsible for following some basic information security guidelines:

**DO NOT** share personal information about yourself, your coworkers, or students. Bear in mind that the content you post reflects your department and the University as a whole.

**DO NOT** post any images that don’t belong to you, your department, or DSU without permission from the image’s copyright holder.

**DO NOT** add any code or scripts to the site, let our team do that for you.

**DO NOT** plagiarize other sites.
You are also responsible for helping us keep your site(s) safe and secure. This requires using basic internet security precautions, such as:

- Use strong passwords, and never share your login information with anyone.
- Do not write down any passwords and leave them near your computer.
- Watch for phishing/other scams and let the DSU Information Security Office (Andrew Goble: 435-652-7963) know if you see anything suspicious.
- Always log out when using a public computer.

DATA SECURITY

Web Services takes the protection of our users’ data seriously. We’ve drafted the following guidelines for protecting sensitive personal information about our users and minimize the risk of inappropriate data exposure.

For our purposes, we’re defining sensitive information as information protected by State or Federal law, or as defined in DSU Policy 463, Information Technology Security.
USER DATA COLLECTION

Never use third-party forms (i.e. Google forms, Qualtrics, Doodle) for any kind of sensitive data or personal information. Web Services cannot protect the data stored in third-party forms.

Acceptable uses of third-party forms:

- Reservations for events
- Anonymous surveys
- Opinion polls
- Etc.

Not-Acceptable uses:

- Applications for jobs
- Scholarships
- Etc.
In the event of the public exposure of sensitive and/or personal information or any other suspected security incident, inform the DSU Information Security Office (Andrew Goble) as soon as possible. Make sure you have details on the suspected exposure or incident and when and how it happened. DSU has established procedures to investigate and resolve these issues.

**Information Security Officer**

Andrew Goble
goble@dixie.edu
435-652-7963

If you are unable to reach Andrew Goble, contact **Web Services Director** Aaron Campbell at 435-652-7780