

Managing FAO webpages: how to boost your Typo3/content management skills

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Outline

- ▶ Learning objectives
- ▶ Understanding the importance of content management
- ▶ Accessing the front-end and adding news
- ▶ Accessing the back-end and adding content
- ▶ Useful tips
- ▶ Corporate guidelines and policies
- ▶ Questions and answers



Learning objectives

By the end of this webinar, you will be able to:

- ▶ Make the most of your Typo3 skills to maintain and update your webpages
- ▶ Understand the difference between dynamic and static content
- ▶ Common slip-ups: how to avoid them
- ▶ Review your existing website applying what you learned



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Introduction



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Roles and responsibilities

Who does what:

- ▶ OCC and content owner work together on a mock-up of the website/page.
- ▶ CIO creates the test-area.
- ▶ The content owner populates the test-area with the relevant content. OCC can provide support if needed.
- ▶ OCC provides final review and clearance.
- ▶ CIO publishes the website/page.
- ▶ Content owner is responsible for the management and the regular update of the website.



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How to access your website

What you need to access your website:

- ▶ Domain and user ID (e.g.field/farne)
- ▶ Specify access level (Back End and/or Front End)
- ▶ OCC clearance
- ▶ Service-desk ticket



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Understanding the importance of content management



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Why you need to keep your website regularly up-to-date

- ▶ To offer your target audience fresh content
- ▶ To showcase FAO's projects and activities
- ▶ To increase engagement and gain supporters
- ▶ To promote corporate messages



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Basic website requirements

- ▶ **Content:** written for the web AND focused on your readers
- ▶ **Consistency:** keeping it simple and consistent is one of the most important *basic website requirements*
- ▶ **Branding:** compliant with FAO template and with FAO policies



Accessing the front-end and adding dynamic content

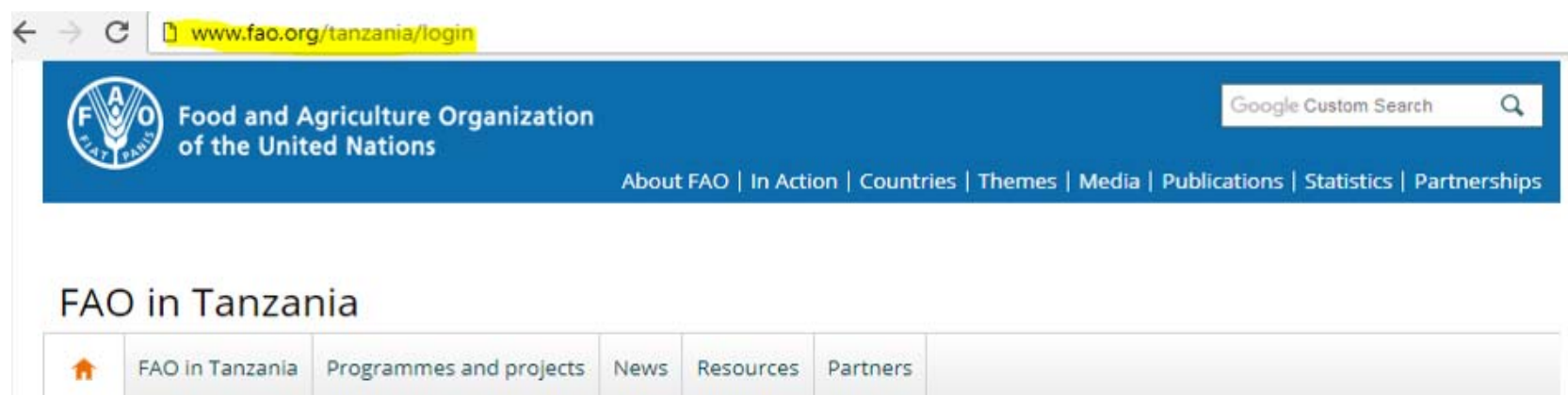


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How to access the frontend

In order to access the frontend just type "login" replacing the language code of your website in the address bar:

e.g. www.fao.org/tanzania/login



How to access the frontend (continued)

Login with your FAO account username and password - do not forget to select your domain as appropriate (e.g. FAODOMAIN; FIELD etc.)



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FAOLogin

العربية 中文 English Français Русский Español

Security message

This is a Public or Shared computer

You must select this option if other people have access to this computer.

This is a Private computer

Select this option if you are the only person who uses this computer. Once authenticated by FAO Login, you will not need to enter your password again to access FAO Single Sign-On applications.

FAODOMAIN [Show all domains](#)

Username

Password

Login [Forgot your password?](#)

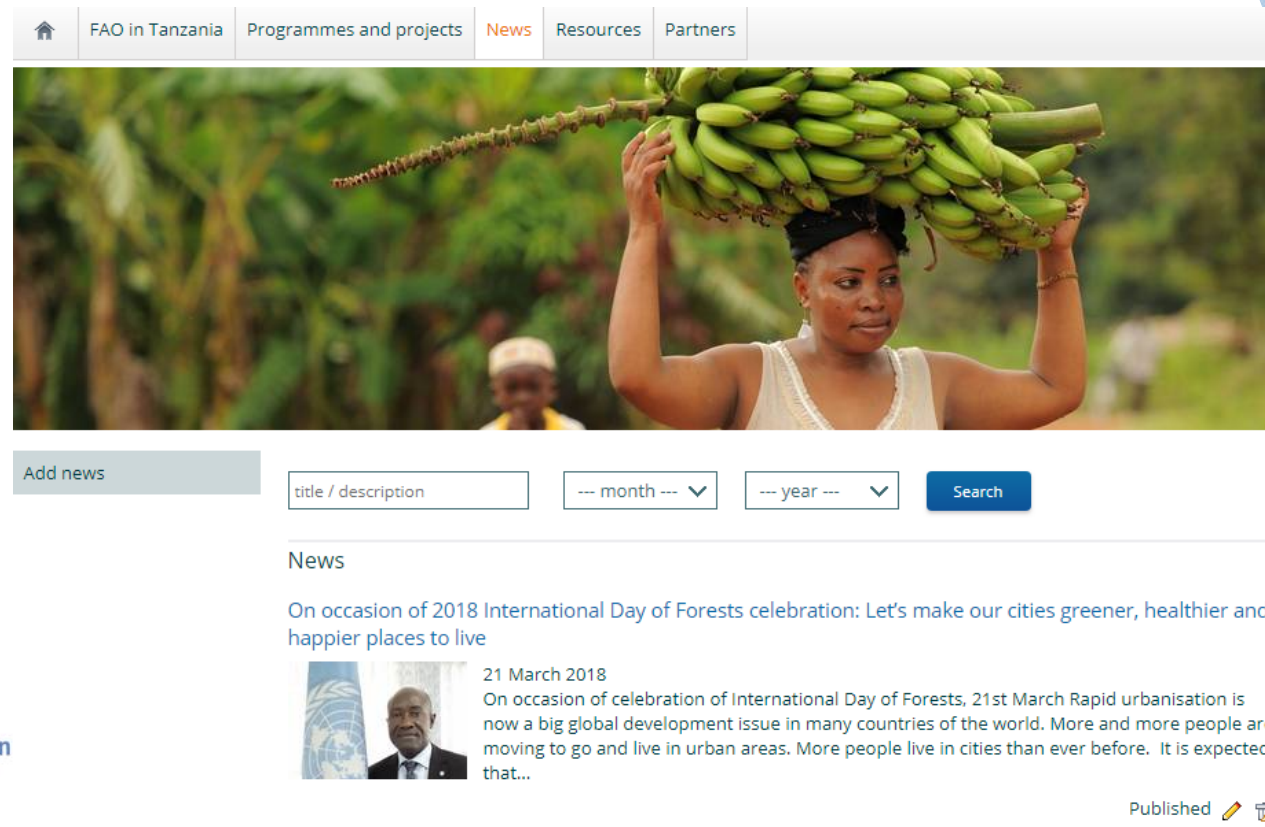


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How to add and edit news

Once you are logged in go to the news section of your website

1. Add news → click on the “add news” button on the left column
2. Edit news → click on the yellow pencil below the news in the list
3. Delete news → click on the trash can below the news in the list



Home | FAO in Tanzania | Programmes and projects | **News** | Resources | Partners

Add news



title / description | --- month --- | --- year --- | Search

News

On occasion of 2018 International Day of Forests celebration: Let's make our cities greener, healthier and happier places to live

21 March 2018

On occasion of celebration of International Day of Forests, 21st March Rapid urbanisation is now a big global development issue in many countries of the world. More and more people are moving to go and live in urban areas. More people live in cities than ever before. It is expected that...

Published  



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How to add news items

When you add a news item - you will see the following form

Mandatory fields:

- Status
- Date
- Title
- Description

Don't forget to add a picture!

Home > FAO in Tanzania > Programmes and projects > News > Resources > Partners

Add news

Status *
- select -

Date *
[Calendar icon]

Title *
[Text box]

Description *
[Rich text editor toolbar]

Path: p

Thumbnail image
Choose File | No file chosen

Caption
[Text box]

Url link
[Text box]

Save

Accessing the back-end and adding static content



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How to access the back-end

In order to access the backend go to: <http://www.fao.org/typo3/backend.php>



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FAOLogin

العربية 中文 English Français Русский Español

Security message

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FAODOMAIN [Show all domains](#)

Username

Password

[Forgot your password?](#)



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How to add/edit content

Once you are logged you will see your website structure.

- ▶ Make sure you select the “list” view!



The screenshot shows the FAOINTERNET Web Content Management System interface. The browser address bar displays 'www.fao.org/typo3/backend.php'. The left sidebar contains navigation options: WEB (Page, View, List, Info), FILE (Filelist), and USER TOOLS. The main content area shows a tree view of the website structure, with 'Country_collector' expanded to show 'FAO in Afghanistan' and 'FAO en Argentina'. The right panel displays 'Page Content (6)' in a table view. The table has columns for 'Header:', '[Ref]', and '[Localization]'. The table lists six items: 'FAO Priorities in Liberia', 'Upcoming events', 'SOFIA', 'SOFO', 'Publication', and 'video'. Each item has a set of icons for editing and management. Below the table, there are checkboxes for 'Extended view', 'Show clipboard', and 'Localization view'. A search section at the bottom includes a 'Search String' input field, a dropdown menu set to 'This page', and a 'Search' button. A 'Show records:' input field is also present.

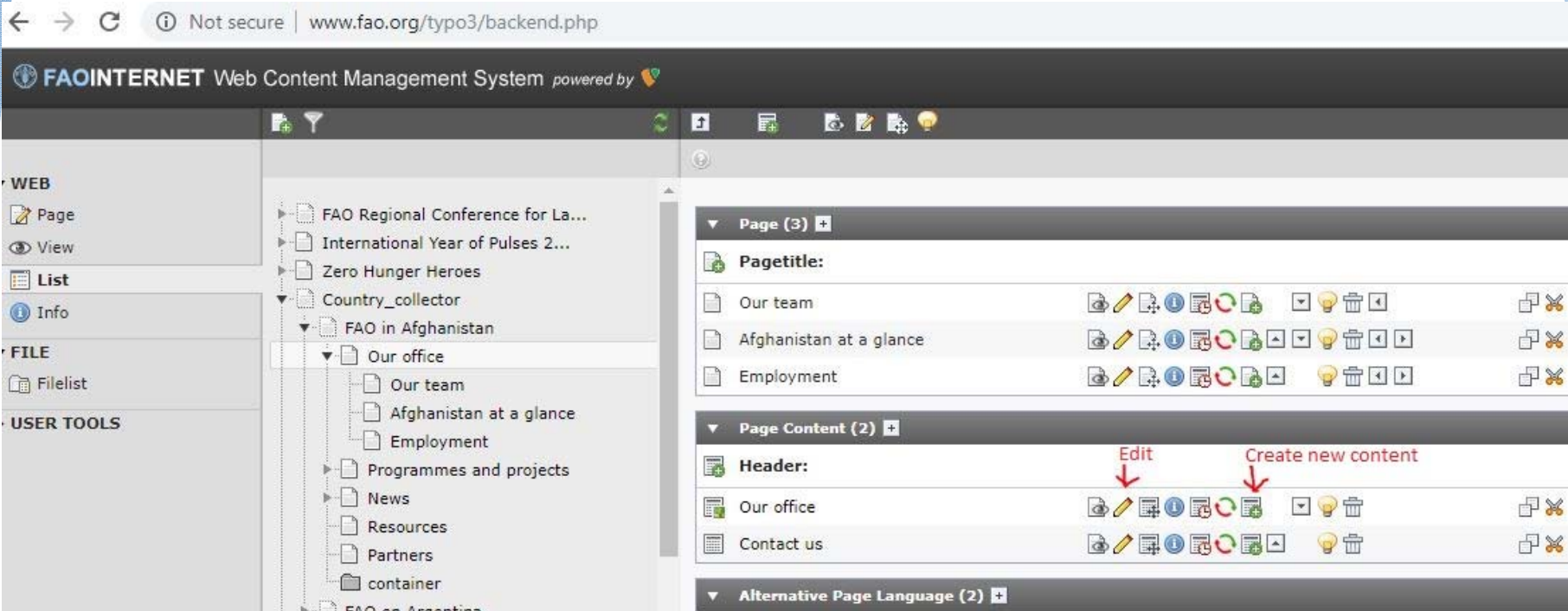
| Header: | [Ref] | [Localization] |
|---------------------------|-------|----------------|
| FAO Priorities in Liberia | 1 | Default |
| Upcoming events | 1 | Default |
| SOFIA | 1 | Default |
| SOFO | 1 | Default |
| Publication | 1 | Default |
| video | 1 | Default |



How to add/edit content (continued)

Go to the page you wish to edit and:

- ▶ Click on  to edit existing content
- ▶ Click on  to create a new content item



← → ↻ ⓘ Not secure | www.fao.org/typo3/backend.php

FAOINTERNET Web Content Management System powered by

WEB

- Page
- View
- List
- Info

FILE

- Filelist

USER TOOLS

FAO Regional Conference for La...
International Year of Pulses 2...
Zero Hunger Heroes
Country_collector
FAO in Afghanistan
Our office
Our team
Afghanistan at a glance
Employment
Programmes and projects
News
Resources
Partners
container
FAO en Argentina

Page (3) +

Pagetitle:

- Our team
- Afghanistan at a glance
- Employment

Page Content (2) +

Header:

- Our office
- Contact us

Alternative Page Language (2) +

How to add/edit content (continued)

Edit content element:

- ▶ Type (text; text & image etc.)
- ▶ Column (normal; right)
- ▶ Header (H1; H2; H3)
- ▶ Text (always clean formatting!)
- ▶ Don't forget to save !!!

The screenshot shows the 'Edit Page Content' interface for the page 'Our office'. The interface is divided into several sections:

- General**: Contains tabs for 'General', 'Images', 'Appearance', 'Access', and 'Extended'. The 'General' tab is active.
- Content Element**: Includes dropdown menus for 'Type' (Text & Images), 'Column' (Normal), and 'Language' (Default).
- Header**: Includes a text input field for the header ('Our office'), a 'Type' dropdown (Default), an 'Alignment' dropdown (Default), and a 'Date' input field.
- Text**: Includes 'Block style' and 'Text style' dropdowns (both set to 'No block style' and 'No text style' respectively), a rich text editor toolbar with various icons, and a text area containing the following content:

Afghanistan became the member of the Food and Agriculture Organization of the United Nations (FAO) in 1949. FAO has a fully established Representation inside the Ministry of Agriculture, Irrigation & Livestock of Afghanistan. FAOAF main counterparts are: Ministry of Agriculture, Irrigation and Livestock (MAIL), Ministry of Energy and Water (MEW), Ministry of Public Health (MoPH) and Ministry of Rural Rehabilitation and Development (MRRD).

FAO contributes to sustainable agricultural development in Afghanistan through:

 1. Normative
 2. Development
 3. Resilience/Emergency

FAO Afghanistan has five regional offices in Balkh, Kandahar, Nangarhar and Herat
- Path**: Shows the current path as 'body > p' and the word count as '197 words'.
- Rich Text Editor**: Includes a 'Disable' checkbox.



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How to add/edit content (continued)

Edit images:

- ▶ Delete previous image if needed
- ▶ Choose file (High Res.)
- ▶ Add caption (if needed)
- ▶ Behavior (add hyperlink)

Language: Default

Edit Page Content "Our office" on page "Our office"


General Images Appearance Access Extended

Images and Captions

Images

Office__web.jpg

Captions (one per line)



GIF JPG JPEG TIF TIFF BMP PCX TGA PNG PDF AI

Choose File No file chosen

Behavior

Enlarge on Click Links (one per line, one link per image)

Enabled

Accessibility

Alternative Labels (one per line)

Titles (one per line)

Long Description URLs (one per line)

Show secondary options (palettes)

How to add/edit content (continued)

Images appearance in the page:

- ▶ Margins and frames
- ▶ Image adjustments - keep proportions!
- ▶ Image alignment (in text; left; right; etc.)

Language: Default

Edit Page Content "Our office" on page "Our office"

General | **Images** | Appearance | Access | Extended

Content Element Layout

Layout: Default | Top Margin: 10 | Bottom Margin: 10 | Indentation and Frames: Default Frame

Image Adjustments

Width (px): | Height (px): | Border: Enabled

Quality and Type: Default | Effect: None

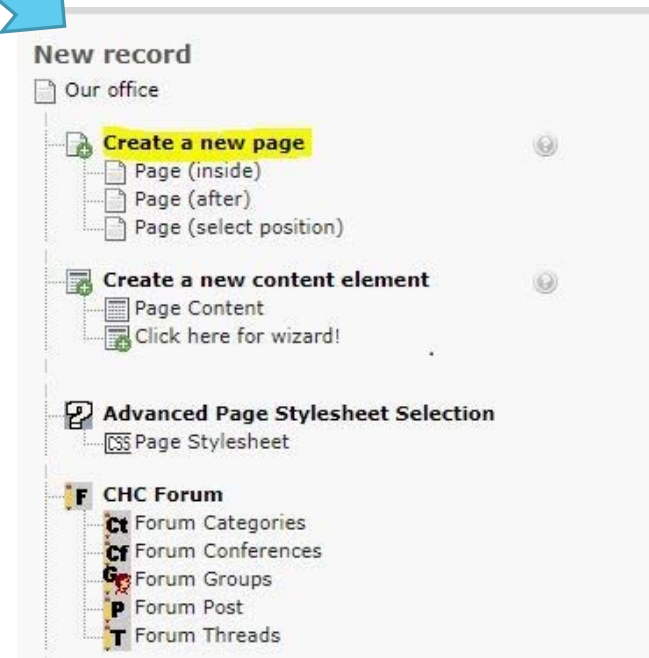
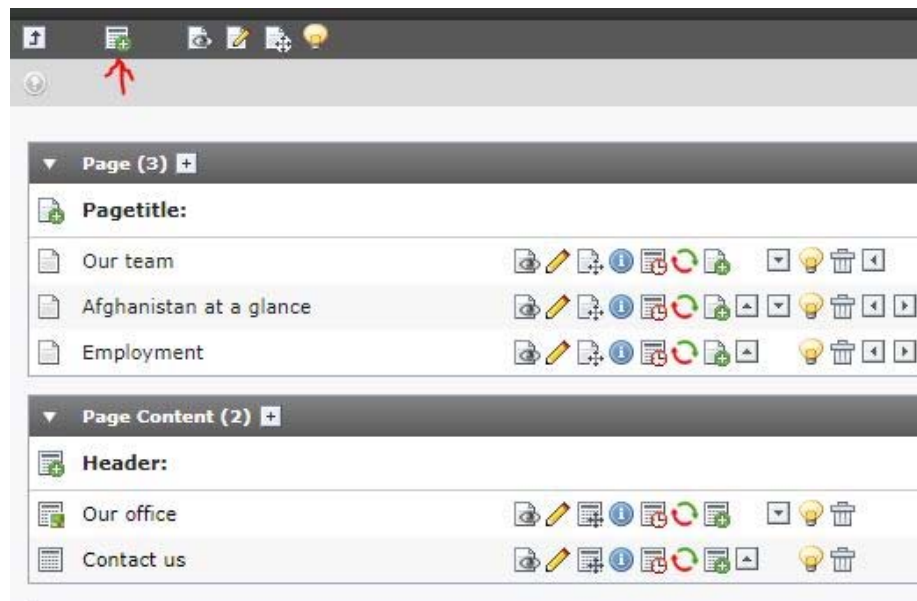
Image Alignment

Position and Alignment: In text, left | Number of Columns: 1

Display as Rows: Deactivate | Caption Alignment: Default

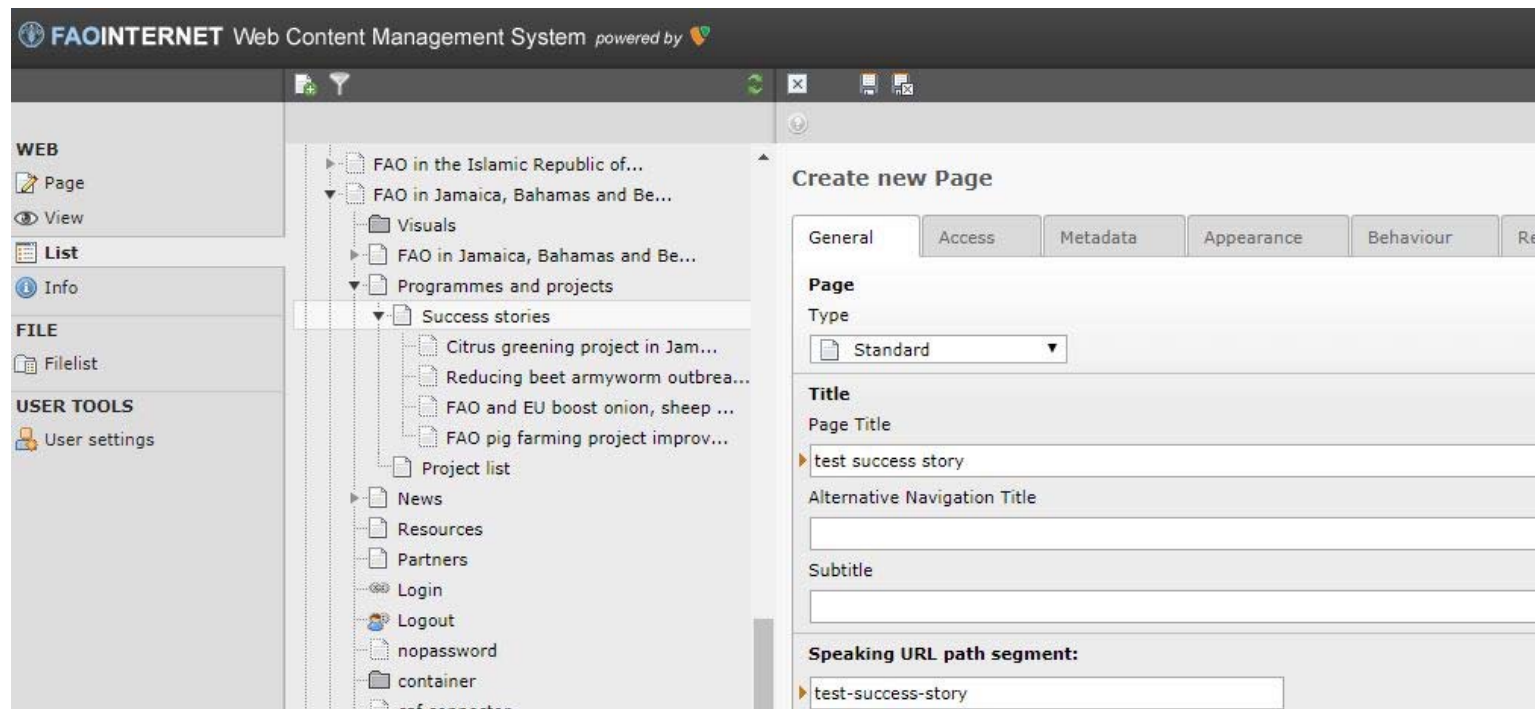
How to create a new page

- ▶ To create a new page, click on  and select "new page".



How to create a new page (continued)

- ▶ Pay special attention to the speaking URL!



The screenshot displays the FAOINTERNET Web Content Management System interface. On the left, a navigation menu includes sections for WEB (Page, View, List, Info), FILE (Filelist), and USER TOOLS (User settings). The central pane shows a hierarchical tree structure with folders like 'FAO in the Islamic Republic of...', 'FAO in Jamaica, Bahamas and Be...', 'Visuals', 'Programmes and projects', 'Success stories', 'Project list', 'News', 'Resources', 'Partners', 'Login', 'Logout', 'nopassword', and 'container'. The right pane is titled 'Create new Page' and features tabs for General, Access, Metadata, Appearance, Behaviour, and Res. The 'General' tab is active, showing fields for Page Type (Standard), Page Title (test success story), Alternative Navigation Title, Subtitle, and Speaking URL path segment (test-success-story).

Share and promote your content

Once published, you can improve the visibility of the content. How?

- through FAO media channels;
- through other FAO digital platforms related to the topic you talk about;
- sharing the info with the Regional Office (for country offices).

OCC Digital Branch will be happy to advice on the best way to promote your content.



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Useful tips

- ▶ Keep the content **BALANCED** between right/left columns and main body
- ▶ Use good quality photos
- ▶ Avoid pages looking too empty
- ▶ Be **CONSISTENT**... and compliant!



Keep your content fresh and up-to-date

Focus on these sections:

- ▶ News
- ▶ Feature bar
- ▶ Publications
- ▶ Multimedia: videos, photos, etc.
- ▶ Activities/projects/events

Frequency of update:

- ▶ Weekly (ideally)
- ▶ Monthly (at least)
- ▶ Yearly: do you really need a website?

Corporate guidelines and policies

- ▶ [FAO's Digital Storytelling Guide](#)
- ▶ [FAO Style Guide](#)
- ▶ [Guidelines for using social media](#)
- ▶ [FAO web policy and guidelines](#)
- ▶ [FAO Newsletter Quick guide](#)
- ▶ [FAO Publishing Quick guide](#)



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Contacts

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- ▶ For social media: social-media@fao.org
- ▶ For FAO Document Repository: document-repository@fao.org
- ▶ ALL OTHER QUESTIONS: digital@fao.org



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