NWR Website: Content Adding and Editing Instructions for Local Organisers and Group Website Editors

Version 3, December 2021

Thank you for taking the time to review this instructions sheet, which accompanies the 'NWR website - September 2021' editing instructional videos.

Your video presenter is Edward Kay of Tall Projects, the 'NWR website - September 2021' consultant and developer.

- Please read this sheet in conjunction with the watching the videos. If further assistance is required to update your local group's website description, event and news information, and to add photographs, please contact the NWR Office at office@nwr.org.uk.
- Recommendations for changes and improvements to the instructions below are gratefully received to ensure all NWR members responsible for updating our website are well briefed and feel confident in their work.

Your 'NWR website - September 2021'

The 'NWR website - September 2021' has been designed to provide information to members regards membership benefits and access to participate in these eg national, regional and local group events, newsletters and magazines, and schedule of talks recordings. News and articles are also included for members' information and interest, authored by NWR staff, trustees, patrons, members and guest writers.

Also, the website is presented to be appealing to prospective members who can access information on membership benefits, news and articles, and group descriptions.

With this in mind, content on the website should be written to inform and appeal to both members and non-members alike.

Use of Registration Walls and Changes to the 'Members' Dashboard'

Some website information is for members' consumption only and sits behind 'registration walls' that require members to enter their email address (the email address used by NWR) and password to access content. This restricted content is located throughout the NWR website and not in a 'members' dashboard' area (as with the previous website).

The 'NWR website - September 2021' 'My membership' area details members' membership status, group association, personal details, dietary requirements and GDPR consent – all linked to 'Sheep', NWR's new contact relationship management database. This information is accessed by members using the 'My membership' button, top right, on the website's home page, and by entering their email address and password. The information held in the 'My membership' area is designed to be edited by members. It is anticipated that members will 'self-serve' changes to the NWR database rather than the National Office team supporting on such matters.
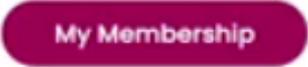
When LOs and website editors log into the NWR website 'Sheep' recognises their status and website editing permissions – no additional logging in process is required to access website editing controls.

If LOs and website editors cannot log into the website, or the website editing controls – please contact the NWR Office at office@nwr.org.uk.

Editing the 'NWR website - September 2021' Required Information: Please Adhere to this Guidance

- Never locate your group's map location pin at the actual address of your LO or other group member
- Please adjust your group's map location pin to a representative location eg a local landmark or 'town centre' location
- Never place an event location pin at the actual address of your event. Please adjust the pin to a representative location eg a local landmark or 'town centre' location
- Never add personal data/information eg addresses, email addresses, phone numbers
- For photographs:

    o Please request GDPR permissions eg written permission from individuals appearing in photographs you intend to use on the website that their image may be used

- For photographs/images:

    o Please ensure you have permission to use photography/images from the owner
    o Please ensure you add copyright references where required

- For third party content:

  - Please ensure you reference sources where needed eg "… taken from 'NWR's Guidance', Helen Page, 2021."

General Information - Please Follow These Guidelines Regarding Text Content

- Use plain English – please use English and not American English spellings
- Use words for numbers up to nine, and digits for number 10 plus
- Avoid use of capital letter for headings – 'Please use UK sentence case' – and apply bold and underlining where required

Photography/Image Content - Please Follow These Guidelines

- Please be aware website editors can view all photography/imagery saved to the website's CMS (content management system) media library, and should add to the website only photography/imagery they (or their group colleagues) have uploaded, National Office supplied photography/images and photography/images supplied by other groups for which they have permission to use from other groups
- Please save photography using the following taxonomy to ensure photography/image ownership is clear

  - group name = prefix
  - + your notation = suffix
  - year = optional
  - eg Kilbarchan_gardenmeeting_2021

- Therefore, please use only photography/images with your group name or NWR prefix eg NWR_conference_2021, unless permission has been requested/received from other groups

Your Group Description – What This Should Include

Your NWR website group description should enable website users to gain an understanding of the 'personality' of your group – perhaps with a view to joining NWR.

Consider adding this content:

- Where you meet eg 'group members' homes and gardens' or 'local village hall'
- Never add an actual group member's address or meeting location

- Number of members
- When the group was founded
- Typical meeting activities
- Any special interest groups eg book group or walking group
- Photographs
- A portrait photograph of your LO

NB group descriptions are accessible to all website users.

Events – What This Should Include

Use the 'Events' option to share your group programme events with group members, independent members and prospective members.

Consider adding this content:

- Add a descriptive title eg "A Discussion About National Parks" or "USA 'National Dishes Tasting'"
- Add a brief meeting description eg "Tell us about your favourite national park, home and abroad. Please advise the LO of your chosen park to ensure no doubling-up." or "Bring along a USofA food favourite for members to try. If cooking's not your thing, please consider a suitable beverage."
- Note the descriptions above 'talk' directly to the reader.
- Add a photograph of a similar previous meeting, or image that represents the discussion topic, or meeting type
- Please adhere to GDPR, copyright and source requirements
- Add date and time
- Using the map location pin add a representative location: never add a members' home address or actual meeting location

Event information is accessible by all website users.

News – What This Should Include

Use the 'News' option to share your group's news with your group members, other NWR members and prospective members. The website 'News' section is also home to articles, fiction and other content designed to entertain and inform members.

Consider adding this content:

- A 'write-up' of an unusual group activity, a particularly successful activity, guest speakers, special interest group meetings, or group visits

- Book reviews
- Short stories
- Poems
- News from a group member
- A group member's personal achievement
- Never add personal information eg addresses, email addresses and phone numbers
- Please adhere to GDPR, copyright and source requirements
- Photographs/images

News items are accessible to all website users.

Video 1: LO and Website Editors Logging In Process
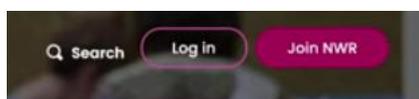
- You will require your email address (as provided to NWR) and password to log in
- The log in button is top right of the screen/page

- There is no separate/additional log in as a LO or website editor – the website will recognise you/your email address and your permissions
- If you are recognised as an LO or website editor, you will see a 'black bar' at the top of your screen/page

- If you do not see a 'black bar' and or need to register with the National Office team as an LO or website editor, please contact the NWR Office at office@nwr.org.uk.
- WordPress is the 'NWR website - September 2021' CMS (content management system)

Useful tips from our NWR website reviewers

- You can find the 'black bar' by hovering over the top of your screen/page
- Review your group description every six months and the LO details each time you change LO

Video 2: Adding and Editing Group Content

Edit this group

- As an LO or website editor you will see three 'extra' buttons at the top of your screen/page
- Please do not change your group name without referring to the NWR National Office team
- Please do not hide your group's 'join now' button without referring to the NWR National Office team
- Please use the formatting tool bar to ensure a consistent 'look' across the website
- Please refer to instructions regarding photography/image use and naming
- Use your group's name to search for 'your' photography/images in the media library
- Downloads eg please add your programmes here
- No not add any personal data or actual addresses
- Links eg please add website links to venues you have visited as a group
- A 'URL' is a website address (a Uniform Resource Locator)
- When adding a website link to your 'NWR website – September 2021' content, please ensure you use the full URL, including the https eg https://www.nwr.org.uk, and not www.nwr.org.uk
- 'https' refers to 'hypertext transfer protocol secure' – a security protocol for communicating data between a web browser and a website

Useful tips from our NWR website reviewers

- If possible, groups should compile their own small image library and use standard shots to illustrate specific types of events
- When adding content and whilst in Preview mode, editors can you log off, and provided you hit 'save draft', your draft work will still be there to come back to next time
- Only draft content can be deleted. Published content needs to be changed to draft status before the option to move to bin is offered.
- Content cannot be deleted immediately: it moves to the bin. From the bin it can be restored or deleted permanently.
- As a group content editor, you can delete only content you have created. You can't change group content associated with other users.
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Video 3: **Adding and Editing an Event**

Add an event

- Your NWR network = your group name
- Click the 'cog' top right of your screen to open the 'settings' options

- Contrary to the video – never add a member's home address or actual event location ie please refer to the town or village location only
- Don't forget to set an 'end publish' date set for the day after your event
- The publish 'private' option does not mean 'members only' can read the content

Useful tips from our NWR website reviewers

- To delete an event alter the 'end publish' date to a past date

Video 4: **Adding and Editing News**

Add a news update

- Do not change the default font size – it has been set to meet accessibility standards
- When previewing – please check how your post looks on all devices – you can do this without referring to other devices by using the drop down option – as this may influence where you position photographs

Useful tips from our NWR website reviewers

- Review your news items every three months and consider removing items that are no longer relevant or where the 'story' has moved on

Other information

- Website editors can access and edit their own content, or other group content that has been published. Editors cannot access draft work of their group LO or other website editors