

our world
our dignity
our future



2015 European Year for Development
europa.eu/eyd2015/



EYD2015
website training

Training, December 2014
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1. INTRODUCTION: UNDERSTANDING THE EYD WEBSITE

1.1 EYD at a glance

The European Year of Development has finally arrived, and with it a pivotal year for EU and global development policy. The EYD2015 campaign will be helping garner support from the wider public by informing citizens about the results that the Union, acting together with the Member States and other partners, has achieved as a global actor and will continue to pursue with the post-2015 framework.

The core building block of EYD2015's online strategy is the interactive website, which gives you, the participating organisations and partners, editorial control over your content and access to a vibrant community of development and cooperation actors.

The website will exist in 23 language versions, and with stories and events being its 'engine', you will be one of its drivers. Help us incite curiosity and critical thinking, educate and create an emotional connection between citizens in donor and partner countries alike, to show the amazing work that is being done, and those areas where more can still be achieved.

1.2 The EYD contributor user manual

In this manual, you will learn about the website and the approach underpinning its objectives. You will also learn how you can best contribute to its success and benefit from this platform.

Since the website will be continuously evolving as more features become available, this manual will also be updated regularly to reflect those changes. The user manual you will find on your online **profile will always be the latest version, so please check this if you are struggling to come to terms with any changes.**

You will be given the technical insight into how to manage your organisation's content, as well as various editorial and stylistic tips and tricks.

First though, you will learn about how the website will be organised.

1.3 The Approach

Every week, a new "story of the week" will be published in 23 languages, focused on EU development cooperation and linked to one of the 12 "themes of the month".

January - **Europe in the world**

February - **Education**

March - **Women and girls**

April - **Health**

May - **Peace and security**

June - **Sustainable green growth, decent jobs and businesses**

July - **Children and youth**

August - **Humanitarian aid**

September - **Demography and migration**

October - **Food security**

November - **Sustainable development and climate action**

December - **Human rights**

As a contributor, you will be able to read the story of the week in advance, so that you can prepare content on the same subject while it is still in draft.

The story of the week will be widely disseminated across the EU via social media, and there are several ways that you can make sure that your content appears on the same page. You can add a

1. INTRODUCTION: UNDERSTANDING THE EYD WEBSITE

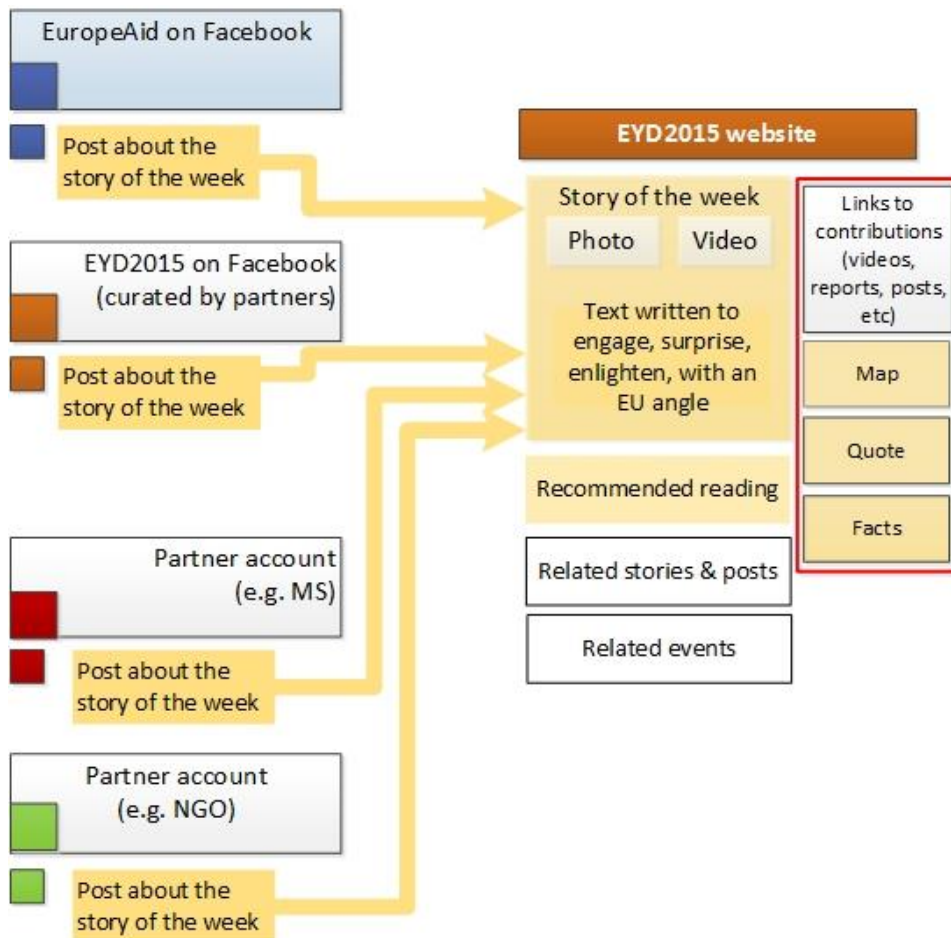
small contribution that links to your own website or upload your own stories, posts and events about same monthly theme.

Under the story of the week, we will display other stories, posts and events that have been tagged with the same themes. There will be topics you can tag for each piece of content you wish to contribute, which you can read about in more depth in the “Tagging” section.

A good strategy to make your own content visible is therefore to follow the same thematic strategy, so that you publish for instance your stories about education in February, or your stories about health in May. This – we hope – will help to increase the impact of the joint communication effort. However, we are well aware that not all education events will take place in February, that migration may become a very hot topic already in spring, and that many stories may be relevant to more than one theme.

We count on all partners to help promote the story of the week through their own social media accounts, and will prepare social media posts in all languages to make it easier for you to do this.

1.4 How it will work



1. INTRODUCTION: UNDERSTANDING THE EYD WEBSITE

1.5 Languages

It is important to understand the logic behind the linguistic approach to the website as well, as it will have a determining impact on how you structure your work. Any visitor to the website will choose what language they wish to browse the website in, and will only see content available in that language.

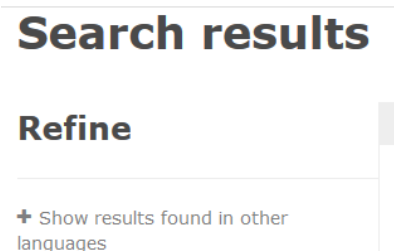
Example:

One organisation page exists in EN, FR and ES. If someone is using the German language version of the website, they will not see the story published by the organisation, as it is not available in German. They will only see information available in German, which includes all “stories of the week” and all other German language content.

This aspect of the website’s approach is important for every organisation to consider. The more languages you publish in, or the more languages you provide information about your organisation in, the more visibility the organisation will have.

Show results found in other languages

An exception to this rule exists. Any visitor that clicks “show results found in other languages” will be able to see all the content on the website. When they click on search, they will see the option on the left hand side of their screen as shown here:



1.6 Technical and editorial guidelines

This manual provides you with the step-by-step guidance you need, to manage your content on the website. You will learn how to update your organisation’s page and how to publish content, whether that concerns a story, post, event or a simple contribution.

Just as importantly, this guide tries to provide you with advice on how to ensure that the content you publish has the greatest possible outreach and impact.

Have you thought about the most effective writing style to engage your readers? The types of pictures you should use, to invoke the sort of emotional response you wish to have? What types of events are most suited for the website? What particular theme you should be writing about at any given time? The importance of search-friendly language to include in your contributions? This manual seeks to give you both the technical skills you need as a contributor and useful hints about how to get your messages across.

We encourage you to browse through this manual ahead of becoming an active partner on this exciting project. As you will have editorial control of your own content, you can play an important part in making this interactive website a success. We rely on you to make that goal a reality, and help bring development to the heart of the EU’s citizens.

2. GETTING STARTED

2.1 Accept terms and conditions

Prior to getting started, you will have to agree with the terms and conditions of the EYD website. Further information will be provided in due course.

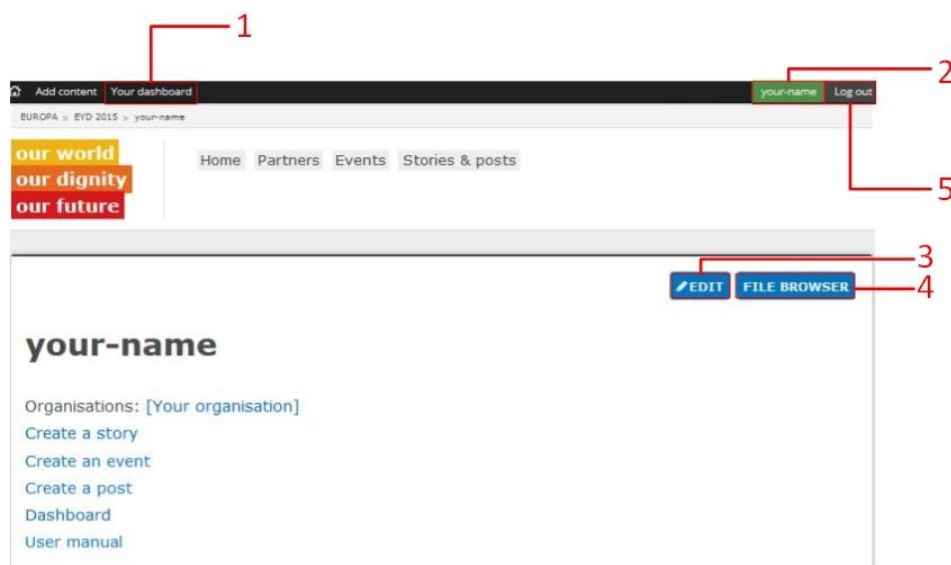
2.2 Log in

Go to <http://europa.eu/eyd2015/en/user>, fill in the Username and Password you received from the European Year for Development (EYD) webmaster and click "Log in".

The screenshot shows a 'User account' login form. At the top, it says 'User account'. Below that, there are links for 'Log in' and 'Request new password'. The form has two main sections: 'Username' with a red asterisk and a text input field, and 'Password' with a red asterisk and a password input field. Below the password field is a blue 'Log in' button. Instructions for each field are provided: 'Enter your European Year for Development 2015 username.' for the username field and 'Enter the password that accompanies your username.' for the password field.

2.3 Welcome Page

When you log in, the first page you will come to is the welcome page. Here you will find a number of different options and ways to navigate around your account.



1. Your dashboard

If you click on your dashboard, you will navigate to a page where you will find all the content your organisation has contributed towards the website. You will be able to edit / create content from here. To find out more about these steps, please go to the "[Content management](#)" chapter.

If you hover above the "your dashboard" icon, you will see a drop-down menu, from which you have a shortcut to creating content - stories, posts and events.

2. GETTING STARTED

2. Your profile

The welcome page is your profile page as well. If you navigate away from this page you can always return to this page by clicking the “your profile” icon in the upper right-hand corner of your screen. Details relating to your profile are displayed in the middle of the welcome page screen, including your username and your organisation and a number of other options related to content management. You will also be able to find the latest version of the user manual here, which you should keep an eye on as the website evolves.

3. Edit

As this relates to your personal details, rather than the organisation’s page, this is where you would change your password.

4. File Browser

If you click here you will be taken to your personal library for images. You can learn more about this in the “[Images](#)” chapter.

5. Log out

If you have finished with your session on the website, you can log out of your account here.

2.4 Request New Password

Should you forget your password, you can always request a new one. To do this, you simply have to contact the EYD webmaster, stating that you have lost your password and he/she will send you a new one. Please change it once you have logged in again. Since it may take a few days to reset your password it is particularly advisable to keep your password details in a safe place.

Note!

To log in for the first time, you will receive a password we encourage you to change and keep safe. We advise you to create a new password combining:

- Capital letters
- Lower case
- Numbers
- Punctuation

3. CONTENT TYPES

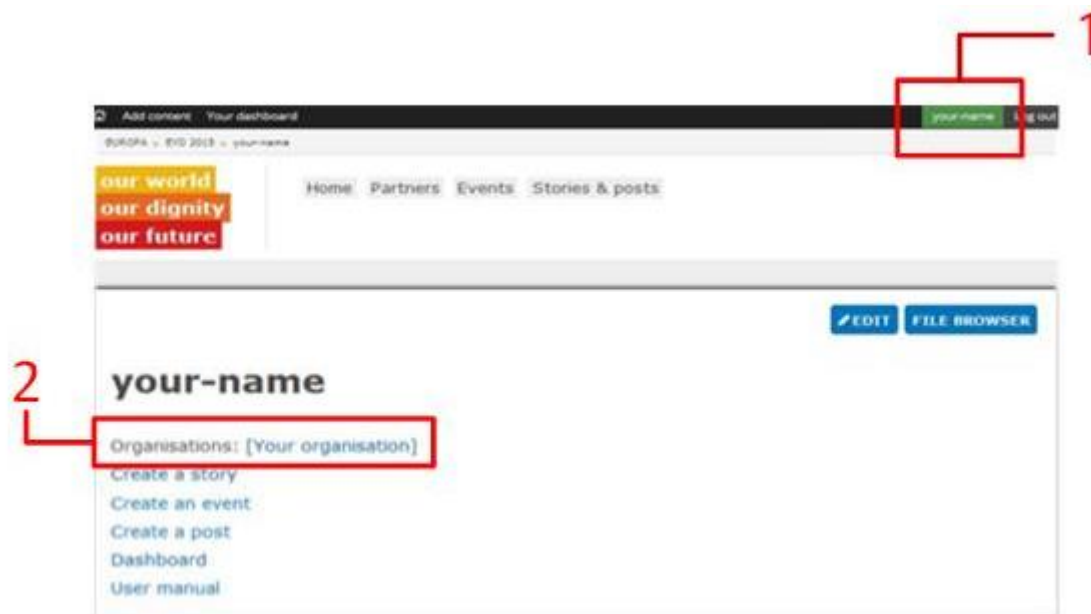
3.1 Being part of EYD

This chapter will explain the different ways you can contribute to the EYD website. Your organisation or Member State will have to set up an organisation page, which will be the basis for anything you publish (posts, stories and events) as well as contributions you might want to add. The first time you open the website, there will be an empty organisation page for you to edit. Once you have started to produce content, all your content will be visible on this page.

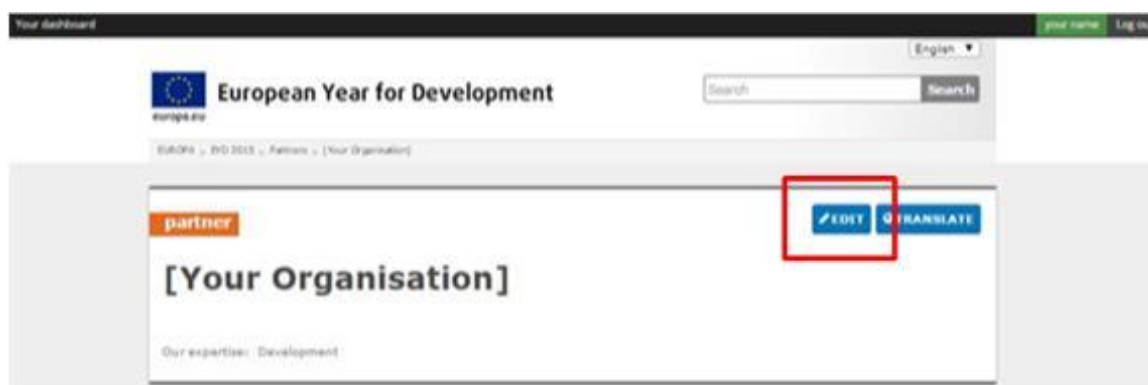
3.2 Organisation

You have successfully logged in and would like to add/edit information about your organisation.

1. If you are not on your homepage, you can access it by clicking on your profile, (in this case “your name”) in the upper right-hand corner of your screen.



2. As you can see, your username appears in the middle of the screen with your organisation displayed below. If you **click on your organisation** you will be re-directed to your organisation's homepage as displayed below.



3. If you now **click on the “Edit” tab**, you can change information about your organisation. The image below shows you how your organisation page will appear.

3. CONTENT TYPES



1. URL path of organisation page
2. Logo of organisation
3. Name of organisation
4. Geography (present in) / (active in)
5. Type of organisation
6. Description
7. General questions
8. Organisation website
9. Social media
10. Map based on contact address
11. Contact information

3.3 Producing content as contributor

Once you have set up your organisation's profile, there are four main different categories you can provide content for. These are:

- Stories
- Posts
- Events
- Contributions

3.3.1 Stories

This content is focused on human interest stories about people whose lives have been touched in one way or another by development cooperation. It can look at a beneficiary, project manager, volunteer, person working in a national administration in the EU or beneficiary country, private sector actors, etc.

Tips & Tricks ☺

Remember that writing for an online audience requires short sentences, as well as descriptive and evocative use of language.

Tips & Tricks ☺

Write striking titles to catch the attention of the readers! Be concise and straight to the point: your reader should be able to quickly glance through and pick up the main points without reading too deeply.

3.3.2 Post

A post is aimed at informing and stimulating critical thinking about development cooperation. This can include interviews, opinion pieces and articles and seeks to explain specific issues.

3. CONTENT TYPES

3.3.3 Events

You can publish information about upcoming or ongoing events, activities and competitions in the events section of the website. These will be shown in the EYD2015 calendar of events.

Tips & Tricks ☺

If you want to heighten curiosity about your event and attract more participants, bring the event into the wider policy context and talk about the desired outcomes. And don't forget: the more visual the better!

3.3.4 Contributions

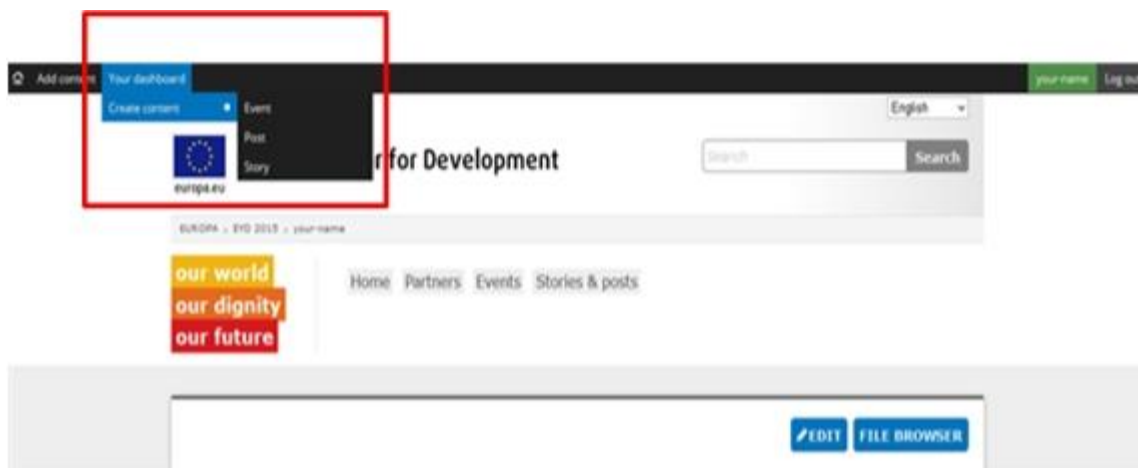
The final type of content you can add is contributions. Whenever you or a partner organisation add either a story, post or event you will be able to showcase your work further and interact with others by adding content – for example a related report. In other words, you may add a contribution to a story prepared by another organisation and vice versa.

The reader will be able to decide how they want to organise these contributions, by using the dropdown menu: either randomly or in terms of newest/oldest additions.

4. CONTENT MANAGEMENT

4.1 Creating content

This chapter will teach you how to create content for the website. You are logged into your account and find yourself on your welcome page. By going to the upper left-hand corner of your screen and clicking on your “Your dashboard”, you will see the “create content” option.



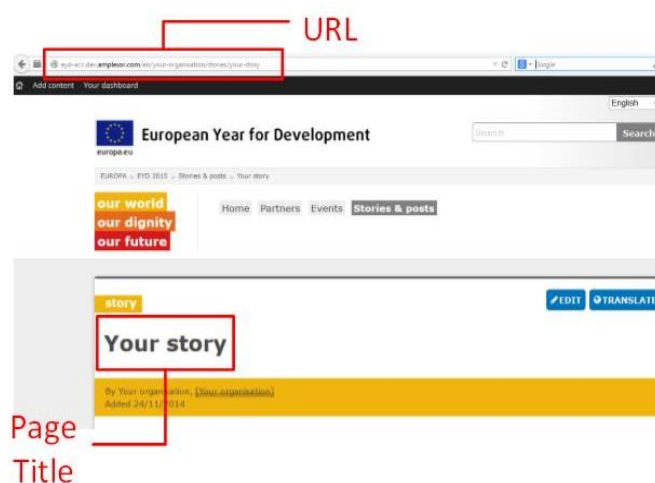
You can now choose to:

- 1) Create a post
- 2) Create a story
- 3) Create an event
- 4) Add a contribution

Tips & Tricks ☺

The better you link up with the story of the week, the more visibility your content and organisation will have.

On the following pages you will see what the respective content types will look like once they are uploaded to the website. But before, you must know that **the name of your stories, posts or events will be reflected in the URL**. The URL is the web address of your particular piece of content and appears as displayed on the right side. **Please note that the URL path always has to be in EN**, and the only part of the URL you are responsible for is the page title (the part highlighted in yellow below). The rest of the address will be generated automatically by the system.



So, if the page contains a story in Swedish published by "Min organisation" and with the title "Nu kan barnen leka på torget" (*Now the children can play in the square*). The URL path would be "now the children can play in the square".

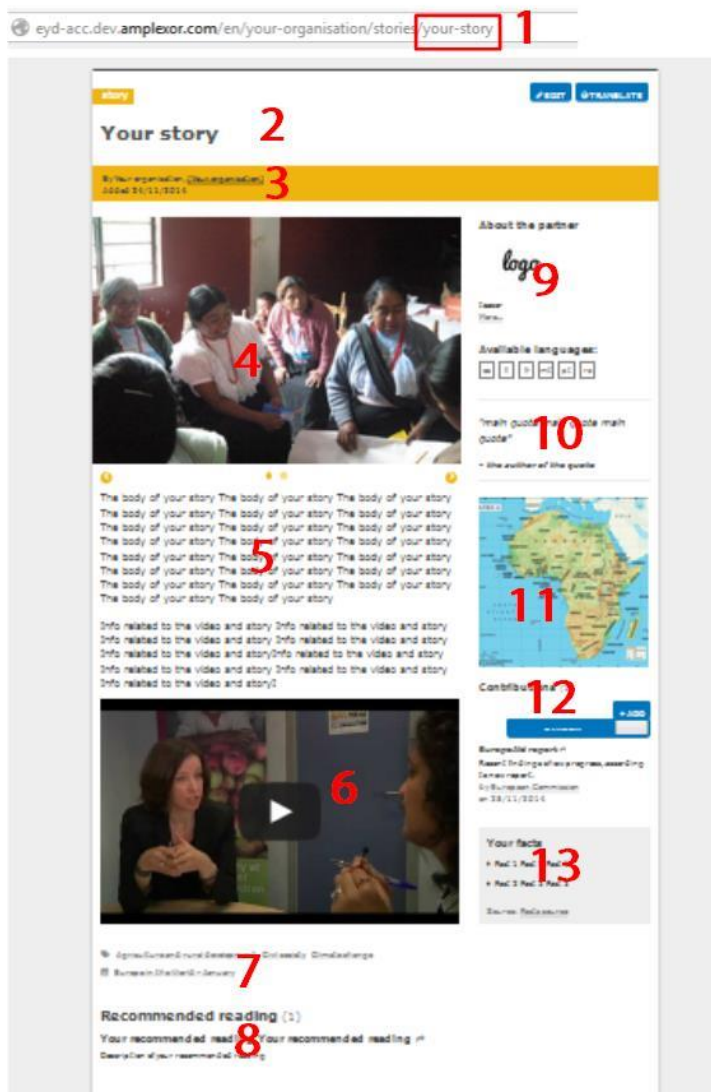
The full URL would be something like:

europa.eu/eyd2015/sv/min-organisation/now-the-children-can-play-in-the-square

For more information on how to fill in the different fields, please follow the instructions that accompany each field box.

4. CONTENT MANAGEMENT

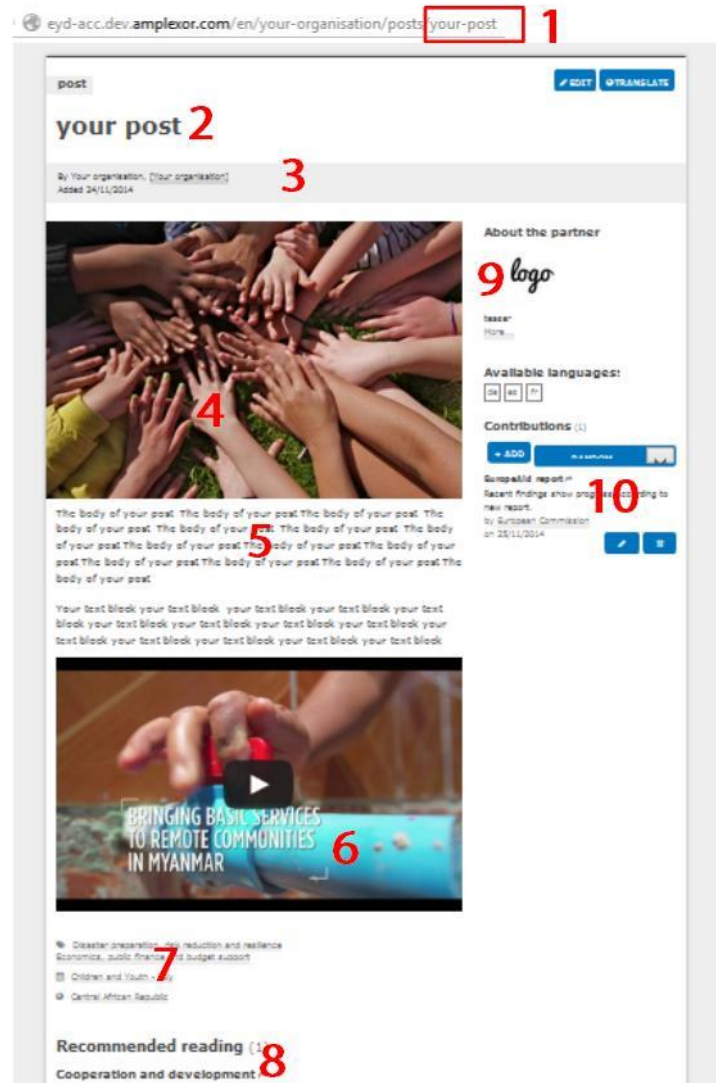
4.1.1 Creating a story



1. URL path
2. Title
3. Author
4. Picture from photo gallery
5. Body
6. Youtube video & text block
7. Metadata (theme of the month & topics)
8. Recommended reading
9. Logo of organisation + organisation teaser
10. Quote & quote author
11. Map of where story takes place
12. Contributions
13. Facts title & facts

4. CONTENT MANAGEMENT

4.1.2 Creating a post



1. URL path
2. Title
3. Author
4. Picture from photo gallery
5. Body
6. Youtube video & text block
7. Metadata (theme of the month & topics)
8. Recommended reading
9. Logo of organisation + organisation teaser
10. Contributions

4. CONTENT MANAGEMENT

4.1.3 Creating an event



1. URL path
2. Title
3. Date & Location
4. Picture
5. Description
6. Youtube video & text block
7. Metadata (theme of the month & topics)
8. Organisation website
9. Social media
10. Logo of organisation + organisation teaser
11. Map based on location provided
12. Location
13. Time
14. Contact
15. Contributions
16. Twitter hashtag

4.1.4 Adding a contribution

For all three main content types (posts, stories and events) you or a partner organisation can add contributions. To do this, you must click "Add", which you will find on the right hand side of the screen, as displayed in the screenshots on the side.

When a reader is visiting the site, he will be able to decide how to order them. The contributions can either appear randomly, or in terms of newest/oldest contribution.

You can also edit and delete contributions, using the corresponding icons.

Contributions (1)



EuropeAid report ↗

Recent findings show progress, according to new report.
by European Commission
on 25/11/2014



4. CONTENT MANAGEMENT

4.2 Tagging

Before you upload the content you will be given the option to select the theme of the month (where applicable) and list a number of topics that your content relates to. This means that your content will appear on all parts of the website where these topics are discussed. Think carefully about which topics you believe are most relevant to your story (there are more than 30 in all), if you tag **more than 5 topics the tagging system might not work properly**.

• [Meta data](#)

Theme of the month

Europe in the World - January

Select the appropriate theme of the month.

Topics *

☒ Agriculture and rural development

☐ Children and youth

☐ Civil protection and emergency response

☒ Civil society

☒ Climate change

4.3 Uploading content

Once you have filled in all the fields, at the end of the page you are left with two options:

- Save as draft
- Publish

4.3.1 Save as draft

If you think the details of the event may still change, you can save it as a draft version. This means that it will not appear on the website yet, but only on your dashboard. You can then edit the content further at any point, before deciding to publish it.

4.3.2 Publish

If you are satisfied that all the information for the event is correct, you may choose to publish it. Once you have published it, it will appear on the website.

4.4 Translating content

You may want to translate the content you have uploaded into several languages. This is particularly advisable since people will only find content on the website in their language. For more information about this, please see the "[Languages](#)" section. You can do so easily, once you have uploaded the content in its original language.

1. Click on "Your dashboard" in the upper left-hand corner. You will be redirected to a page where you can view the stories you have uploaded to the website.

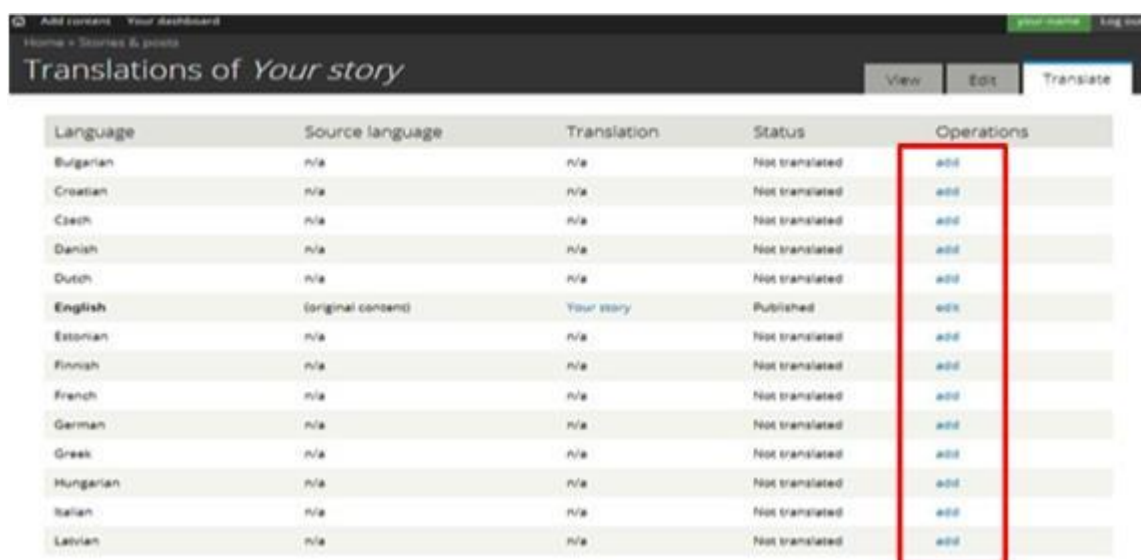


2. Click on the title of the content you wish to translate – in this case it would be "Your event".

4. CONTENT MANAGEMENT



3. On the right-hand side, above the title of the story, there is a “Translate” option, which you should click.



4. You will appear on the page displayed above. Now simply choose the language version you wish to add, by clicking “add”.

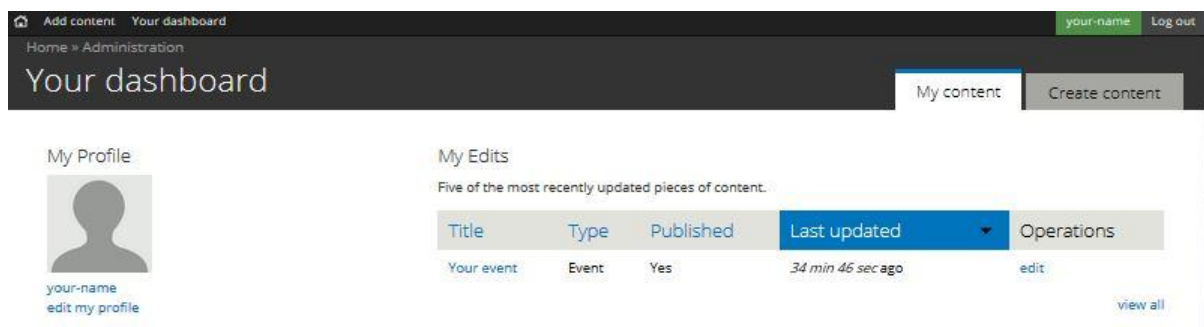
4.5 Finding content

Once you have uploaded multiple events, posts and/or stories you may start having trouble finding them. If this happens, there is an easy way to locate a particular piece you have been working on.

4.5.1 Looking for your own content

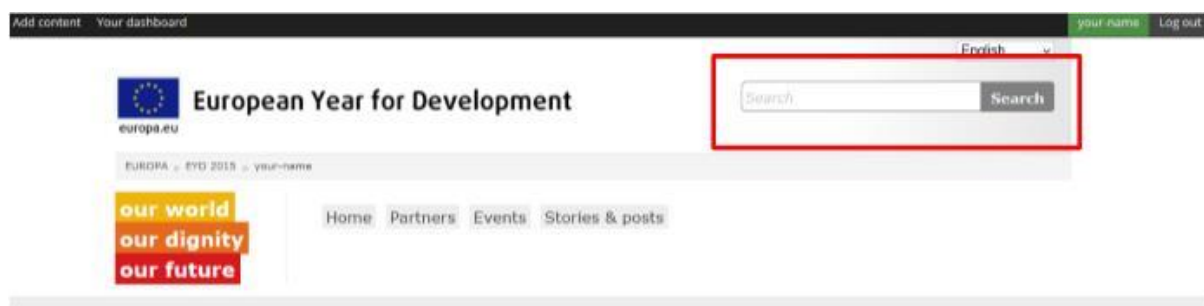
Click on “your dashboard” in the upper left corner of your screen. This will take you to your organisation’s dashboard, where you will find all the stories, posts and events that you or other contributors from your organisation have been working on. You can scroll through the list of contributions your organisation has made here.

4. CONTENT MANAGEMENT



4.5.2 Looking for other content

Using the “Search” field, you can type in the name of the content you are looking for and click search when you are ready.

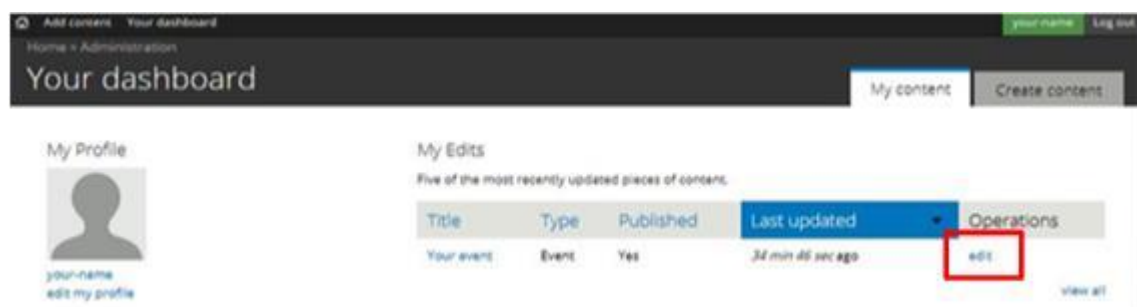


If you have any further issues, please let one of the webmasters know, and they will try to help.

4.6 Editing content

One reason you may want to find some content, is to edit it. In order to do so, click on “your dashboard”.

From your dashboard you can choose to “edit” from the “operations” column, as you can see below.



By clicking you open the same input form as where you created content.

Edit whichever field you wish to change and once you are done you are given three choices:

- Save : the content will be saved
- Publish / Unpublish: it will be published if it was in “draft” and will be unpublished if online previously.
- Delete: your content will be deleted

5. IMAGES

5.1 Getting started with images

This chapter explains how to *upload*, *resize*, *crop*, *publish* and *delete* a picture of any content type (posts, stories, events and organisation profile pages)

5.1.1 Uploading pictures

You wish to add a picture to any of these content types:

1. Scroll down and click on the Picture / Open File Browser tab.

Picture *

[Open File Browser](#)

The image of the event. If no image is added, a default dummy image will be displayed.

Files must be less than 8 MB.

Allowed file types: png gif jpg jpeg.

Images must be larger than 624x416 pixels.

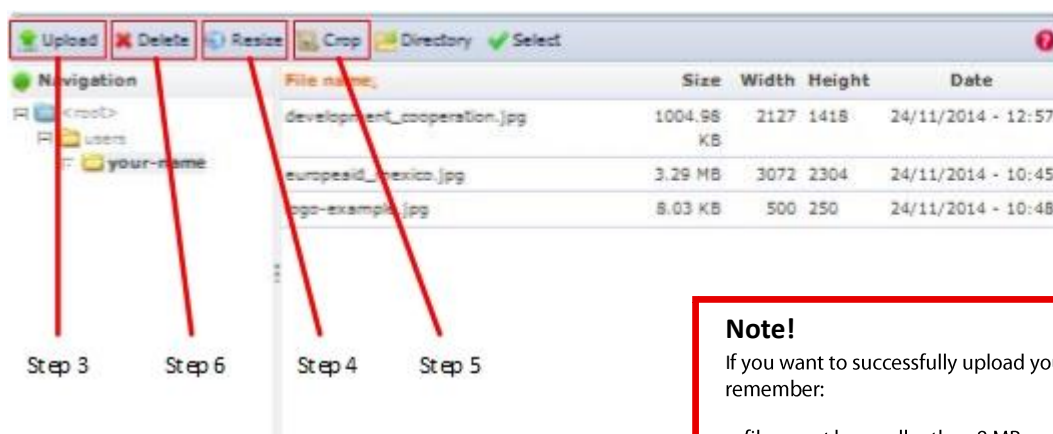
Tips & Tricks ☺

Catch and keep your reader's attention with **visually appealing content**. Choose an image that is relevant to the post, with a subject that is easily identifiable and sharply in focus.

Bear in mind that high quality and colourful photos have a much better chance of grabbing the attention of your readers!

2. You arrive on the following "File Browser" screen.

This will be your *personal library*, where you will upload all the pictures you want to use.



Note!

If you want to successfully upload your pic, remember:

- files must be smaller than 8 MB.
- allowed file types are png gif jpg jpeg.
- Images must be larger than 639x426 for stories, posts and events, and 288x288 for maps and 270x180 for logos
- all images are landscape format (aspect ratio 4:3) with the exception of the maps.

5. IMAGES

3. To upload a picture (*applicable to all content types*):


- 3.1 Click on the *upload* tab.
- 3.2 Browse and select a file from your computer.
- 3.3 Click upload.
- 3.4 Select the file from the library.
- 3.5 Rename the file in a way to make it easier for you.

Note!

The main picture needs to be added twice to the page:

- 1) as the meta image (the image that will be displayed as a thumbnail on landing pages, etc)
- 2) as the first picture of the Gallery field (the image that will be displayed on the page).

Picture *



europaid_mexico.jpg (3.29 MB) [Remove](#)

Alternate text

This text will be used by screen readers, search engines, or when the image cannot be loaded.

Title

The title is used as a tool tip when the user hovers the mouse over the image.

The image of the story.

Gallery

The images gallery of the Story.

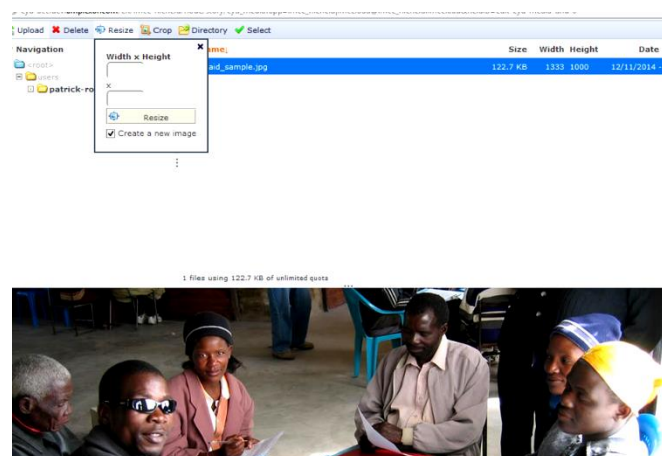
Add a new file

[Open File Browser](#)

Files must be less than 8 MB.
Allowed file types: png gif jpg jpeg.
Images must be larger than 639x426 pixels.

4. Resize a picture

- 4.1 This function is used to resize a picture that is too big, however we strongly advise against using this feature, as pictures will resize automatically.



5. Crop a picture

- 5.1 If you wish to improve framing you can remove parts of the picture you have selected by cropping it. Pictures will be cropped automatically to respect the 4:3 ratio, so it is possible that the wrong part of the picture selected, as you can see in the image below. Cropping the picture manually by clicking on the "Crop" tab, ensures the picture appears as you choose.

5. IMAGES

Your story

By Your organisation: [Your organisation]
Added 24/11/2014



About the partner

More...

"main quote"

- the author of the quote

Contributions (0)

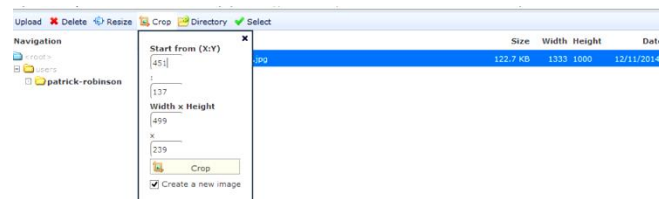
+ ADD

RANDOM

No result found

5.2 When you click the "Crop" option, the picture will appear at the bottom of your screen, where you will be able to draw a frame that you can move around by clicking and holding until you have chosen the area the picture that will be shown.

5.3 Once you are happy with what you have cropped, click "Crop".



6. Delete an image

6.1 If you want to remove an image from your library, just click on the image whilst in the "File Browser" and click delete.

5.1.2 Alternative text ("alt-text") and Title

File information

europaaid_mexico.jpg (3.29 MB)

Alternate text *

Your picture

This text will be used by screen readers, search engines, or when the image can't be displayed.

Title *

Your picture + copy rights

The title is used as a tool tip when the user hovers the mouse over the image.

Once you are satisfied with your picture and have uploaded it, there are two fields to fill in.

"Alt-text": The title is used as a tool tip when the user hovers the mouse over the image. This can simply be a description of the picture.

"Title": this is the text used by screen readers,

5. IMAGES

search engines, or when the image cannot be loaded. This should include a description of what is depicted and an indication of who has copyright of the picture.

5.1.3 Maps

For stories you will be asked to upload a map indicating where the story takes place. This process is the same as for uploading images, so if you are not sure how to do this, follow the same steps as the “[Uploading pictures](#)” section.

Map

 [Open File Browser](#)

Upload an image of a map that indicates the location of the story.
Files must be less than 8 MB.

Allowed file types: png gif jpg jpeg.

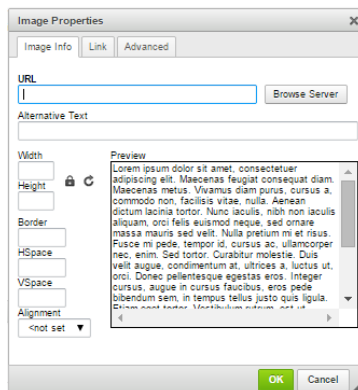
Images must be larger than 288x288 pixels.

5.1.4 Inserting pictures in the rich text

You will also have the possibility to insert images in the body of the text. The interface you would use for this, is completely different than the steps explained above, see below for an image. You have two options:

a) If the picture you wish to add is already online somewhere, click on the images icon.

1. A field box will pop up and you will simply have to add the URL to the picture in the URL field, as shown below.

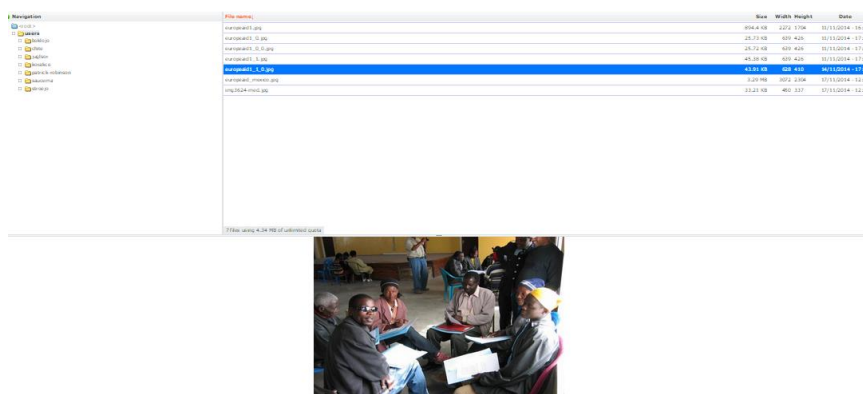


The Image Properties dialog box has three tabs: Image Info, Link, and Advanced. The Link tab is active, showing a URL field with a placeholder 'i' and a 'Browse Server' button. Below the URL field is an 'Alternative Text' field. The Advanced tab shows settings for Width, Height, Border, HSpace, VSpace, and Alignment (set to 'not set'). A preview window displays a placeholder image with a Lorem Ipsum text block.

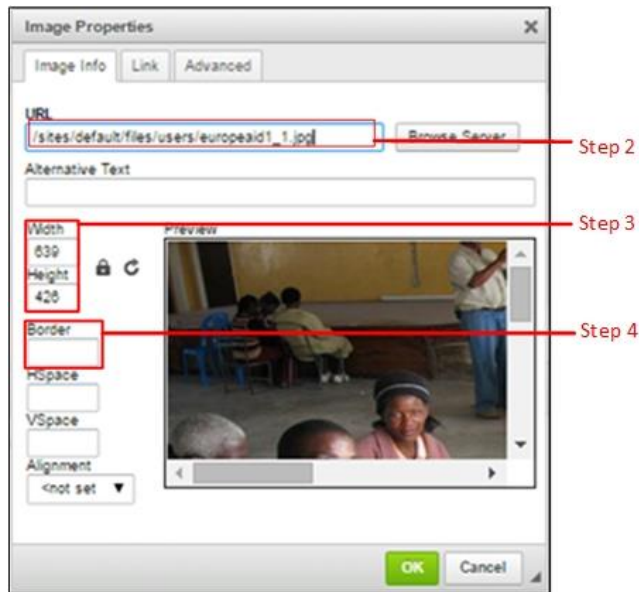
b) If your picture is not available on the internet, click on the icon picture as before. When the pop-up box appears click on “Browse Server”.

This will lead you to your personal library, also known as “[File browser](#)”, displayed in “[Uploading pictures](#)”

1. As your “File browser” will appear, upload and/or select the picture you want to use.



5. IMAGES



2. Once you select it, a link will be automatically created, and will appear in the URL field box, as shown in the pop-up box below. You can fill in the field box "Alternative text", to give a name to the picture (this will appear when you hover above the picture).

3. If you haven't done so in the "File Browser", you can resize the picture, as desired. You will have to fill in the field box "Width" and "Height" and bear in mind that the maximum size is 608 pixels, and anything larger will be automatically resized.

4. We strongly recommend against using any of the other options available to you, namely 'borders' 'Hspace/Vspace' and

'Alignment'. We intend to maintain a certain amount of harmonisation across the website, so we ask you not to touch it.

5. Once you are happy with the picture, click on "OK".

6. VIDEOS

6.1 Getting started with videos

This chapter will show you how to insert videos into the different content types (see chapter [“Content types”](#) for further reference).

6.2 Uploading a video

To upload a video, you will need to use the “text block” and “Youtube link” fields.

[illegible]

In the “text block” field you put another part of the story that is related to the video. This text will appear just above the video when it is published.

Put a link to the video in the "Youtube link". Whatever link you put, please note that the video will appear on the page of your story, and will not require readers to click a link to view it elsewhere.

Tips & Tricks ☺

Where possible we advise you to keep videos short –around 1 min 30. People tend to have a short attention span when browsing!

6.3 Multiple videos

You may add several videos to your story. In order to do so, simply click on the “Add another item” icon that appears below the last “Youtube link” field.

Once you have more than one video, you should also be aware that you can switch the order of appearance of the videos.

On the left side of the paragraph section there is an icon you can click that will allow you to change



the order – when you hover above it, it says “drag to re-order”. To do so, you must click and hold it clicked, while you drag the paragraph text and video higher or lower down, depending on where you want it to appear in the text.

