OF CANADA

Public Office Website Maintenance Tools
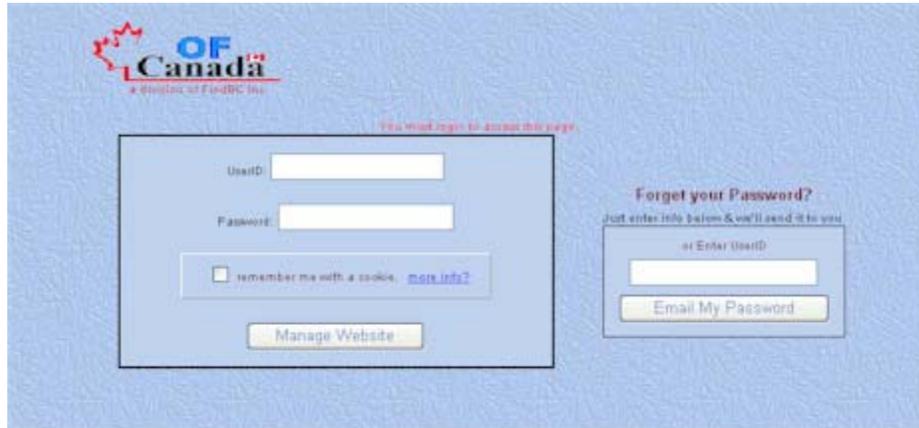
User's Manual

Table of Contents

Getting Started

The OF CANADA's Online Communication Tools consist of a series of 12 dynamic websites sharing a common database controlled by a master user account. Each website is user-maintainable and has full control of its personal design parameters while the common features are controlled by the master account.

Finding the Maintenance Tools

The design and maintenance tools can be located at http://of.ca/_tools/menu.asp. For convenience a hidden link has been placed at the bottom of the home page of the website. To access this link scroll to the bottom of the page and place your cursor in the center of the bottom bar. You will see that mouse pointer changes from an arrow to a hand when you've found the hidden link. Just click here to enter the maintenance area. You will first be prompted for your username and password. Your username is your first initial and your last name. If you've forgotten your password you can enter your username in the space provided and your password will be emailed to the email address on file.

Remembering your Password

When you check the box titled "automatically remember me with a cookie" when you are prompted for your password then your user information will be stored on your computer as a cookie. This means that your identity will always be confirmed by reading this cookie. This way you will never be prompted for a password to add or edit your properties. If, in the future, you no longer wish to be identified by a cookie you can delete this information by clicking on the "CLEAR COOKIES" link which appears at the bottom of this and many other pages in this site.

This type of cookie is called a 'persistent' cookie since it persists in between sessions. The other type of cookie that this site uses is called non-persistent since it only resides in memory and is deleted when you leave the site.

Setting up the Home Page

After entering your UserID and password select the **'Setup Your Home Page'** link from the menu. Although the 'Site Setup' module has many uses the primary use you will have for this module is for changing the text and images that appear on the home page and entering your personal contact information. There are three sections for you to change the text on the home page. These are labelled; 'Website Information', 'Home Page Images', and 'Home Text'. The 'Home Text' is the first paragraph that appears on the page and will be your visitor's impression of your site. To dress up the text you enter use the HTML tags shown below around the text in question. For example to make a word or line appear in **BOLD** text write it as: 'My Title' and the

result will be shown as": **'My Title'** If you want it underlined as well then use <u>'My Title'</u>the result will be shown as": <u>**My Title**</u>**.** To make this appear on a line by itself use the line-break tag <br>. Use two of these to have a blank line appear after the title. Other handy HTML tags are:

Bold	'My Title'
Italic	<i>'My Title'</i>
<u>Underline</u>	<u>'My Title'</u>
LineFeed	
Paragraph	'My Title'

You will also see text boxes on this page that hold the file names for the home page images and the background image used on the site. These are automatically entered by the Image Upload Tool described below and should not be changed unless you wish for no images or background image to be used on the site. In this case just delete the contents of one or more of these text boxes. When you've completed all of your changes just click the **'Submit Changes to Your Website Content'** button at the bottom of the page to submit your changes.

Changing Home Page Images
There are three site Images on the home page that you can change, the background image, the header image, and the Home Page photo. You will see text boxes on the setup and design pages that hold the image file names. You can use these text boxes to remove headers, or background images that are not desired. However these are not used to add or change images. To change images click the **'Upload Website Images'** button at the bottom center of the setup page. After clicking this button select the 'Browse' button of the photo you want to

change. This will open the windows explorer file box from which you can select a photo from your hard drive to upload. Then click the 'Upload Image' button to upload the selected image.

Changing the Background Image
You will see a field on your home page set up labelled Background Image.   Use this field only if you wish to no longer have a background image. To change the background image just click on the **'Upload Website Images'** button on the bottom of the home page setup or use the '**Setup Home Images'** link on the menu. You have an area to upload the background image on the Home Images upload utility discussed above.

Changing Design Parameters
You have the ability to set the following design parameters, Font Size, Font Colour, Table Parameters, Background Colour and Background Image. You can access the design menu by clicking on the **'Setup Design Values'** link or while on the Setup page scroll down to the bottom and select **'Setup Design Values'** button. Most of these are self-explanatory. Just make your desired changes to the design parameters and click the **'Submit Design Changes'** button at the bottom of the page. The changes you make affect your entire site and not just the home page. Once you make these changes be sure and review all of your site to make sure that you have not selected a font colour that is so close to the background colour that it is barely distinguishable.

Managing Your Other Site Pages

You can Add, Modify, or Delete pages in your site from the maintenance tools. Click on '**Manage Other Pages'** from the main menu or select '**List Site Pages'** from within the maintenance tools.

Editing a Page
To Edit and existing page click on the **Edit** button of the desired page.

Adding a Page
To Add a page you must use the '**Add a Page'** link from the menu. To create a new page simply fill in the various elements of the form as described here.

Category – The page category can be either **News**, or **General**. The latest five News pages appear on your home page and all news pages are listed when the visitor selects the '**List News Pages'** link on the home page. You should categorize a page as a **News** page if it is just that – news. News pages have a shelf life just like their content and should be deleted where the information is no longer current. **General** pages on the other hand are intended to be permanent pages of your site or at least last for several months.   A general page appears listed in the table of contents on the home page.

Target – This field allows you to identify the Target Audience for the information contain on the page. Who will be most interested in the pages content the Residents, or the Business Community. Although some pages may be of interest to more than one group you must determine which of

these groups is going to be your primary target audience. This field is used by your site to display all pages you have targeted to a specific audience when selected by a visitor.

Name – This field holds a short descriptive name of the page. The name cannot exceed 20 characters since it must be small enough to display in the left border of your site without disturbing the presentation of your site.

Title – This field gives you the opportunity to provide a descriptive title of the page that provides the visitor with a better idea of the content of the page. It should be about 5 to 9 words.

Preview – This field gives you the opportunity to provide description of what the reader will see if when selecting the page. The preview is particularly useful when creating News pages since this information is displayed on the home page and gives the visitor a preview of the page content.

Text – This is the primary field of the page where you write all of the page content. When entering your content you can use HTML tags to format your text to improve how it is displayed however this is not necessary. If you wish to use these tags I recommend that you keep it simple. For example use the break tag **
** to start a new line and if you want to have an empty line between paragraphs just use two break tags as in **

** .   There are two other tags you might consider using. To bold text place a bold tag **** at the beginning of the words you want to appear in bold and a end bold tag **** at the end to turn off bolding. For example if you want the words 'No Smoking' to appear bold then you would write them as No Smoking and they will be displayed as **No Smoking**. The other tag you may want to use is the underline tag. To start underling write **<u>** and to stop underlining write **</u>**.

Image – This field is shown only when editing a page and displays the file name of an image that accompanies the page.   You do not normally enter the file name directly to this field. You can use this field to remove an image on the page if you have previously uploaded an image and now no longer wish to have an image associated with the page. To upload an image just click on the button labeled **'Change this Image'** and upload an image from your computer to your website.

Managing Your Photo Album

You can Add, Modify, or Delete pages in your site from the maintenance tools.

Adding a Photo
To add a photo go to the Maintenance Tools and select the **'Manage Photo Album'** link from the menu. Then select the **'Add an Album Photo'** from the menu. Here you will be shown the Photo detail form to enter your new photo. Fill in all of the text boxes on the form except for the 'Image file name' at the bottom. This will be automatically filled in when you upload your new photo. If you wish the photo your are adding to be randomly shown in the header of your site then check the **'show in header'** check box. After you click the **'Add Photo Data'** button at the bottom of the page you will be shown the data you just entered for confirmation and given a button to begin the photo upload process.

Editing a Photo
To Edit a photo Go to the Maintenance Tools and select the **'Manage Photo Album'** link from the menu. You will be shown a list of all photos currently in your inventory. Each photo will have a **'Delete'** and **'Edit'** button. Click the Edit button for the product you wish to edit. You will be given a form that contains all of the details on the photo. Make any changes you wish as you did when your Added a Photo and submit your changes. Buttons will appear that will allow your to change the attributes or change the photos uploaded for the photo.

Photo Parameters
You must prepare your photos before uploading them to your site. Your photo my be of the **JPG** type or the **GIF** type.   The size of your photo should be approximately **350 pixels** wide by **250 pixels** high and be no larger than **30 kilobytes**. Your photo album requires you to produce a thumbnail image for each photo for display in your photo album's table of contents. The thumbnail image should be approximately **70 pixels** wide by **50 pixels** high and be no larger than **9 kilobytes**.

Managing Your Testimonials

You can Add, Modify, or Delete Testimonial pages on your site from the maintenance tools. A testimonial page is simply a place for you to post feedback you receive from the community either on the web site or in letters submitted to city hall.

Adding a Testimonial
To add a new testimonial select the **'Add a Testimonial'** link from the menu. There are three fields you need to complete – the Title, the Testimonial body, and the Author. When entering the author of the testimonial you should include the street or area where the author is from. For example, *Joan Smith, Anderson Avenue*

Editing a Testimonial
When you select the **'List Testimonials'** link from the menu all previously posted testimonials on your site will be will be listed. Simply click the Edit button at the left of the testimonial that you wish to edit. Change any of the information in the form that appears and click the **'Update Testimonial'** button to save your changes.

Managing Website Contacts

Visitors to your site can subscribe to a mailing list by selecting the **'Get Connected'** link. They also have the option of signing up to your mailing list when they submit comments and feedback. You can broadcast email

to all of those who have subscribed to you mail list using a comprehensive set of Email and Contact management tools. To get to the Contact Management Menu just select the 'Manage Contacts' link from the menu.

Listing Contacts
As can be seen in the Contact Management menu there are a number of options for listing your contacts. You can list them so they are order by; Name, or Date of subscription. You can also list only those that contacts that are currently subscribed. Visitors have the option of asking to be removed from your mailing list. When this occurs you edit their file to unsubscribe them from your list. Hence you may have contacts in your database that you do not want to send email to.

Editing Contacts
This to is not designed to be used for more than 1000 or so contacts but should be more than adequate for the OF CANADA for many years.   When you list the contacts in your database you can click the **Edit** button of any contact to edit their information. You can change any of the information that appears on the contact form. Two special check boxes on the contacts pages are one labeled **Subscribed** and one labeled **Sent**.. As discussed above you would uncheck the Subscribed box to remove a contact from your mailing list. When you send an email message all those that receive the message have the sent box checked by the system to indicate that they have received the last message. Before you send another message you must click the '**Mark all not Sent**' link to re-set your contacts for the next message. The Sent box can also be used to identify a sub-set of your contact list for a special mail out.

Listing Email Messages
You can have a number of email messages stored in your database. To list the messages that you have saved for re-use click on the '**List all Email Messages**' link. You should not have more than one or two messages saved for re-use in order to avoid over loading your system. Make sure you delete old messages on a regular basis.

Editing Email Messages
To Edit an Email message you must first list your messages and then simply click on the **Send/Edit** button on the line of the email message you wish to edit. There are several fields you must complete which are described here.

Return Email –   This must be set to your **@of.ca** mail account.

Mail Server   –   This field must be set to finalhost.com

Sender   –   Your name should show up in this field

Subject   –   Put a brief title of your email in this field

Body   –   The body of your message will start off with the first line as Hi {Name}: where {Name)
is replaced with the name of the person in each email sent, such as *Hi Mary Jones*: You
type your message in the space provided. Try not to make you email too long winded.
After a brief opening get straight to the point. If your emails are too long people will just
ignore them and eventually be asked to be removed from your mailing list. Its far better to
send two brief emails a few weeks apart then to send one big long one.

PS   –   .. is just that a post script. This is a very effective way of getting a secondary message out.
For Example;   *PS. Don't forget the St John's Church Fund Raiser on Saturday* – would
be an effective marketing technique.

Number to Send   –   You should always keep this figure low so as not to over load the server and invite bulk
mail restrictions. If you're sending less than 250 keep this at 25 or less than 500 keep it at
50.

When you click on the 'Submit for Sending' button you will see an approximation of what you are sending out
and the addresses that your message will be sent to. Your message will not be fully formatted since line breaks
will not be shown at this time.

Sending Test Mail
If you are uncertain as to what your mail will look like just put yourself on your contact list. Click the 'Mark all
Sent' link to mark all of the contacts as having been sent. Then list the contacts and edit your name and
uncheck the Sent box. This will identify you as being the only contact that is to receive the mail. Then go back
and send yourself a test mail. This way you will see exactly what the email is going to look like.

Creating a new Email Message
You can create a new email message by clicking on the 'Add a new Email Message' link. Just fill in the fields
using the information provided above. When complete click on the 'Add New Email Message' button and the
message will be added to the database. You must then list your messages and select the newly added email
message for sending.

Sending Email
You can send email to your contacts by clicking on the 'Send Contacts Email' link. Compete the form and
click on the 'Submit for Sending' button. You will see an approximation of what you are sending out on the
next page along with the addresses that your message will be sent to. Your message will not be fully formatted
since line breaks will not be shown at this time. Just click the 'Send Email' button and the delivery process will
begin. The system will send the first batch of 25 or 50 depending on what number you selected for the
'Number to Send' and will then prompt you to continue to send the next batch. If for some reason the
sending process is interrupted only those that were actually send the message will have the 'Sent' box checked
in the database. So you just need to start the process over again and only those who did not get the email
before the interruption will be listed for delivery.

Changing Design Parameters

All websites have the same basic structure and layout however you can dramatically change the look and feel of your website by using the design tools.   Click on the 'Setup Design Values' link to access the design tools. You will probably have to do a little experimenting before you get the look and feel you want. It is recommended that you write down the settings of all parameters before you make changes so you can restore the original settings if your experimenting doesn't work out.

Background Colour
The background of your website is the space outside of the borders of the main page. The areas inside the borders is controlled by setting the table parameters. This field is only operation if the master account has not chosen to use a background image for all websites. Just select the colour from the dropdown box that you wish to use as a background.

Font Parameters
The font parameters allow you to change the color and style of the text on your site. Aside from the regular font there are three other fonts that you can set which are used in various areas of the site. They are:
Special Font – used to show hyperlinks
High Font – used to show the mouse is over a hyper link
Header Font – used in table headers

Table Parameters
Setting the table parameters will significantly alter the looks of your website within the limits available. The main colours on the header, footer and left panel are set by setting the Table Background Color.

Public Opinion Polls

Survey Management Tool
The community survey tool gives the city the ability to do informal opinion surveys. Although not very scientific it can be used a valuable resource for keeping abreast of what's important to Colwood residents. As the master account holder you will have link to the Survey Management Area on your home menu. All other will have this link 'grayed' out.

ADDING A NEW SURVEY

To add a new survey just click the 'Add New Survey' link and complete the form.   For best display only have 4 possible responses and keep the options short – only 40 characters. Otherwise the lines will wrap and survey won't display properly. Once you add a new survey the current survey is ended but its results will be available for viewing under the 'Previous Surveys' link.