Best Practices for Managing 4-H Program Content

Resources

Please review these resources first to gain a broad understanding of how the website functions for all extension programs and how OSU Extension and 4-H should communicate to outside audiences.

- Extension Content Strategy Quick Start Guide
- Managing Program Content
- OSU Branding Guidelines and OSU Extension Style Guide

The 4-H message will be stronger if our message is the same.

Purpose

This document provides supplemental information on how to add and organize content specifically for 4-H Extension professionals.

To build a forest, start by planting trees.

- We are adding content, not making web pages!
 - Start by adding resources and decide on organization and layout second.
- Keep content engaging and concise!
 - Because of increased accessibility to information in the digitized world, Americans' attention span is shorter than a goldfish.
 - Source: http://time.com/3858309/attention-spans-goldfish/
- Keep your audience in mind.
 - Is this document useful for 200 people or 20? The new website is not an archive. If a small group of people use a resource then it is best to set up other means of sharing.
- Speak directly to your audience.
 - Grab their attention. Use you and your pronouns rather than passive voice.
- Avoid jargon!
 - A welcoming environment starts with inclusive language. Terms Extension professionals
 use to describe programs like static and traditional are confusing to the general
 audience.
- If they are on the go then so should we!
 - Americans are on the go and want mobile friendly accurate information. Keep your content easy to read on mobile device by breaking up big blocks of text. Keep paragraphs short with 2-3 sentences.
 - Source: http://www.pewinternet.org/fact-sheet/mobile/

The Starting Point

4-H County Program Content List

Log in and select the 4-H County Program you want to edit

Lake County 4-H Content

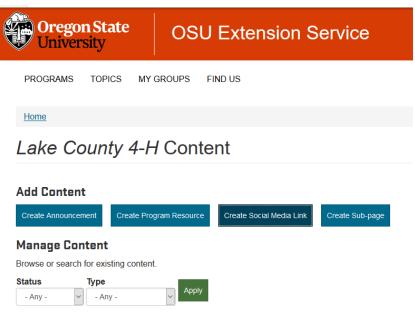


- Central location where content can be uploaded, organized, and edited
- Filtering for a type of content (i.e. program resource) can help you save time finding the content you want to edit

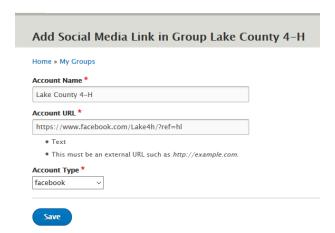


- Quick link to go back to 4-H County Program content list
 - Bottom link on the sidebar

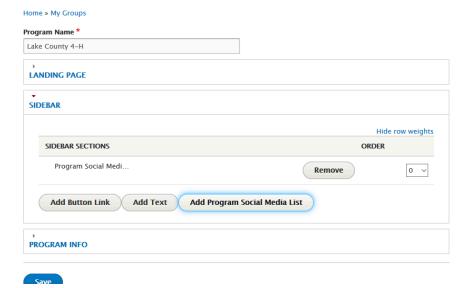
Uploading Social Media



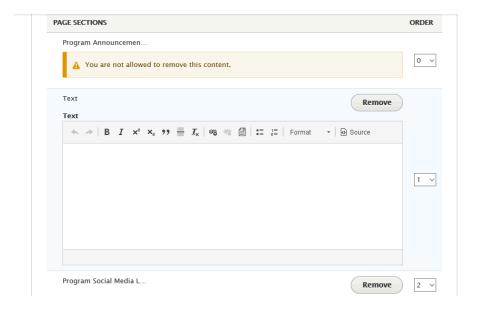
- Go to 4-H County Program Content List
- Click on Create Social Media Link



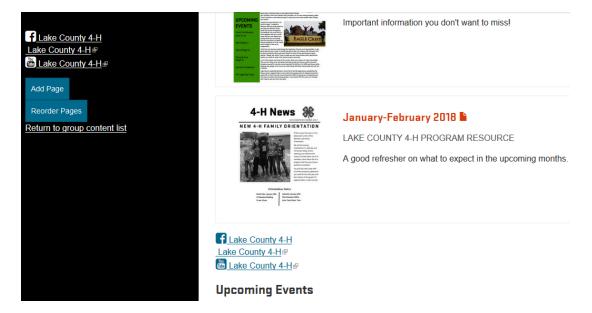
- Edit account name, url and type fields.
- It is okay if the account name is the same for multiple social media links.
 - Corresponding social media icon will appear next to website link.
- Repeat as many times a necessary.
 - For example, Lake County has a Youtube channel, Instagram and Facebook page.



- Create the connection
 - o Connect the social media links to the 4-H County Program's Landing Page
- Go to 4-H Program Contest List, search for program type
- Click on 4-H Program Landing Page
- Under sidebar section, click add program social media list



Then under Page Sections, add social media programs list



- The social media list will appear in two places.
 - At the bottom of the side bar and within the 4-H County Program landing page.

Uploading Program Resources

The Method

- Create tags
- 2. Upload content resource
- 3. Connect tagged content to sub-page

But first...

What are 4-H County program resources?

- Content made by your 4-H County Program
- Intended audience are people involved in your 4-H County Program
 - 4-H members, parents, volunteer, families
 - Please see <u>Extension Content Strategy Resource</u>

What are not appropriate 4-H County Program resources?

- Statewide Resources needed for all 4-H County Programs
 - Examples: Market Health Animal Forms, Volunteer CHC, Record Book pages
 - Alternative strategy Create Statewide Resource tag connection to your 4-H County Program Sub-pages (when statewide resources are transferred to the new website)
- OSU Generated Educational Content
 - Examples: OSU Extension Publications
 - Alternative strategy Create Feature Content tag connection to your 4-H County Program Sub-pages

- Outside OSU Educational Content
 - Examples: USDA website, PNW Extension Catalogs, Pork.org
 - Alternative strategy More appropriate to be managed as statewide resources

1. Create tags



Manage Team Members



Manage Resource Categories



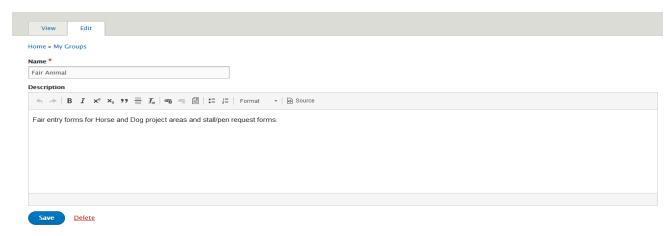
- Go to your 4-H County Program Content List
 - Scroll to the bottom to Manage Resource Categories



Columbia County 4-H Resource Categories



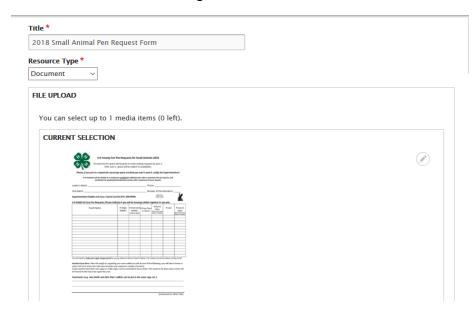
- Click on Add Category
 - Example: Columbia County 4-H had multiple Fair program resources. Created new tags to separate program resources into different categories.



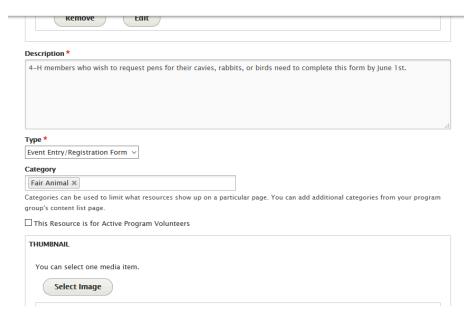
- Create a 'Fair Animal' tag
 - Add Tag Name
 - Add a brief description so other Lane County 4-H staff know what content is linked to this tag
 - Please note 'Fair Animal' tag name is only visible internally

2. Upload content resource

- Go to 4-H County Program Content List
- Click on Create Program Resource



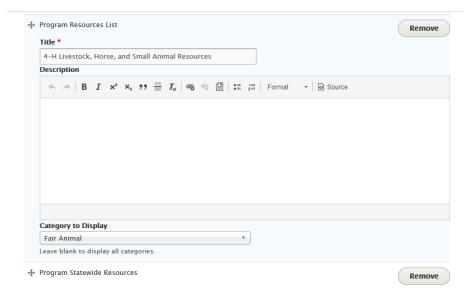
- Add descriptive title
 - This title is externally visible
- If it is a document, select document resource type and upload file.
 - Name the file with descriptive title
 - This title is internally visible



- Add a short, engaging, concise description detailing why this program resource is important
- Select a Type from the drop down list
 - Member Enrollment Form
 - Examples: 4-H youth member and 4-H adult volunteer enrollment forms
 - Event Entry/Registration Form
 - Examples: Fair Entry forms, Scholarship Applications
 - Policy/Procedure
 - Example: Record Book Guideline
 - Reporting Sheet
 - Example: 4-H Interest Form
 - Waiver/Release
 - Examples: Sample horse leasing agreement, animal exhibitor agreement, Code of Conduct
 - Other
 - Example: Fairground website
- Select Resource Category tag
 - o For this example All content with 'Fair Animal' tag will be grouped together.
- The first page of the document will become the thumbnail image if you do not upload an image.

3. Connect tagged content to sub-page

- Go to 4-H County Program Content List
- Click on Sub-page you want tagged content to display
 - Go to Edit
 - Bottom of Sub-page add program resources list



- Add a title for the program resources list
 - o This will be visible externally
- Add the generated tag
 - o For this example 'Fair Animal'

4-H Livestock, Horse, and Small Animal Resources

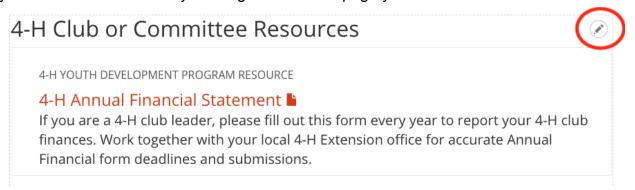




- A page section with the uploaded program resource tagged with 'Fair Animal' populates on the Fair Sub-page
 - o Other program resources tagged with 'Fair Animal' are grouped together

Reordering program resources

• Program Resources in "Program Resource List" sections are sorted alphabetically by default, but you can customize the order if you need. You can reorder the resources in a list by hovering over the list, clicking the pencil icon that appears to the right of the title, and selecting "Reorder items". This will take you to a page where you can drag and drop the resources into the order you want. Click save and you will go back to the page you were on.



 You will not see resources pulled into the section until you click "Save" and view the page.

Uploading Events

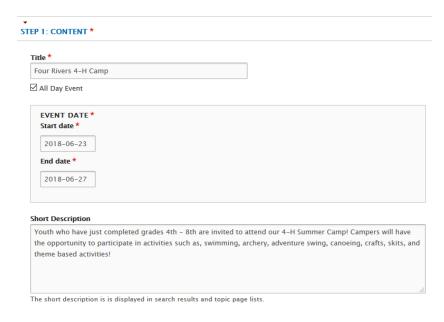
Appropriate for events open to the general public

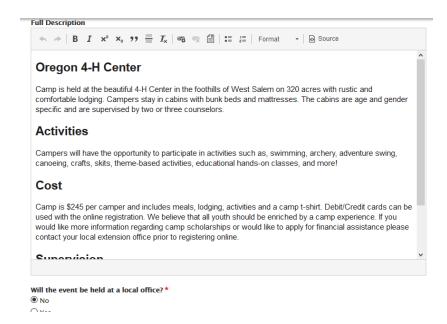
Examples: Summer Overnight and Day Camps, Educational Learning Days

Regular scheduled meetings are not appropriate for events

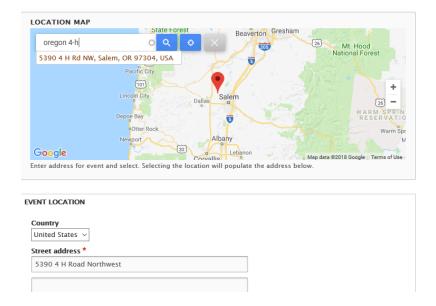
Examples: 4-H Association and Advisory Meeting

Alternative Strategy: Include in newsletters? Create schedule pdf in Box?

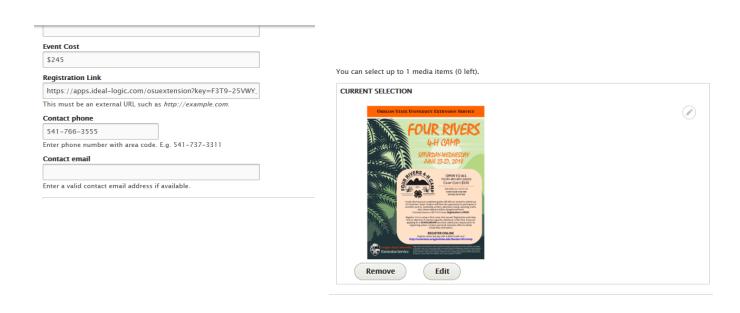


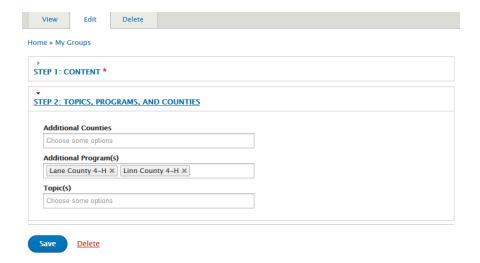


- Include event description in the Full Description field
- · Google Map field will appear if you select no for holding an event at local Extension office



• Selecting a location on Google Map field will automatically generate event location fields





- If event is open to youth and public outside of your County, you can add additional 4-H County Programs
 - Please note If you tag a county with your event, it will automatically appear on their
 4-H County Program page
 - Best Practice Be practical when tagging other counties and remove tags when the event registration has closed or is full.
- To have the event appear on 4-H County Program Landing Page or any Sub-pages
 - Add program events list

 Add Program Events List
 - This will put the uploaded event on selected Landing or Sub-Pages
- You can also create an announcement associated with your event
 - Example: To remind the public that the Camp registration is closing soon
 - Select the Event under Related Content
- All Extension events will be automatically exported to OSU's main calendar as well.
 - Contact name and email fields must be filled in for this to happen.
 - Uploaded flyers or other documents with the event will only display on the Extension website not the OSU calendar.

Creating Announcements

- Go to the 4-H County Program Content List
- Click on Create Announcement

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Record Book Checks



☐ Emergency Alert

"Emergency Alerts" will be highlighted and displayed at the top of all associated program or county pages.

Short Description

Record books are required to participate in the Linn County 4–H Fair. Please bring your completed Record Book to either the June 13th check.

This displays with the title and thumbnail to promote this content (for example on topic, county or program pages). It should be 150

iew profile Edit profile Log out

Content *



Record books are required to participate in the Linn County 4-H Fair. Please bring your completed Record Book to either the June 6th or June 13th check.

- June 6th, 4-7 pm, Scio
- June 13th, 4-7 pm, Linn County Extension Office

Please call 541-967-3871 if you have any questions.

Text that will be viewed when a user views the full announcement.

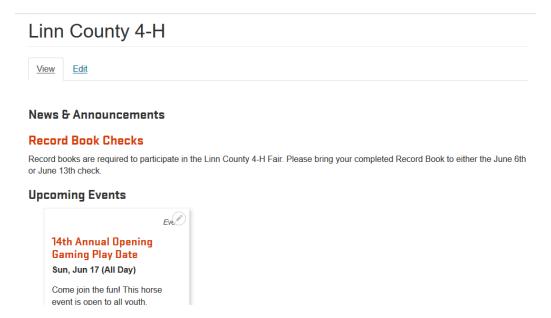
RELATED CONTENT

If this announcement is related to an event or the release of a piece of content, link to it here.

You can select one content item.

Select Content

CURRENT SELECTION



Announcement will appear on 4-H County Program Landing Page and County Program Page

Adding Newsletters

Part 1: Create the "Newsletter"

The **first time** you upload a newsletter, you will need to create a container to hold all the issues together. To do this, go to your group content page and click the "Create Newsletter Issue" button at the top of the page. In the form that comes up, click the "**create a Newsletter container**" link under the dropdown list of available newsletters.



In this form, enter information about the newsletter in general, not about a specific issue. An example might be:

- Title: "Bird County 4-H Newsletter"
- Short Description: "A newsletter for the 4-H community in Bird County."
- About: "Bird County 4-H Newsletter is published quarterly and contains information about..."
- ..

Which group should my newsletter go in?

Newsletters should be created through a statewide 4-H program team group if:

- Its content is managed by a statewide team.
- The information it contains is of interest to a general audience or a large portion of the state.

Newsletters should be created through a **4-H county program** group if:

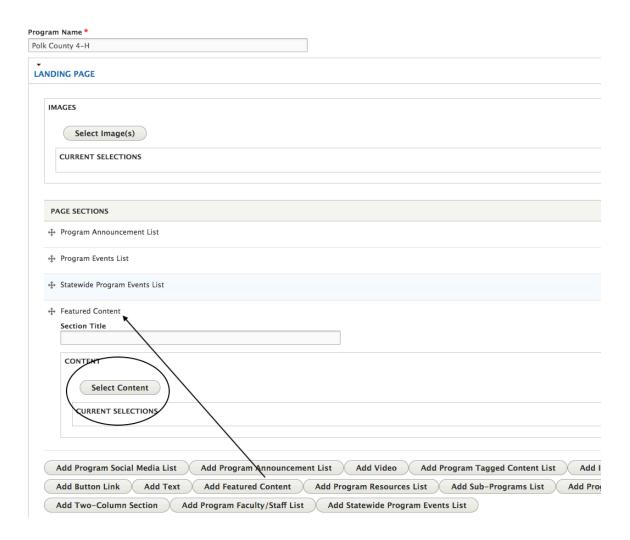
- The information it contains is only applicable to members of a specific program in a specific county.
- If the information in the newsletter is applicable in more than one county, talk with each other or check with your statewide program team as to where it should be created.

Newsletters should be added through a **county office** group if:

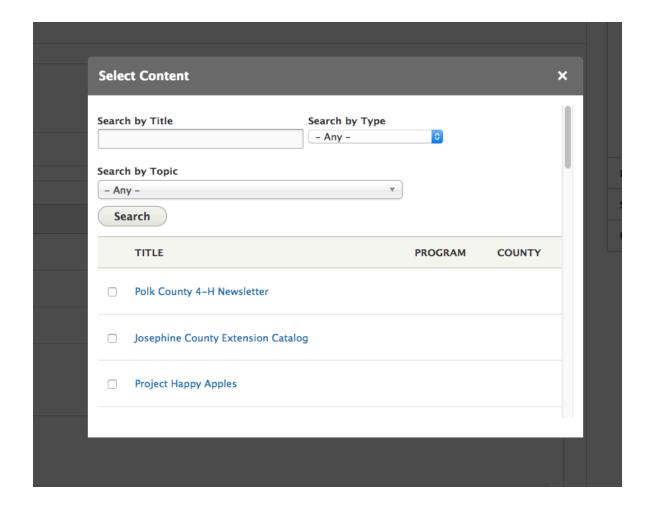
• It contains information on a variety of topics and mix of all programs that is relevant to a specific geographic region of the state.

Adding Newsletters to County/Program Pages

To add a link to a newsletter to a county or program page, edit the page where you want the link to show up and click the "Add Featured Content" button near the bottom of the page.

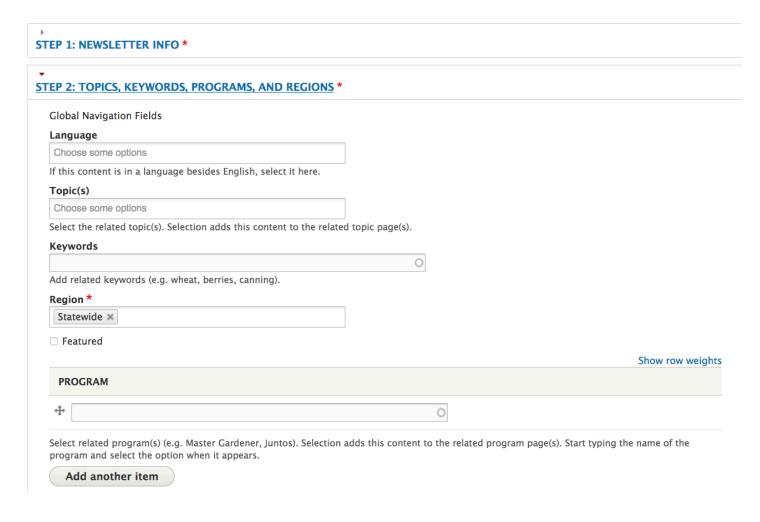


In the window that pops up, search for the title of the newsletter, click the checkbox next to it, and scroll down to click "Finish", then save the page.



Any program/county can add a link to any newsletter, regardless of which group it was added through.

It may also show up in a "Program Tagged Content List" on a program page, if a content team (e.g. beef cattle) who created the newsletter tags it for a program. Or it can show up on a topic page if the program tags it with a Topic. This is done in Step 2 of the newsletter edit screen.



Part 2: Create "Issues" for the Newsletter

Newsletter Issues must be added through the **same group where the Newsletter itself was added**. To add an issue, go to the group content page and click the "**Create Newsletter Issue**" button at the top of the page.

Fill out the fields in the form for the issue. The following fields are of note:

- Title: A title distinguishing this from other Issues. E.g. "4-H T-Times: May 2018"
- Associated Newsletter: The newsletter to which this issue belongs. If the newsletter you want isn't in the list, one of two things is happening:
 - 1) You are trying to add the issue through a group to which the newsletter doesn't belong, or
 - o 2) the newsletter hasn't been created yet.
- Issue Type: "Web Content", "File Upload" or "Link to Issue", see below for details.
- Short Description: Include the Table of Contents or description of what they can find in this issue.
- Step 2: Issues are sorted based on the "Date Published or Revised" entered here.
- Note: You don't tag individual issues only the main newsletter container (see above) to show up on different pages.

File Upload Issues

This type of issue consists of a document that needs to be uploaded to the website. When you choose this option, you will be presented with a file upload field.

Linked Issues

This type of issue consists of a page or document that is hosted on another website. This might include web versions of newsletters sent via MailChimp or documents that have been uploaded to Box. When you choose this option, you will be presented with a field to enter the URL of the issue.

Web Content Issues

This type of issue consists of content entered into the website itself. When you choose this option, you will be presented with several buttons that allow you to add different kinds of content:

- Add Image: Allows you to add an image to the issue. Remember that if you include images that contain
 text, that text generally won't be readable by people with visual disabilities, and people won't be able to
 search based on it.
- Add Text: Allows you to add a section of formatted text.
- Add Featured Content: Allows you to link to content that already exists on the site, such as articles, news stories, and events.
- Add Video: Allows you to embed a video from YouTube, Vimeo, or OSU Media Space.
- Add Two-Column Section: Allows you to display any of the content above in two columns on large enough screens.

Saving as a Draft, for Review, Archiving, or Publishing

When adding or editing content on the Extension website, you will see one of two setups at the bottom of the page, depending on which type of content you are making:



If you see this setup at the bottom of the page, you can select "draft", "in review", or "archived" in the dropdown above the save button to unpublish the content or keep it hidden from visitors until it is ready to be published. This should be the setup you see most often.

Note: When you go back into a item that was saved as "draft" to make a small edit, you need to make sure the drop-down field is changed to "draft" again or it will get published when you hit save.

In some cases (like when you're adding social media links), you might see this setup instead. In this case, uncheck the "published" checkbox if you want to unpublish the content.



Editing Landing Page

4-H County Program Sub-Pages

To maintain a uniform 4-H web presence across counties, please do not add, delete or change the name of the eleven established sub-pages. You may customize sub-pages that appear under them.

By default, every page you create is automatically added to the sidebar, with the newest pages added to the bottom of the list. You can customize the order of the pages in the sidebar by clicking the "Reorder Pages" button at the bottom of the list of links.



This will take you to a page containing a list of pages in the sidebar. Use the arrow controls next to each page to drag them and click the "Save Order" button at the bottom of the page. If you want a page that appears nested under another, then just drag the menu item to the right and you'll see it slightly indented. You can do this for as many menu pages as you would like, but only one level down. In other words you could not make "Fair" nested on the same level as but not under "School Enrichment and After School".



To return to the program landing page, click the "Return to Group Content" button link.

For Advanced Users: Page Section Settings for Custom Design

Instructions

The edit screen for a sub-page contains fields for the page title, hero image, and some basic text content. The hero image displays as a banner at the top of the page, so it should be about 2000px wide by 400px high. If this is empty, it will use the hero image of the program in its group.

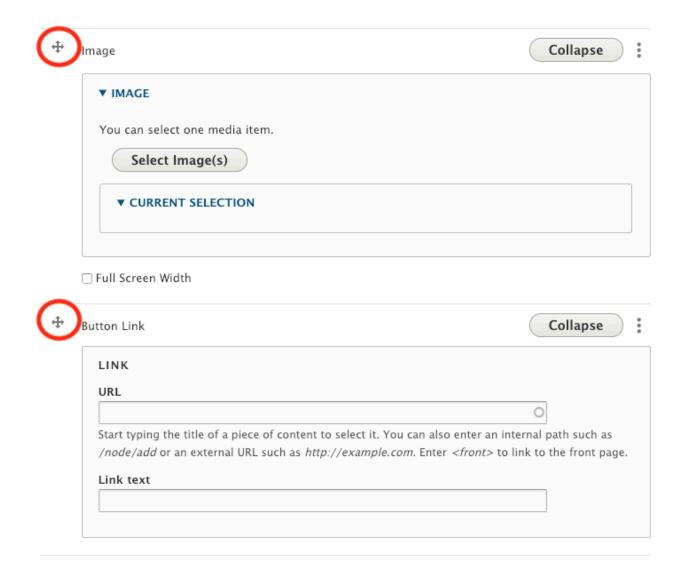
Page Sections

Content on a sub-page is organized into **page sections**. Some sections are for basic page elements such as text and images. Others create dynamic lists that pull content onto the page. These include program events lists (which display events) and program resource lists (which display program resources). Once you set up one of these sections, it will automatically show new content as it is uploaded in your group page without you needing to go also to this subpage and add it.

You add page sections using the buttons at the bottom of the edit screen.



You can reorder them by dragging them up and down the page using the arrow controls.

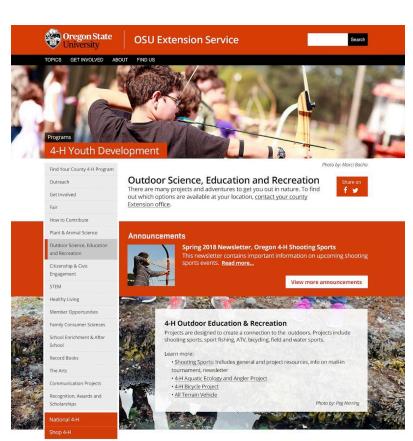


These types of sections are available to all sub-pages:

- Button Link: a link to another page (in or outside of the Extension site) styled as a large orange button.
- Call to Action: a link to another page (in or outside of the Extension site) that includes a description and image.
- Featured Content: links to content in the Extension site.
- Image: an image with optional caption and alternative text to describe the photo.
- Quick links bar: an orange bar across the page that can contain links to social media, important pages, etc.
- **Text**: a simple text box with formatting such as bold, italic, etc.
- **Text with background**: a text section with a background image that stretches all the way across the page. This image should be at least 2000px wide.
- **Two-Column Section**: allows you to display other sections in two columns instead of one (in large enough screens).
- Video: an embedded video from YouTube, Vimeo, or OSU Media Space.
- **Program Events List**: shows a list of events that have either been added to the program or tagged with the program by another group.
- **Program Resources List**: a list of program resources associated with the program.

- When you add this section, you can specify one or more "Category to display". Only resources tagged with *all* specified categories will show in the section.
- If there are no program resources with the specified category, the program resource list will not show up and the "title" and "description" will stay invisible to the public. If you want the description text to be visible on the Sub-Page regardless, it's best to use a "Text" section instead.
- **Program Statewide Resources**: a list of program resources associated with the local program's statewide "parent".
- **Program Tagged Content List**: an automatically generated list of content, like a catalog publication, in the site that has been tagged with the program.
- Statewide Program Events List: shows a list of events that have been entered by a local program's statewide "parent".

All of these can be used to make a customized look to your subpages like this:



Natural Science

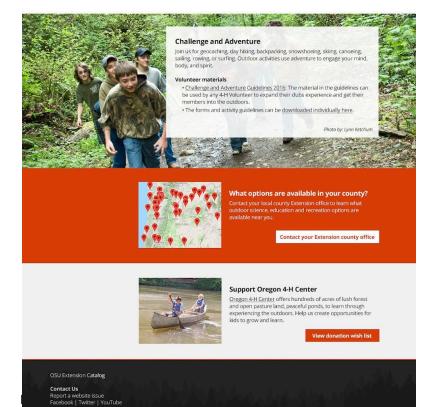
Explore bugs, critters, plants, rocks and more to learn about the outdoors. The Junior Master Naturalist program is a good place to start, it provides a sample of many activities across the project areas. Learn

- Entomology Environmental Stewardship
- Forestry
- Geology
 Junior Master Naturalist
- · Of People and Fish Reptiles and Amphibians
- Water Resources
 Weather and Climate Science
- · Wildlife Science



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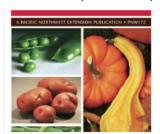


In the edit screen just above where you add and arrange page sections, there is a tab for "Settings":



When you switch to this tab, you will see the extra settings available for each section. The current available settings are:

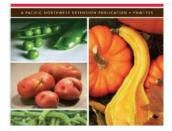
- **Section ID**: This allows you to link to a specific section on a page. The ID should be a short, unique name with no spaces or punctuation besides dashes (-) or underscores (_). When you give a section an ID, you can link directly to that section by adding "#SECTION_ID" to the end of the sub-page's URL.
- **Background color**: You can select a background color for the section that stretches all the way across the screen. The options are white or gray. "Call to Action" sections can also be black or orange.
- **List style**: For sections that display content in a list (featured content, program resources list, etc.), you can select the style to display each piece of content. You can choose between "List", "Grid", or "Text List" (see below).



OSU EXTENSION CATALOG

Canning Vegetables

Canning can be a great way to get full benefit from your garden vegetables. When prepared properly, foods will retain their nutrients and flavor. Done improperly, they can kill, cause serious illness, or just plain taste bad. This bulletin is designed to support the home canner with information...



OSU EXTENSION CATALOG

Guardado de vegetales en conserva

Guardar en conserva puede ser una estupenda forma de obtener el beneficio total de los vegetales de su jardín. Cuando se preparan correctamente, los alimentos retienen sus nutrientes y sabor. Si se hace en forma incorrecta, pueden ser mortales, causar enfermedades graves, o simplemente tener mal...



OSU EXTENSION CATALOG

Canning Fruits

This publication explains how to ensure both safety and quality when canning fresh fruits. Details covered include selecting and preparing equipment; preparing apples, apricots, berries, cherries, peaches, pears, and plums; sweetening fruit; processing methods; and storage.



Canned Fruits and Tomatoes: Problems and Solutions - SP50-743

Publication describes common problems and solutions when canning fruit and tomatoes.



Canned Vegetables: Problems and Solutions - SP50-742 ■

Publication describes common problems and solutions when pressure canning vegetables.



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Fruit Pie Filling - SP50-616 **■**

Information on canning and freezing fruit pie fillings. Recipes for apple, cherry and peach pie fillings.

"Grid" style.

- <u>Canning Vegetables</u> ©: Canning can be a great way to get full benefit from your garden vegetables. When prepared properly, foods will retain their nutrients and flavor. Done improperly, they can kill, cause serious illness,...
- <u>Guardado de vegetales en conserva</u> : Guardar en conserva puede ser una estupenda forma de obtener el beneficio total de los vegetales de su jardín. Cuando se preparan correctamente, los alimentos retienen sus nutrientes y sabor. Si se...
- <u>Canning Fruits</u> : This publication explains how to ensure both safety and quality when canning fresh fruits. Details covered include selecting and preparing equipment; preparing apples, apricots, berries, cherries,...

"Text List" style.

For questions and training on these advanced design skills, contact the **EESC** web team.