



Content Editor

Website Overview

Content Editor Responsibility

Keep web pages accurate and fresh

- Post one news article per month
- Add Event Highlights, Scholar Features, Internal Ads as available
- Annually update “Who We Are” as board members change
- Annually update scholar awards (as customary for your chapter)
- As needed update academic partners, approved universities and other pages



BUILD, ENGAGE, AND ORGANIZE YOUR CONSTITUENTS

Get the powerful **open source CRM** used by more than **10,000** non-profits.

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Centralize constituent communications



Build and manage your donor base & membership



Full integration with **Wordpress, Drupal, Joomla & Backdrop.**

ORGANIZATIONS USE CIVICRM... A LOT

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Drupal™

We're the leading open-source CMS for ambitious digital experiences that reach your audience across multiple channels.

Because we all have different needs, Drupal allows you to create a unique space in a world of cookie-cutter solutions.



Drupal for **Developers**

*Download Drupal and
build the open web*



Drupal for **Marketers**

*In a world full of templates,
be original*



Drupal for **Agencies**

*Achieve your
clients' ambition*

CiviCRM vs Drupal

- CiviCRM
 - Manage contacts (members, scholars, organizations)
 - Manage memberships
 - Manage scholar awards
 - Set up events
 - Send mailings
- Drupal
 - Public facing web pages
 - Used for single sign-on
 - Manage roles for users
 - Views of CviCRM Data

Navigation

- Public vs “member only”
- General member vs “site admin”
- Drupal menu vs CiviCRM menu
- What site are you viewing?
- Drupal menu

Content

- The hardest part of content management is getting content.
- Actually posting it on the website is not hard.
- Ask everyone in your chapter to contribute by taking good quality photos of scholars and events and preparing short text descriptions.
- Frequent small postings are better than no postings at all!

Images

- Main Hero Images:
 - 1920px wide minimum (3200px wide preferred)
 - Ratio 16:9 (1920x1080px) Minimum
- News / Boxed Images / In-Page Images and Media Gallery Image
 - 900px wide minimum (1024px preferred)
 - Ratio 4:3 (900x675px) Minimum
- Square Image Content / Scholar Profile Images
 - 600px wide minimum (1024 preferred)
 - Ratio 1:1 (600x600px) Minimum
- Image format: JPG (PNG Preferred)
 - Resolution: 72dpi minimum (96dpi preferred)

Content Types

- Article
- Custom Panel Page
- Home Page
- Media Gallery
- Internal Ad
- Component: Featured Scholars
- Scholar Page (Component: Scholar Group)

Articles

- Easy and quick to prepare
- Used in several places on the website
- Basis of other content types
- Website Help – Under “Chapter Content Editors” “Keep your website fresh...”

Auto populated pages

- Scholar news
- Chapter news
- Upcoming events
- Event Highlights

You should NEVER edit these pages directly. Use check boxes on the Article publishing to control where articles appear. No need to delete any articles. “Unpublish” if you don’t want them.

Custom Panel Pages

- Home page
- Other pages
- Utilize the auto backup and restore

Other Content Types

- Media Gallery
- Internal Ad
- Featured Scholar
- Scholar page

Help

- “My Portal” Website Help
- Vendor courses from migration

is.help@arcsfoundation.org