



Website Editor Manual

For editing the public website

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Introduction

This manual shows you how to edit content on the public website www.rcpi.ie.

By content we mean any words, images, videos, links or documents added to a web page

This manual also outlines your role and responsibilities as a web editor and includes advice on how to write for the web.

What system to use

The system you use to edit the public website is the Content Management System (CMS).

You can log in to the Content Management System here <https://www.rcpi.ie/wp-admin/>

You will need a username (which is your RCPI email address) and a password

If you have lost your login details please contact Aoife on extension 770 or aoifecostello@rcpi.ie

Remember: To edit the website, you do **not** log into www.rcpi.ie

Who to contact if you have questions about web editing

This manual has been written by Aoife Costello in the RCPI Communications department.

If you need help with web editing, contact Aoife on extension 770 or aoifecostello@rcpi.ie

When to contact Aoife in Communications

Contact Aoife anytime you want to

- Ask for help with using CMS or writing/editing content
- Develop new content
- Report a bug on the website or CMS
- Get something on the homepage
- Get a news story published
- Add a document to Publications
- Add or delete a page
- Move or rename a page
- Get a new high quality image

Your role and responsibilities as a web editor

The RCPI website is visited up to 2,000 times a day so it is vitally important that content is

- up to date
- accurate
- easy to understand
- and aligned with our business priorities.

As a web editor you are responsible for maintaining the website for your subject area/department, ensuring that content (words, images, documents, etc) is of a high standard, in terms of:

- factual accuracy
- how it is written – that it adheres to our web style guide
- how it is presented visually
- how it behaves when a user interacts with us

Maintaining written content and factual accuracy

You must ensure that any written content on your pages is

- Up to date and correct
- Without spelling or grammatical errors
- Easy to understand, using plain English
- Concise, avoiding unnecessary words and descriptions
- Customer focused – Approached from the end user's perspective, addressing their needs and concerns
- Has a logical flow underpinned by a clear purpose. Every page must be written with an action in mind – What do we want the user to do?
- Has sales and marketing in mind – Is there an opportunity to promote one of our products?
- Natural and readable in tone. Our tone of voice is human, friendly, supportive and helpful but also dignified and professional
- Easy to scan. Headings must allow a user to scan the page and see at a glance if it contains the content they are looking for

Previous criteria also apply to any documents that you upload to content pages.

The Communications department (Aoife Costello) is happy to assist with editing and designing documents intended for web publication.

Remember: You must liaise with Communications if you need to make significant changes to written content on web pages (e.g. adding whole new paragraphs, new calls to action).

Ordinarily, after a page has been published, only minor/factual updates to content will be required from then on.

Optimising visual presentation of content

You must ensure that your pages are well structured visually:

- Pages must have a tall image at the top (the first widget)
- Images must be well chosen and relevant to the subject matter; e.g. if it's about training, photos of young doctors are used
- Aim to use a variety of widgets, for example
 - *Text and image* as well as *Text*
 - *Call to action* if we want a user to take a significant action, e.g. apply now, submit something by email, or download a brochure/form
 - *Buttons* are used instead of hyperlinks (but are used sparingly)
 - Interesting or uplifting *Quotes* extracted from documents, videos, testimonials or news stories
 - *Document* widget should be used if you need to link to a document
- Different colour options used for document and quote widgets
- Every page should end with contact details (*Person* widget) and/or *Related Items*
- Page should not be too busy (too many widgets, not enough written context) or too boring (too much text)

How content behaves

You must ensure that your content behaves as expected when a user interacts with us:

What is the link?	How should it open?
Documents	new window/tab
Internal web pages (other pages on the public website)	same window/tab
iHub (microsites)	same window/tab
Quercus forms or anything requiring a user to log in (SSO)	same window/tab
External/third party websites	new window/tab

And...

- Email addresses are hyperlinked (clickable)
- New pages are tested on mobile to ensure that there are no formatting issues
- Bugs and any negative user feedback are communicated to Aoife Costello as a matter of priority

Requirements for new content

Consider if any new developments or initiatives within your department require new content on the public website, for example

- New appointments, e.g. a new Dean or new staff member
- New products that users can buy or apply for, and which need to be promoted/marketed
- Changes to core business areas that customers need to know about, in particular changes that impact
 - Faculties
 - Training
 - Examinations
 - Professional Competence
 - Courses and Events
 - Benefits and services for alumni
- New developments or initiatives that are a strong example of our mission in action, in particular developments in the areas of
 - Physician well-being
 - Medical training and education
 - Policy and advocacy
 - Public health
 - International expansion overseas
 - Healthcare quality improvement
 - Research
 - Deans and Directors

If a requirement for new content is identified, alert Communications, who will work with you to develop and publish the new content.

Some Dos and Don'ts

- Don't delete pages
- Don't add new pages without liaising with Communications
- Don't rename pages
- Don't move pages
- Don't upload images that are not natural, realistic photographs – Check with Communications
- Do stay out of Product Manager unless you look after a product and have been trained
- Do share ideas and feedback
- Do embrace your role – Web editing is a great skill to have!

How to access the Content Management System

Go to <https://www.rcpi.ie/wp-admin/>

Enter the username and password provided by Aoife Costello in Communications (It will have been sent to you by email)

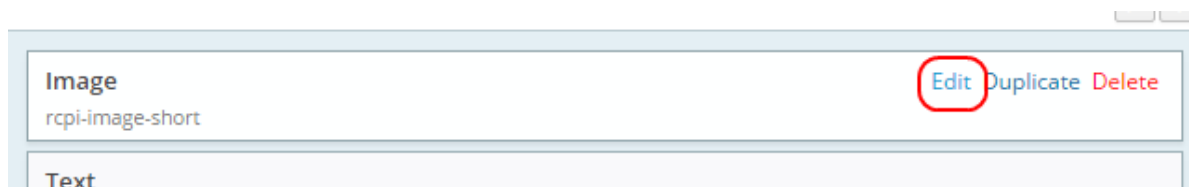
When you log in, the first page you see is a dashboard showing the most recently added pages.

How to edit an existing page

1. Log in to <https://www.rcpi.ie/wp-admin/>
2. Go to Pages
3. Locate the page you want to edit.
4. Hover over the page title and you will see a short menu:
 - Rename – change the title of the page
 - Preview – creates a preview of how a draft page looks – if the page has been published, this will change to 'View'
 - Edit – opens up the page editor so you can edit the content
 - Template – change the page template you're currently using
 - Move – move the page to a different part of the website
 - Delete – remove this page entirely
5. In this instance you need to click on the edit option



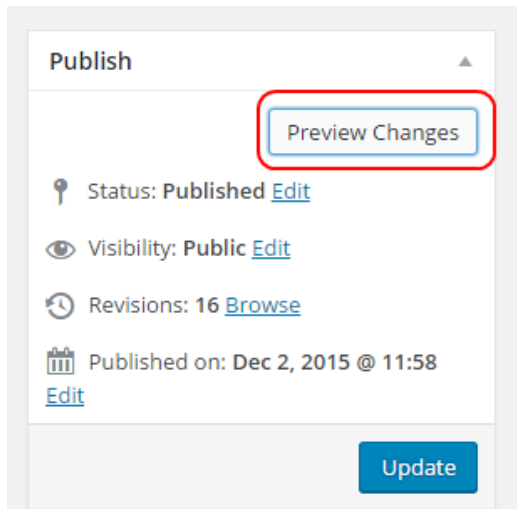
Once you are in edit mode, you can edit widgets that have already been added to the page



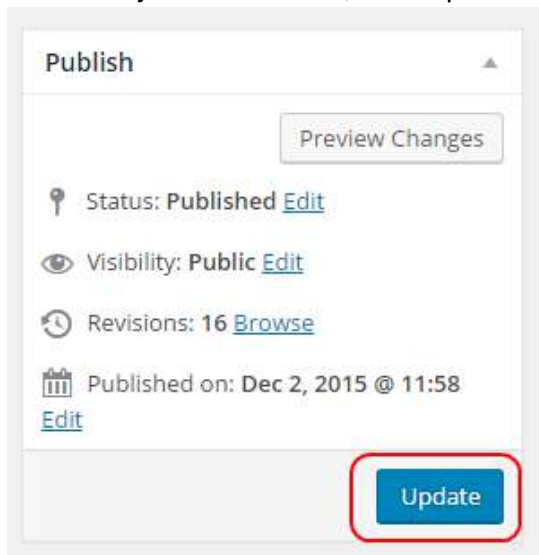
Or add new widgets – Please discuss with Aoife before adding.

For help using widgets, refer to the chapter [Using Widgets](#) in this manual.

6. You can preview any changes you make before publishing



7. When you are finished, click Update



This will immediately publish your changes.

An email alert will go to Aoife Costello to let her know that this page has been edited.

8. Please check your page on rcpi.ie and make sure it looks ok.

How to add a new page

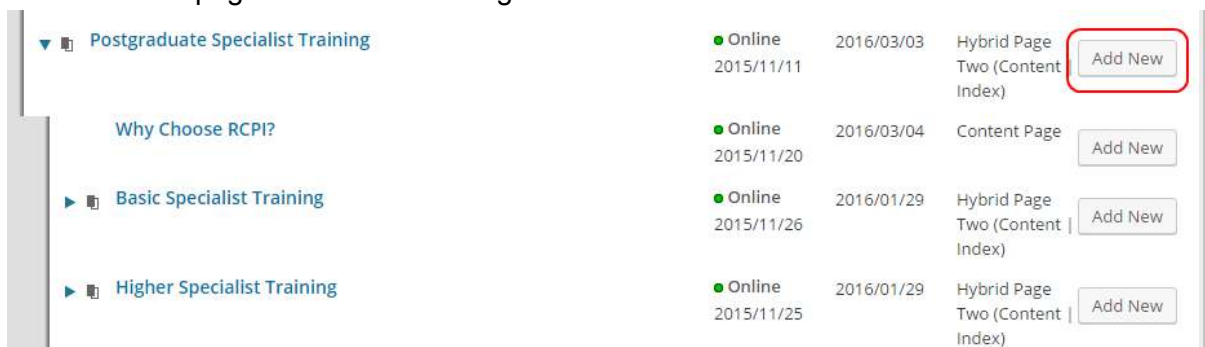
Remember: You must liaise with Aoife in Communications before adding new content to the website. Do not add new pages to the website without checking with Communications.

Aoife will work with you to develop the new content and ensure the page template and widgets used make it easy for users to read and understand what we are asking them to do.

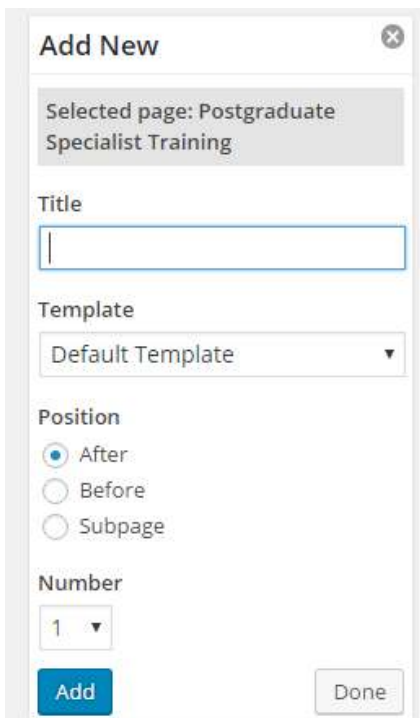
Once your new content has been approved, follow these steps:

To add a new page:

1. Log in to <https://www.rcpi.ie/wp-admin/>
2. Go to Pages
3. Use the 'Add New' button alongside the section to which you wish to add a new page, e.g. to add a new page under the 'Training' section of the website:



4. The Add New quick editor will open up and you will need to fill in the following fields:

A screenshot of the 'Add New' quick editor form. The form is titled 'Add New' and shows the selected page as 'Postgraduate Specialist Training'. It has fields for 'Title', 'Template' (set to 'Default Template'), 'Position' (radio buttons for 'After', 'Before', 'Subpage'), and 'Number' (set to '1'). There are 'Add' and 'Done' buttons at the bottom.

- Give the page a title
- Select the 'Content Page' template – this keeps all formatting and styling consistent
- Choose where you want the page to appear in relation to the section you've chosen
 - 'After' – positions the page after but at the same top level as the section
 - 'Before' – positions the page before but at the same top level as the section
 - 'Subpage' – positions the page underneath the section

- Choose the number of pages you want to add (normally it's just one) and click the blue 'Add' button to see the page appear. You can then click 'Done' to close the editor.

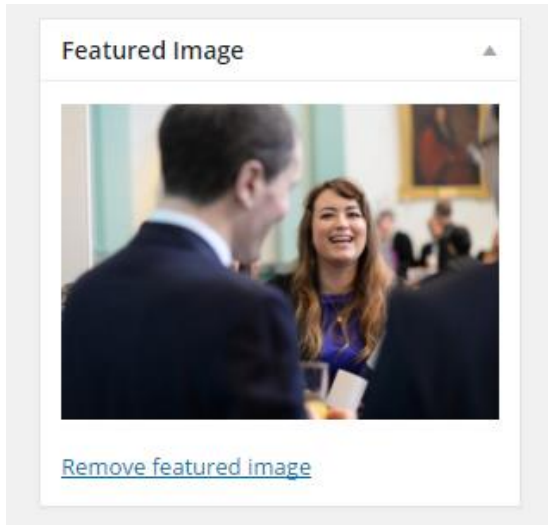
Now you need to add content to your page.

5. Hover over the page title and click Edit
6. First, fill in the mandatory Standard Fields

Standard Fields	
Subtitle	<input type="text" value="What you get when you train with L"/>
Description	<input type="text" value="We offer a wide range of benefits and supports to doctors on our training programmes"/> <small><i>A detailed description for the content of this post</i></small>
CTA Button Text	<input type="text" value="Find Out More"/>

- The standard fields appear underneath the page builder and are mandatory fields – you won't be able to save or publish a page without populating them.
- These are important fields which will show when the page is displayed on other areas of the web page, e.g. on an index page or in a related content widget.
- Subtitle: a brief subtitle, similar but not identical to the page title
- Description: a short paragraph describing the page
- CTA Button Text: Call to Action text that tells the user what to do. Default set to 'Find Out More' but you can edit this wording as required.

7. Select a Featured Image



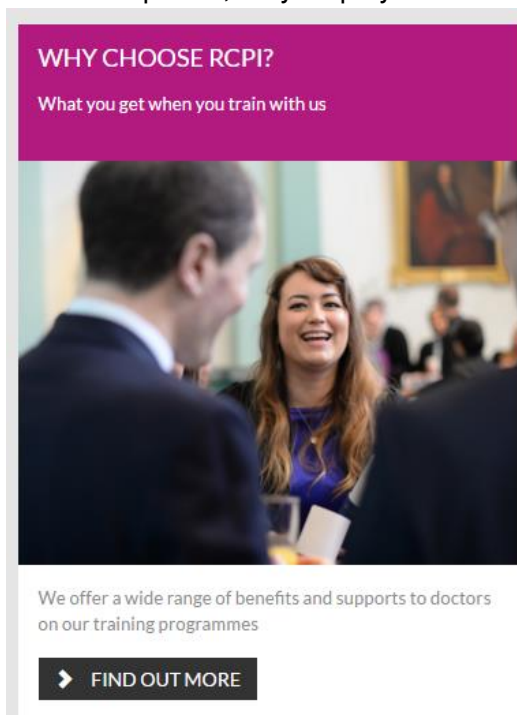
All pages must have a featured image. This won't display on the page itself, but will show when the page is displayed on an index page or a related content widget.

Click the blue text that reads 'Set Featured Image' and you will be directed to the Media Library. From here you will be able to upload a new image or choose an existing image.

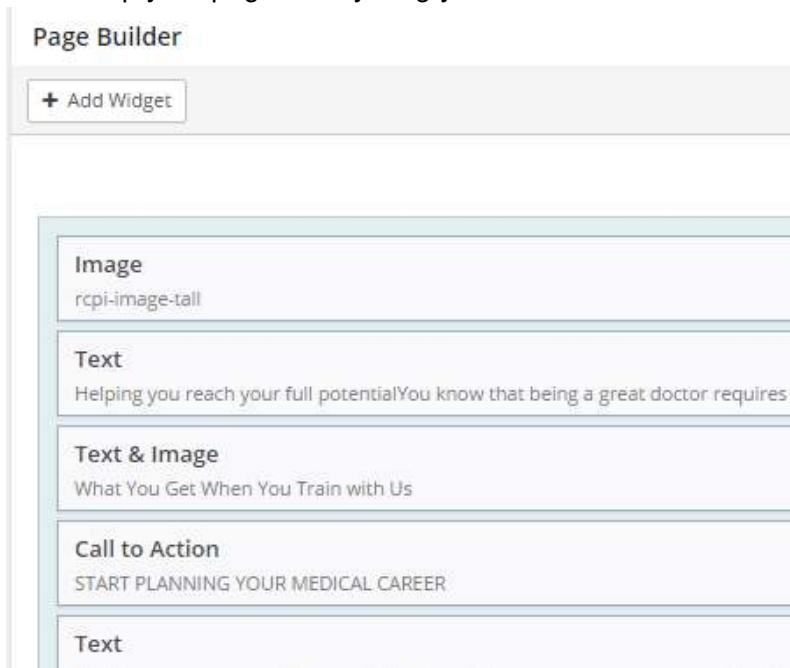
Once set, you will see the image appear.

Both the standard fields and featured image field are mandatory and must be completed.

When completed, they display on an index page or related content widget like this:



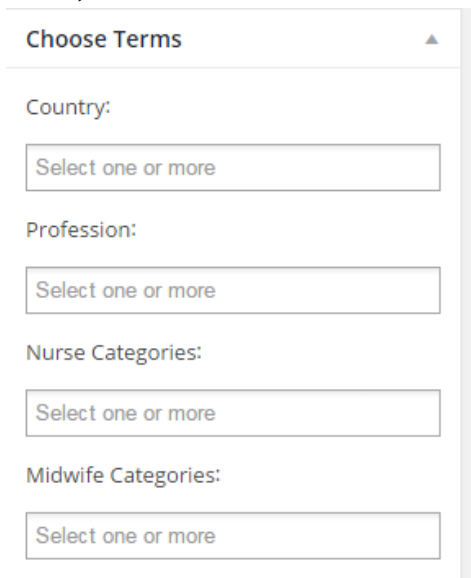
8. Add content by adding widgets to the Page Builder section. This is where you will add widgets to build up your page. Everything you add here is visible to users.



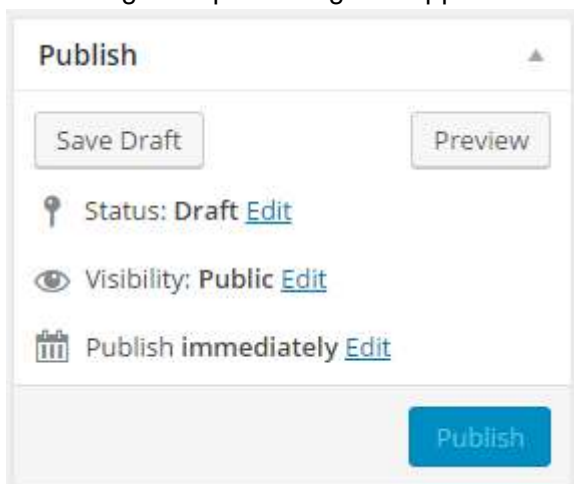
The first widget on every page should be a tall image.

For help using widgets, refer to the chapter [Using Widgets](#) in this manual.

9. Add tags – Select terms that are relevant to the content on this page. Think about your audience and what keywords they might use to find this information. If you need help selecting terms, contact Aoife in Communications.

A screenshot of the 'Choose Terms' form. The form has a title 'Choose Terms' with a small upward-pointing triangle. It contains four sections, each with a label and a text input field: 'Country:' with 'Select one or more', 'Profession:' with 'Select one or more', 'Nurse Categories:' with 'Select one or more', and 'Midwife Categories:' with 'Select one or more'.

10. Publishing. The publishing tool appears on the right hand side of the page editor:



This tool allows you to do several things:

- Save Draft: you can save pages without publishing, if you want to make multiple edits over a period of time
- Preview: this allows you to preview how a page will look when it is published
- Status: you set pages from 'Draft' to 'Pending Review', if you want to another person to review your work
- Visibility: you can use this menu to change to mark whether your site page will be visible to the public when published, or whether you want to make it password-protected (All pages should be visible)
- Schedule: you can set the page to publish at a later date and time

Once you are happy with the page content and it is ready to go live, hitting the blue 'Publish' button will publish your page immediately.

An email alert will go to Aoife Costello to let her know that a new page has been added to the site.

11. Please check your page on rcpi.ie and make sure it looks ok.

Using Widgets

You use widgets to build your web page. Widgets are tools that allow you to add, arrange, and remove different types of content.

The widgets we use on the RCPI website are

- Text – a simple block of text
- Text and Image – displays an image and block of text together
- Image – puts a screen-width image on the page
- Video – for embedding YouTube or Vimeo videos
- Quote – a block that displays important quotes
- Button – a simple button to link to documents or online content (instead of a standard hyperlink)
- Person – for displaying someone's bio and contact details
- Document – for displaying documents for download
- Related Content – for displaying four links to other relevant web pages
- Gallery – for creating an image gallery (2 or more high quality photos)
- Q&A – a block that lists questions and answers – perfect for FAQs and detailed lists
- Call to Action – a big red highly visible call to action button that drives users to take a specific action, e.g. Apply Now
- Table – a simple table widget, rows and columns, text only
- Team – adds a group of people who are all in the same team/department
- Timeline – For creating an interactive timeline like this <https://www.rcpi.ie/about-us/rcpi-timeline/>

Moving Widgets

When you add a widget to the page builder it automatically appears as the last item but you can easily re-order widgets at any time.

Hover over the widget you wish to move until the cursor becomes a cross, like the one below. Then simply drag and drop where you want to widget to be.



Text Widget

The text widget is our most widely used widget. It is used to display paragraphs of text.

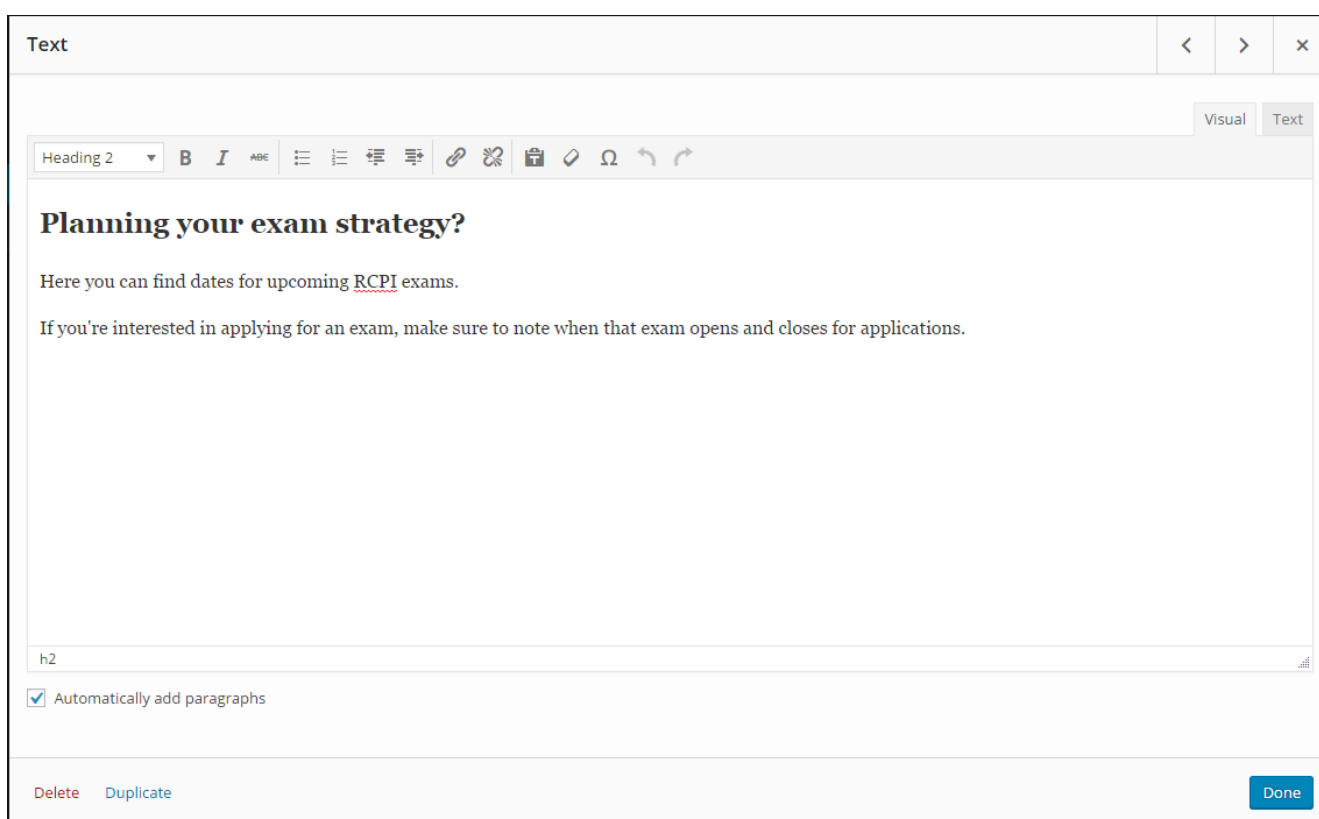
Click '+Widget' button and click on 'Text' from the available widgets. This will drop the text widget into the page builder.

Hover over the widget in the page builder and you'll see three options; Edit, Duplicate and Delete:



- Edit – to put text into the widget
- Duplicate – creates a clone of the widget on the page, including all content
- Delete – removes the widget and its content

Click edit and you'll see a text editor with full formatting options.



Type or paste your content into the text editor.

Use Heading 2 for headings and Heading 3 for sub-headings. Do not use Heading 1.

Avoid using bold or italics unless they are essential

Remember: When adding hyperlinks:

What is the link?	How should it open?
Documents	new window/tab
Internal web pages (other pages on the public website)	same window/tab
ihub (microsites)	same window/tab

Quercus forms or anything requiring a user to log in (SSO)	same window/tab
External/third party websites	new window/tab

Click the blue 'Done' button to save your work and return to the page builder.

Text and Image Widget

The text and image widget allows you to display text next to an image. This widget is a good alternative to the Text widget when you have a lot of text on the page.

Click the '+Widget' button to bring up the widget options and select 'Text and Image' to drop the widget into the page builder. Click 'Edit' and you will see:

The screenshot shows the 'Text & Image' widget editor. At the top, there are navigation arrows and a close button. Below the title bar, there are input fields for 'Title' and 'Subtitle'. The main area is a text editor with a toolbar containing options for paragraph, bold, italic, underline, bulleted list, numbered list, link, unlink, insert image, unlink image, and undo/redo. Below the text editor is an 'Image file' section with a 'Choose Media' button. Underneath that is an 'Image Position' dropdown menu currently set to 'Left'. At the bottom left, there are 'Delete' and 'Duplicate' buttons, and at the bottom right, there is a blue 'Done' button.

Add a title – This will add a heading in gold block capitals. Subtitle will appear as bold paragraph-sized text.

If you want to add additional headings within the text, use Heading 3, which will display your heading in gold block capitals (see below for example)

Underneath the text editor is the image uploader, where you add or upload your image.

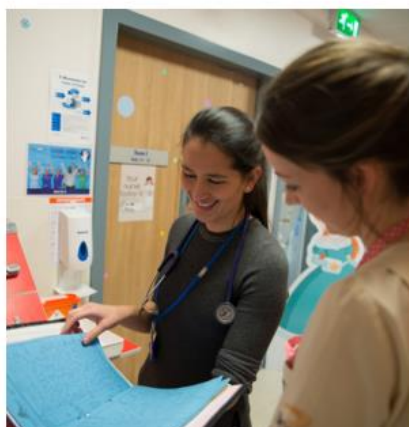
Click the 'Choose Media' button to add your image. You can now upload your chosen image or pick one from the media library.

You can choose to position the image to the left or right using the dropdown box. If you are using multiple text and image widgets, alternate between left and right.

You can add a caption to your image if you like. Only do this if the image is of identifiable people or items that are relevant to the content.

Click the blue 'Done' button when you are finished to return to the page builder.

Example of text and widget with two headings ('Our Vision' is Heading 3):



OUR FOCUS: QUALITY AND PATIENT SAFETY

We identify the most pressing issues affecting healthcare quality and patient safety in Ireland and allocate funding for research into these issues, knowing we can help drive improvements in quality and patient safety throughout the entire health system.

OUR VISION

We want to drive improvements in healthcare quality and patient safety through research. We are working towards this by:

- developing an Irish research network focused on quality in healthcare and patient safety
- bringing researchers and clinical practitioners together to identify specific research questions that will improve patient care
- prioritising research questions and allocating funding accordingly.

Image Widget

The image widget allows you to easily place images into a page, without the need to resize or crop images.

Click the '+Widget' button to bring up the widget options and select 'Image' to drop the widget into the page builder.

Click 'Edit' and you will see:



The screenshot shows the 'Image' widget configuration interface. At the top, there are navigation arrows and a close button. Below that, the 'Image file' section has a 'Choose Media' button. The 'Image size' section has a dropdown menu set to 'Tall'. The 'Caption (Optional)' section has a text input field. The 'Caption background colour' section has a dropdown menu set to 'Dark Blue'. At the bottom left, there is a 'Help' link.

Choose the image you need from the Media Library. We do not recommend uploading new images this way as you will not see the option to select a focal point – [see advice on adding new images here](#).

There are three standard size selections; tall, short and diagram.

- Tall – a full height, full width image
- Short – a reduced height, full width image
- Diagram – to be used for logos, graphics or charts that have fixed dimensions and cannot be cropped

You can also set a caption for your image if you wish, and set it against a background colour. Only do this if the image is of identifiable people or items that are relevant to the content.

Remember: Tall or short full width images should only be added to the top of a page. Do not break up large sections of text with full width images – use the Text and Image widget.

Click the blue 'Done' button when you are finished to return to the page builder.

Video Widget

The video widget allows you to embed YouTube or Vimeo videos easily and neatly into a page.

Remember: The video must be hosted on YouTube or Vimeo and have a url. You cannot upload video files to the CMS.

Click the '+Widget' button to bring up the widget options and select 'Video' to drop the widget into the page builder. Click 'Edit' and you will see:



The screenshot shows a configuration window for a 'Video' widget. At the top, the title 'Video' is displayed on the left, and navigation buttons (back, forward, and close) are on the right. Below the title, there is a 'Video URL' text input field. Underneath that is a 'Caption (Optional)' text input field. At the bottom left, there is an unchecked checkbox labeled 'Autoplay'.

Simply drop the YouTube or Vimeo link into the Video URL field.

Add a caption if the video title does not give users enough context (why are you showing this video?). Caption is an optional field, if left blank it won't display.

When ticked, the autoplay checkbox directs the video to play as soon as the web page is loaded. This is annoying for users so don't select this option.

Click the blue 'Done' button when finished to return to the page builder.

Example of video widget with caption:

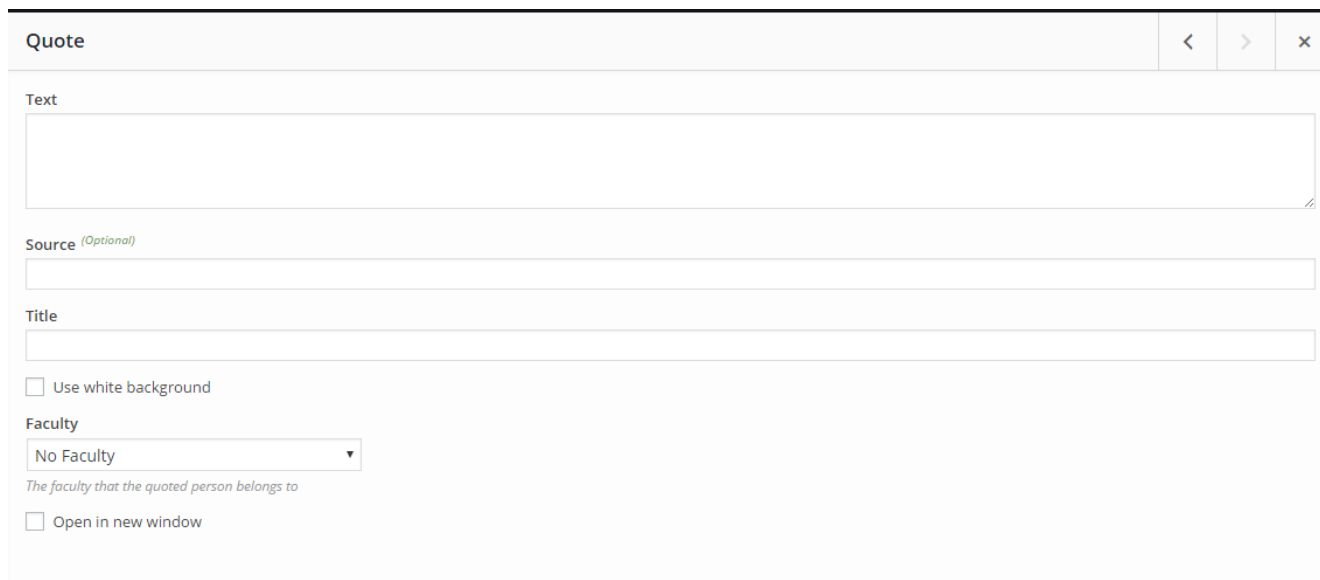
Dr Diarmuid O'Shea, Registrar of RCPI, looks forward to St Luke's 2016



Quote Widget

This widget displays uplifting or interesting quotes to boost the impact of your content. They are great for making your page look more appealing to readers and highlighting powerful sections of text.

Click the '+Widget' button to bring up the widget options and select 'Quote' to drop the widget into the page builder. Click 'Edit' and you will see:



The screenshot shows the 'Quote' widget edit interface. It features a title bar with 'Quote' and navigation icons. Below are several input fields: a large 'Text' area for the quote, a 'Source (Optional)' field, and a 'Title' field. There are two checkboxes: 'Use white background' and 'Open in new window'. A 'Faculty' dropdown menu is set to 'No Faculty', with a small text note below it: 'The faculty that the quoted person belongs to'.

Populate the 'text' field with your quote. Do not use quotation marks. Attribute who said the quote in the 'Source' section and give their title in the field below.

From the menu under Faculty you will see a list of faculty options – choosing one will colour the background of the quote with the relevant faculty branding.

If you check the 'use white background' box and select a faculty, the branding will apply to the copy only.

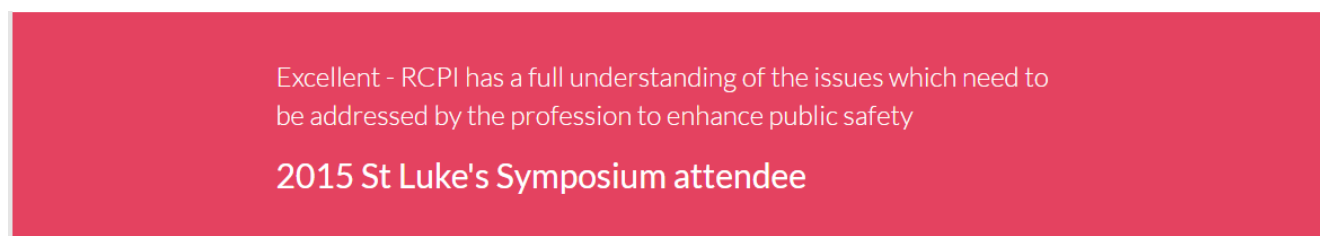
Click the blue 'Done' when complete to return to the page builder.

Below are some ways to use Quotes.

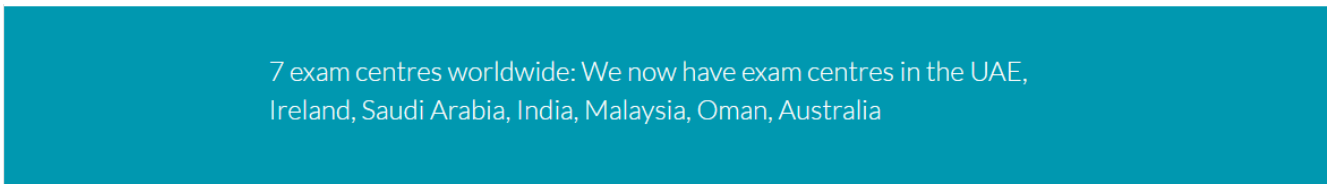
You can lift quotes from policy papers and clinical guidelines:



You can lift quotes from event evaluation forms:



It doesn't even need to be a real 'quote' – Here's a quote widget highlighting a key fact:



Here's a traditional quote with all of the fields filled in:



Button Widget

This widget creates a small button that will link users to documents, application forms or other web pages. It can be used instead of a hyperlink in a Text widget.

Click the '+Widget' button to bring up the widget options and select 'Button' to drop the widget into the page builder. Click 'Edit' and you will see:

Populate the 'Button Text' field with what you want the button to say, e.g. Download Curriculum.

In Destination URL, you will determine where the button will link to. Click the 'Select Content' button to get a list of live site pages you can link to – you should always use this option to link other pages on the site. Only type in full URLs if you are linking to an external site, Quercus form or document.

Consider whether the content you're linking to needs to open in a new window.

Remember: When linking to other content:

What is the link?	How should it open?
Documents	new window/tab
Internal web pages (other pages on the public website)	same window/tab

RCPI Store or microsites	same window/tab
Quercus forms or anything requiring a user to log in (SSO)	same window/tab
External/third party websites	new window/tab

Click the blue 'Done' when complete to return to the page builder.

Tip: Avoid using too many buttons on one page. Save it for links that are important or distinct from other links on your page. For example, below there are standard hyperlinks to multiple documents but the button widget is used to invite the reader to view all of our publications.



OUR PUBLICATIONS

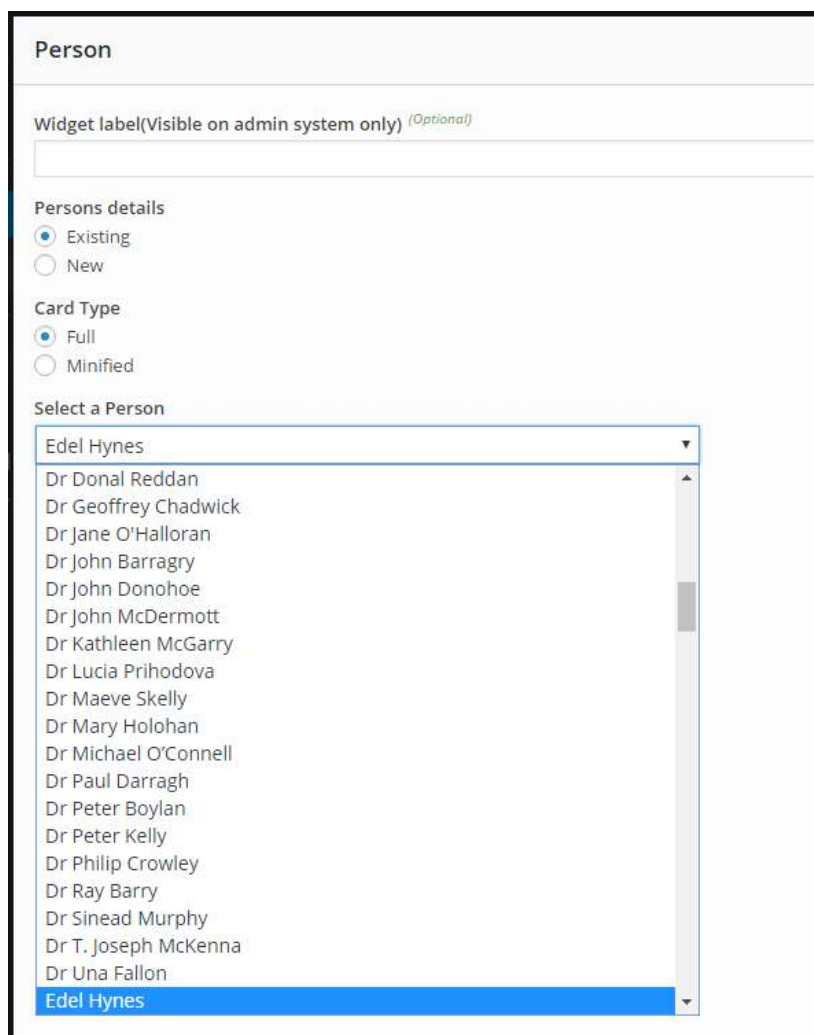
- 2016 Pre-Budget Submission (September 2015)
- Public Consultation on Sale of Tobacco Products and Non-Medicinal Nicotine Delivery Systems (Jan 2015)
- 2015 Pre-Budget Submission (June 2014)
- Policy statement of the RCPI Policy Group on Tobacco, Towards a Tobacco Free Society (March 2014)
- Submission on Plain Packaging to the Oireachtas Committee on Health (January 2014)

➤ VIEW ALL PUBLICATIONS

Person Widget

This widget gives you a nifty way to display contact details on the site.

Click the '+Widget' button to bring up the widget options and select 'Person' to drop the widget into the page builder. Click 'Edit' and you will see:



The screenshot shows the configuration interface for the 'Person' widget. At the top, there is a title 'Person'. Below it is a text input field for 'Widget label (Visible on admin system only) (Optional)'. Underneath, there are two sections of radio buttons: 'Persons details' with 'Existing' selected and 'New' unselected; and 'Card Type' with 'Full' selected and 'Minified' unselected. At the bottom, there is a 'Select a Person' dropdown menu. The dropdown is open, showing a list of names: Edel Hynes (selected), Dr Donal Reddan, Dr Geoffrey Chadwick, Dr Jane O'Halloran, Dr John Barragry, Dr John Donohoe, Dr John McDermott, Dr Kathleen McGarry, Dr Lucia Prihodova, Dr Maeve Skelly, Dr Mary Holohan, Dr Michael O'Connell, Dr Paul Darragh, Dr Peter Boylan, Dr Peter Kelly, Dr Philip Crowley, Dr Ray Barry, Dr Sinead Murphy, Dr T. Joseph McKenna, and Dr Una Fallon. The name 'Edel Hynes' is highlighted in blue at the bottom of the list.

'Existing' person will automatically be selected. From here you can choose a person who is already in the system. Simply select the person you require from the dropdown – If you type the first letter of their name you will find them quicker.

Leave card type as 'Full'.

If you are adding multiple person widgets, you can add a widget label, which will make it easier to see who is stored in each widget on your page.

Do not add a new Person here. [To add a new person, see here.](#)

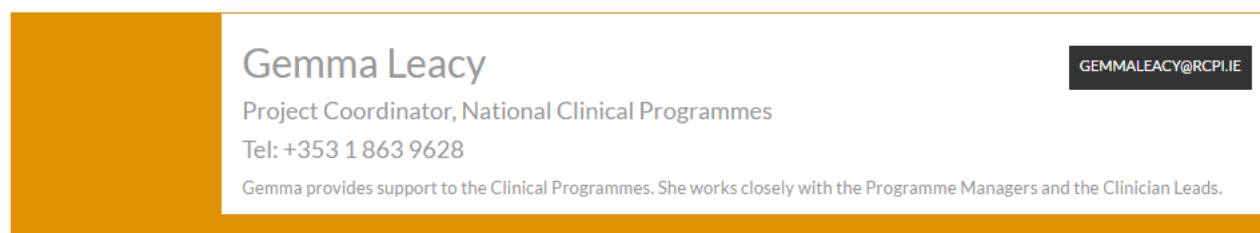
Click the blue 'Done' when complete to return to the page builder.

Remember: Person widgets are for humans, not departments. In the interests of good customer service, we should list contact details for named individuals on web pages, not faceless departments.

Tip: Add a Text widget just above person widgets and include a heading to say 'Contact Us' or something along those lines. It makes it clearer to readers *why* you're plonking that person's contact details on the page.

This is what a Person widget (below a heading in a Text widget) looks like:

Contact Us



A person widget for Gemma Leacy. It features a blue vertical bar on the left. The text includes her name, title (Project Coordinator, National Clinical Programmes), phone number (+353 1 863 9628), and a short bio. An email address (GEMMALEACY@RCPI.IE) is shown in a dark blue box on the right.

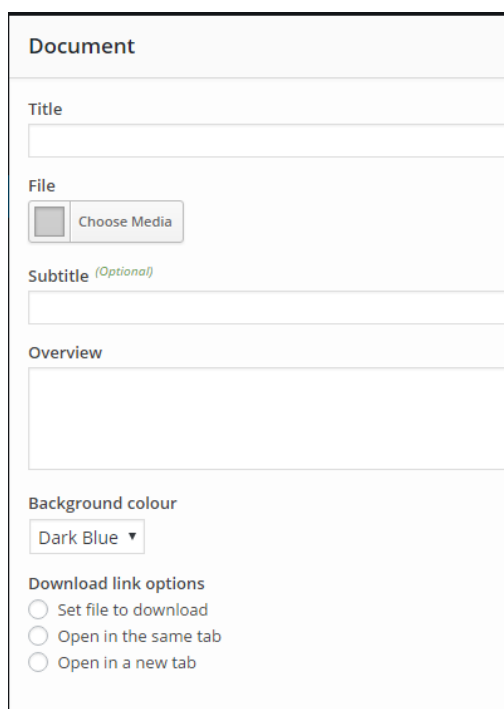
Gemma Leacy
Project Coordinator, National Clinical Programmes
Tel: +353 1 863 9628
Gemma provides support to the Clinical Programmes. She works closely with the Programme Managers and the Clinician Leads.

GEMMALEACY@RCPI.IE

Document Widget

The document widget allows you to link to PDF documents in an attractive, eye-catching way. It is great for drawing people's attention to important documents.

Click the '+Widget' button to bring up the widget options and select 'Document' to drop the widget into the page builder. Click 'Edit' and you will see:



A configuration form for a document widget. It includes fields for Title, File (with a Choose Media button), Subtitle (Optional), Overview, Background colour (set to Dark Blue), and Download link options (Set file to download, Open in the same tab, Open in a new tab).

Document

Title

File

Choose Media

Subtitle *(Optional)*

Overview

Background colour

Dark Blue ▾

Download link options

Set file to download

Open in the same tab

Open in a new tab

Fill in the title, subtitle and overview fields. This widget looks best with a detailed description.

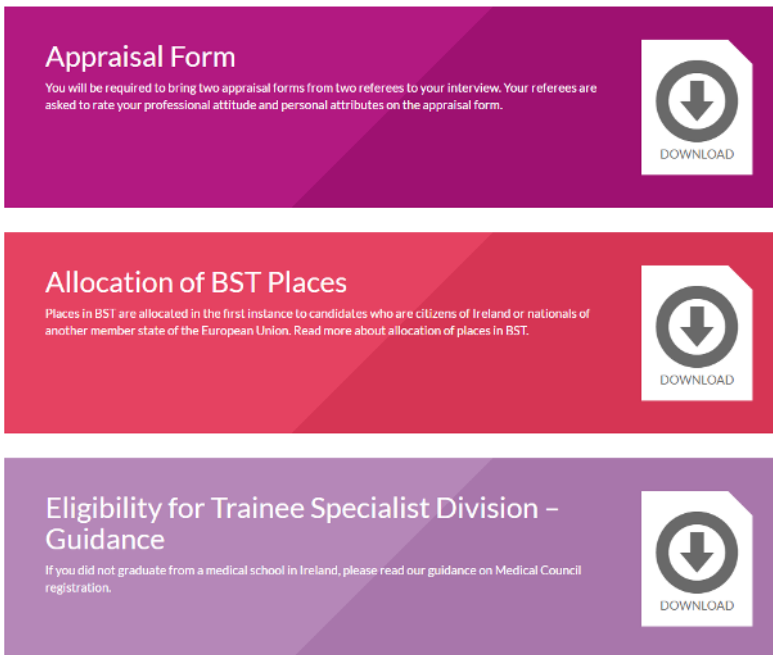
Under 'File' you can choose an existing document from the media library or upload a new one.

You can customise the widget by changing the background colour. Go wild.

Set the document to 'Open in a new tab'.

Click the blue 'Done' when complete to return to the page builder.

This is what completed document widgets look like – It looks nice when they're all different colours



Related Content Widget

The Related Content widget encourages users to read more content on our website, showing them other content they may want to see. It creates four blocks, each one showing a web page, microsite or news story.

Click the '+Widget' button to bring up the widget options and select 'Related Content' to drop the widget into the page builder. Click 'Edit' and you will see:

A screenshot of the 'Related Content' widget configuration interface. The title 'Related Content' is at the top. Under 'Selection', there are two radio buttons: 'Automatic' (unselected) and 'Manual' (selected). Below this are four sections, each with a dropdown menu: 'Page One' (Start Smart Quality Improvement Programme), 'Page Two' (Introduction to Data Visualisation), 'Page Three' (Clinical Handover Mind The Gap), and 'Page Four' (RCQPS Workshop). The 'Page Four' dropdown is highlighted with a blue border.

We recommend selecting related items manually by clicking on the 'Manual' selection option. Automatic selection can be a bit random.

You will see the option to select four items of related content – Make sure they are related in some way to what's on your web page.

You will be able to select news stories and microsities from the drop down list, as well as regular web pages, but remember news stories and microsities are transient/time sensitive and you will need to

review and replace items regularly to ensure we are not directing users to a very old news story or an event that's already over.

Click the blue 'Done' when complete to return to the page builder.

Remember: This widget should always appear at the very end of your web page, below contact details or other content.

This is what a completed Related Items widget looks like:

RELATED CONTENT

Other areas of interest



National Clinical Programmes



Clinical Update Nutrition



All Courses



Clinical Update Rare Diseases

Q&A Widget

The question and answer widget allows you to 'concertina' a set of questions and answers. This will help you display FAQs or larger blocks of copy that can be grouped under clear headings.

Click the '+Widget' button to bring up the widget options and select " to drop the widget into the page builder. Click 'Edit'.

Click 'Add'

Questions & Answers

Questions

Add

Click on the arrow highlighted below

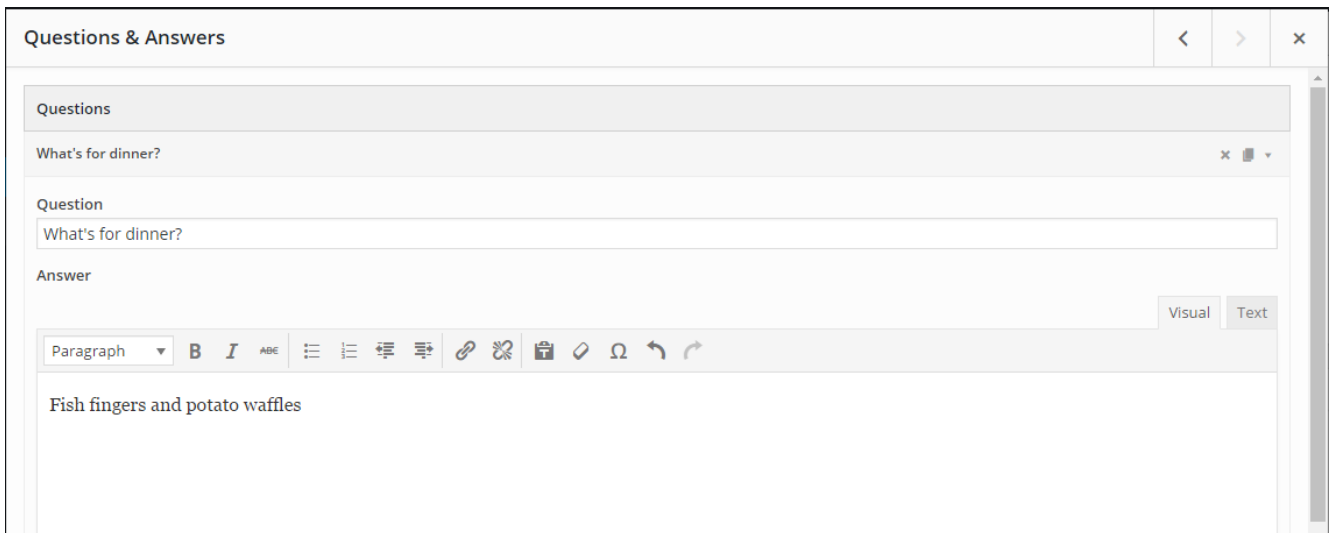
Questions & Answers

Questions

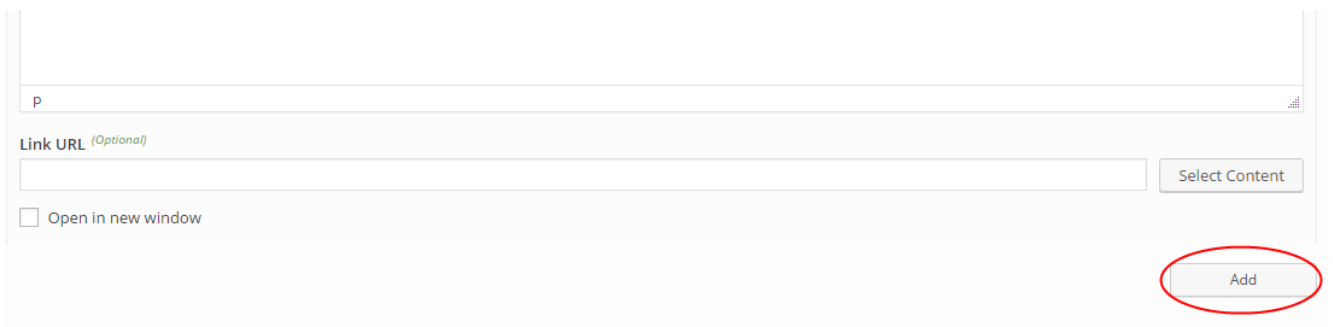
Question

Add

Type or paste your question and answer. You can format answers with headings, bullets, hyperlinks, etc



To add another question, click Add (not 'Done')



Keep adding questions until you are done. Then click Done.

Tip: You may need to add a Text widget with a heading just above a Q&A widget to give readers some context, as has been done below.

The Application Process

- Q How Does the Application Process Work? ▾
- Q What Are the Dates for the 2016/17 Applications? ▾
- Q Do I Need Appraisal Forms? ▾
- Q What Documents Do I Need to Submit with My Application? ▾
- Q What Other Information Do I Need to Include With My Form? ▾

Call to Action Widget

The call to action widget creates a big red block that calls users to take a defined action, e.g. 'contact us' or 'find out more'. It is great for highlighting important actions that you want users to take.

Click the '+Widget' button to bring up the widget options and select 'Call to Action' to drop the widget into the page builder. Click 'Edit'.

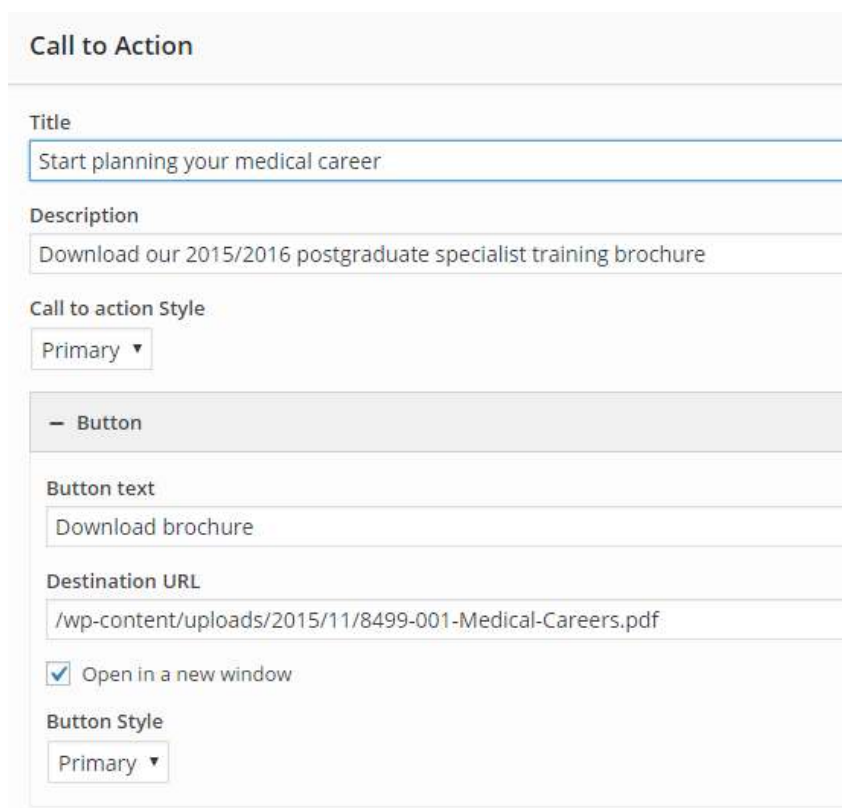
Populate the title field with the main action you want the site user to take, e.g. Learn More. The description field allows you to add more detail.

A button widget lives within the Call to Action. Add a clear action in the 'Button Text' field, e.g. Click for More Information.

You can set the destination by choosing a live site page from the 'Select Content' drop down menu. Only type the full URL if linking to an external site.

Click the blue 'Done' when complete to return to the page builder.

This is a completed Call to Action widget:



The screenshot shows the configuration form for a 'Call to Action' widget. The form is titled 'Call to Action' and contains several fields and options:

- Title:** Start planning your medical career
- Description:** Download our 2015/2016 postgraduate specialist training brochure
- Call to action Style:** Primary (dropdown menu)
- Button:** A sub-section containing:
 - Button text:** Download brochure
 - Destination URL:** /wp-content/uploads/2015/11/8499-001-Medical-Careers.pdf
 - Open in a new window
 - Button Style:** Primary (dropdown menu)

And this is what it looks like:



Table Widget

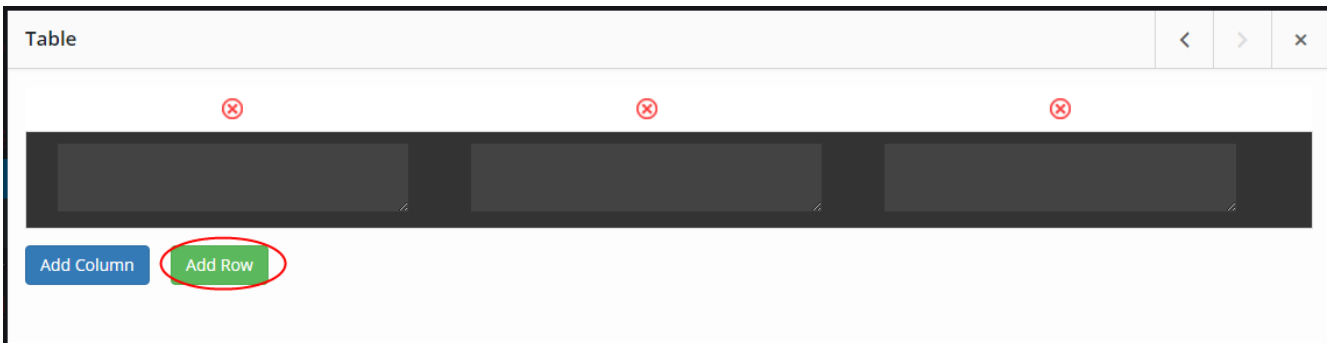
This widget will allow you to create simple tables.

Click the '+Widget' button to bring up the widget options and select 'Table' to drop the widget into the page builder. Click 'Edit'.

Add your columns

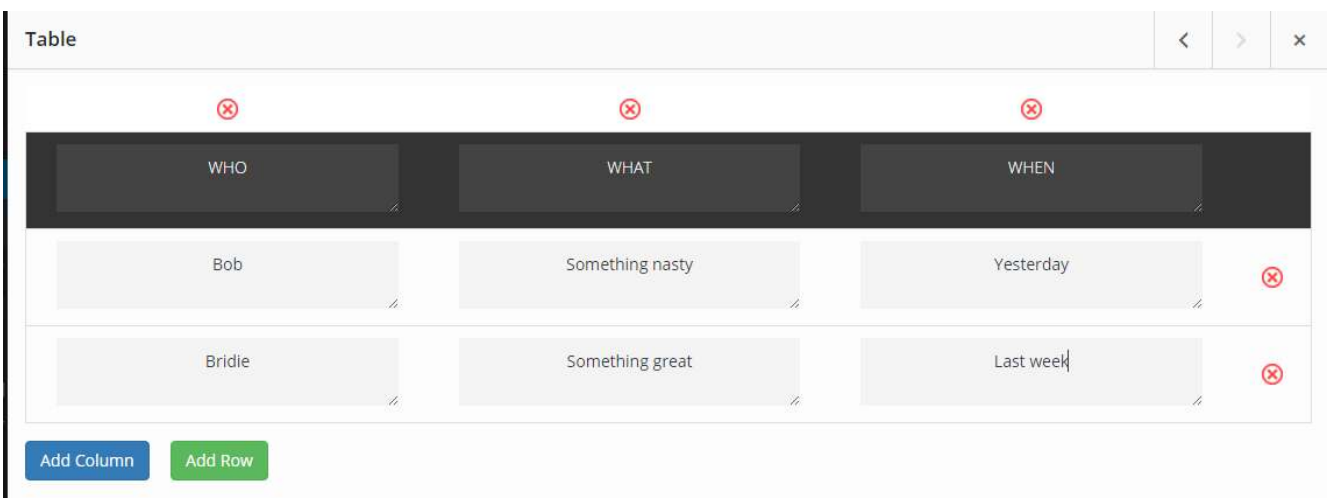


Then add your rows



The first row is your header row – Text will be white against a black background.

Fill in your table content. Unfortunately you can't copy and paste entire tables from Word into the CMS.



Click the red x inside the circle if you wish to delete a column or row

Click the blue 'Done' when complete to return to the page builder.

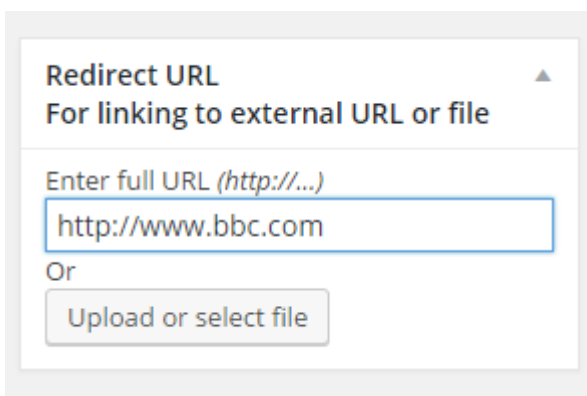
Content Redirects

When editing a content page, you will see an option on the right hand panel called 'Redirect URL – for linking to external URL or file'.

This option, commonly referred to as Content Redirect, allows you to put a link on an index page to any web page, news story, document or product, e.g. you may wish to put a link on your index page to a microsite for an upcoming event or a recent news story that relates to your area of work.

To set a Content Redirect, you will first need to create a content page as usual and complete the standard fields and featured image. Do not add widgets.

Once complete, instead of populating the page with widgets, you will simply set the desired URL here:



The screenshot shows a widget titled "Redirect URL" with the subtitle "For linking to external URL or file". Below the title is a text input field containing the URL "http://www.bbc.com". The input field is preceded by the text "Enter full URL (http://...)" and followed by "Or" and a button labeled "Upload or select file".

Remember: This will add a link that by-passes any content you add to this web page. The user will be brought directly to the URL you enter here.

Below is an example of a redirect that was added to a faculty index page. It brings users directly to the microsite for that exam.

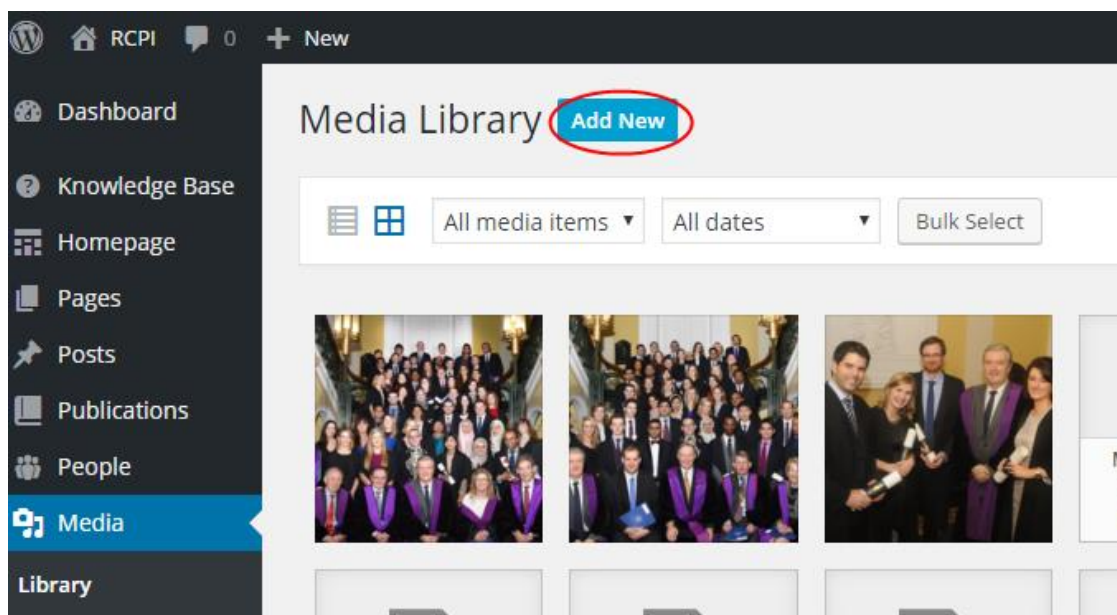


The image shows a content widget with an orange header. The header text reads "MRCPI IN OBSTETRICS AND GYNAECOLOGY". Below the header, it says "Gain an internationally recognised qualification in Obstetrics and Gynaecology". The main content area features a photograph of three men in suits holding diplomas. Below the photo, the text reads "Membership of the Royal College of Physicians of Ireland (MRCPI) is an internationally recognised qualification". At the bottom, there is a dark button with a white arrow and the text "FIND OUT MORE".

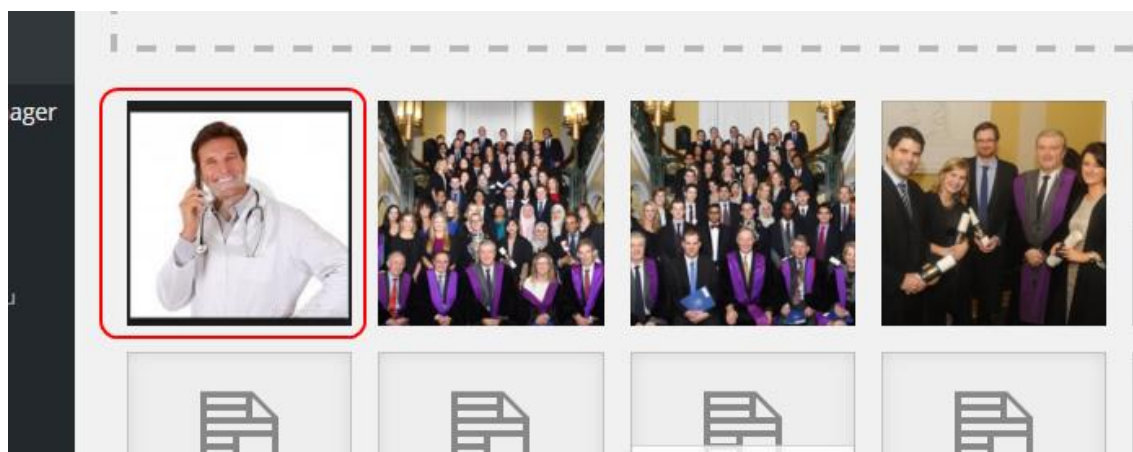
Adding new images

To add a new image to the media library,

1. Log in to <https://www.rcpi.ie/wp-admin/>
2. Go to Media Library
3. Click 'Add New'



4. Click 'Select Files' and navigate to the image saved on your PC/network
5. Wait for the image to upload... It will appear on the top left of the image bank



6. Click on the image
7. Select the focal point – A special tool called Focus Point has been included in the CMS to help you position your images without the need to crop or resize, and prevent images from displaying incorrectly across the site. The focus point tool appears as a circle with a plus sign in the middle. The focal point will typically be someone's face or the main subject of the image.

Attachment Details



Edit Image

8. On the right side of the screen, fill in the title and description fields. The description field should be used to capture metadata (information) about the photo that will help other CMS users to find it and use it for their own purposes (all images can be used by anyone in the CMS). What you fill in here should describe the photo and topics it would typically be used for. No need to use full sentences – words and phrases are enough. This data is not displayed to visitors to the website. The option to delete a photo is also found here.

File name: Dr-Douchebag.jpg	
File type: image/jpeg	
Uploaded on: 19/04/2016	
File size: 74 kB	
Dimensions: 435 × 412	
URL	<input type="text" value="https://www.rcpi.ie/wp-content/uploads/2016/04/Dr-Douch"/>
Title	<input type="text" value="Handsome doctor"/>
Alt Text	<input type="text"/>
Description	<input type="text" value="doctor, doctor on the phone, hospital, white coat"/>
Uploaded By	Aoife Ni Mhaitiu

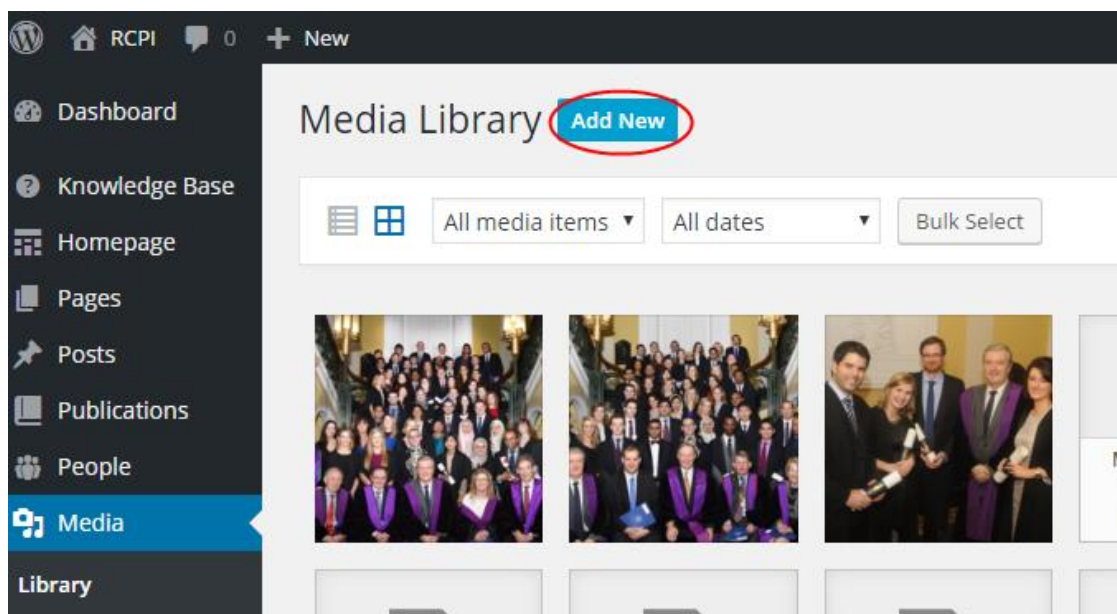
[View attachment page](#) | [Edit more details](#) | [Delete Permanently](#)

Remember: The images we use on the public website must be natural, realistic photographs. It is important that our website images look authentic to doctors, who can easily spot staged stock photos that break hospital hygiene rules or do not conform to Irish medical standards (e.g. only medical students and lab staff wear white coats in Ireland, and only supermodels look like supermodels). Do not upload illustrations or abstract images unless they are really essential to your content.

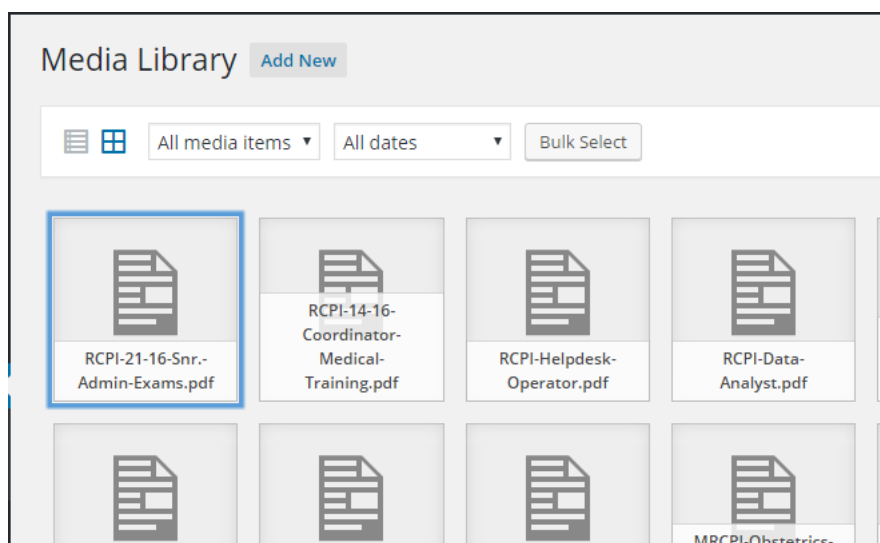
Adding new documents

To add a new document to the media library,

1. Log in to <https://www.rcpi.ie/wp-admin/>
2. Go to Media Library
3. Click 'Add New'



4. Click 'Select Files' and navigate to the document saved on your PC/network
5. Wait for the document to upload... It will appear on the top left of the image bank



Now your document will be available to select if you add a Document widget to a web page.

Alternatively you can also copy the url and paste it into a hyperlink, button or call to action widget.

To get the document url, click on the document. The field containing the url is highlighted below. (Hit Ctrl + A to highlight the full url)

File name: RCPI-21-16-Snr.-Admin-Exams.pdf	
File type: application/pdf	
Uploaded on: 21/04/2016	
File size: 327 kB	
URL	https://www.rcpi.ie/wp-content/uploads/2016/04/RCPI-21-1
Title	RCPI-21-16 Snr. Admin Exams
Description	
Uploaded By	Aoife Ni Mhaitiu

[View attachment page](#) | [Edit more details](#) | [Delete Permanently](#)

Uploading a new version of an existing document

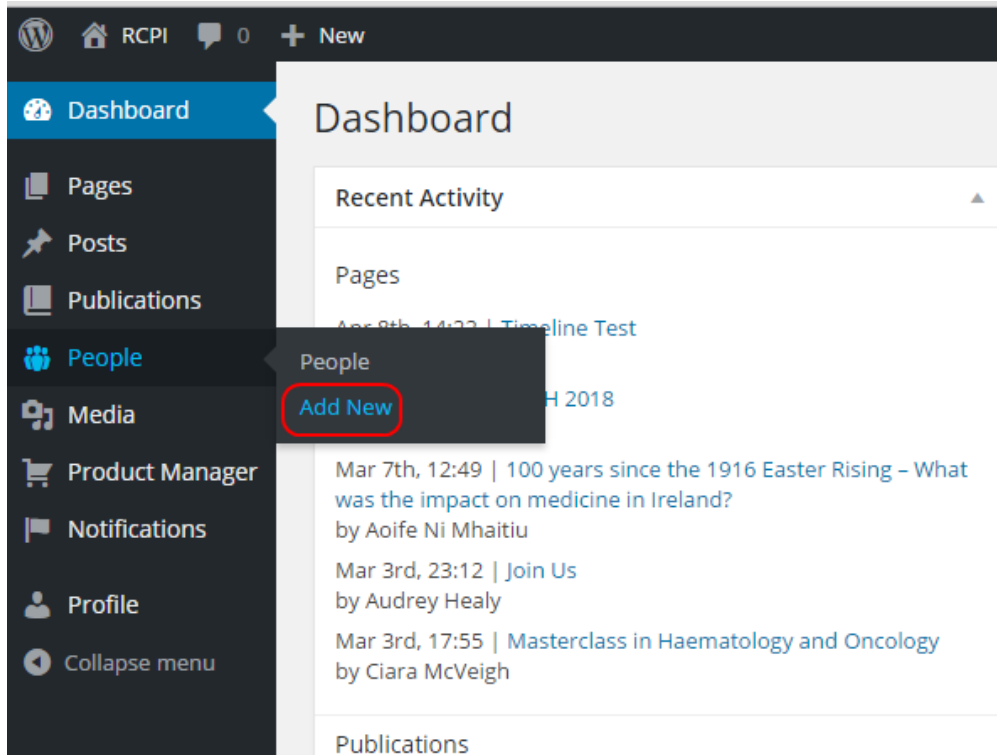
Currently it is not possible to upload a new version of an existing document so that the url stays the same.

If you have a new version of an existing document, you will need to add the new document in the media library and update any hyperlinks or widgets that link to the old version.

Adding and Editing People

If you need to add a new member of staff, a Dean or other person who works with RCPI to People (where bio cards are stored)

1. Log in to <https://www.rcpi.ie/wp-admin/>
2. Go to People > Add New



3. Fill in the person's details

Edit Person [Add New](#)

Name: Sarah Treleaven *Add their full name. Only include Dr/Prof if they are medical*

Permalink: <http://slws.rcpi.ie/people/sarah-treleaven/> [Edit](#) [View Post](#) [Get Shortlink](#) *< Don't edit the url*

Word count: 0

Details

Occupation: Project Executive, Specialty Quality Improvement *In Occupation, put in full job title and department – No abbreviations. E.g. Project Coordinator, National Clinical Programmes or Associate Dean, Basic Specialist Training*

Organisation:

Faculty: No Faculty *Only select a faculty if they are a Faculty Board Member or Coordinator (This just changes the colour of the bio card)*

Email: sarahtreleaven@rcpi.ie *Add their email address. Ok to include a departmental email address (e.g. courses@rcpi.ie) if they typically receive most of their emails this way. This must be an @rcpi email address; no hospital/HSE email addresses*

Image: [Add File](#)

Bio: [Add Media](#)

Bio Content: Sarah provides project support to National Quality Improvement Programmes in

- Histopathology
- Radiology
- Gastrointestinal Endoscopy

In Bio, for RCPI staff, explain in 1 or 2 sentences the areas they deal with from a customer's point of view. Use full sentences, no abbreviations. If a medic, include bio info relevant to their role in RCPI and explain their role in RCPI

Bio examples

Contact Jane for information about Basic Specialist Training in Paediatrics, Histopathology and Obstetrics and Gynaecology

Contact Peter if you have questions about MRCPI Part II Written examinations in General Medicine

Thomas provides executive support to the National Quality Improvement Programme

Thelma manages the Professional Competence Department at RCPI

Martin is the Head of Operations and has overall responsibility for our Examinations, Medical Training and Professional Competence departments and our Postgraduate Medical Education Centre

URL No need to include a URL. But if you want, you can include a url for a specific page on the RCPI public website (e.g. <https://www.rcpi.ie/traffic-medicine/>)

Address No need to include an address

Phone Always include a phone number, ideally a direct line or, if a medic, a direct line to the staff member who coordinates their RCPI activities. . If the person is in a customer-facing role, you must add their direct line, not the main switch number. Format is +353 1 863 9786

Twitter No need to social media links unless they relate to their role in RCPI

LinkedIn

Facebook

Publish ▲

Save Draft Preview

📌 Status: Draft [Edit](#)

👁️ Visibility: Public [Edit](#)

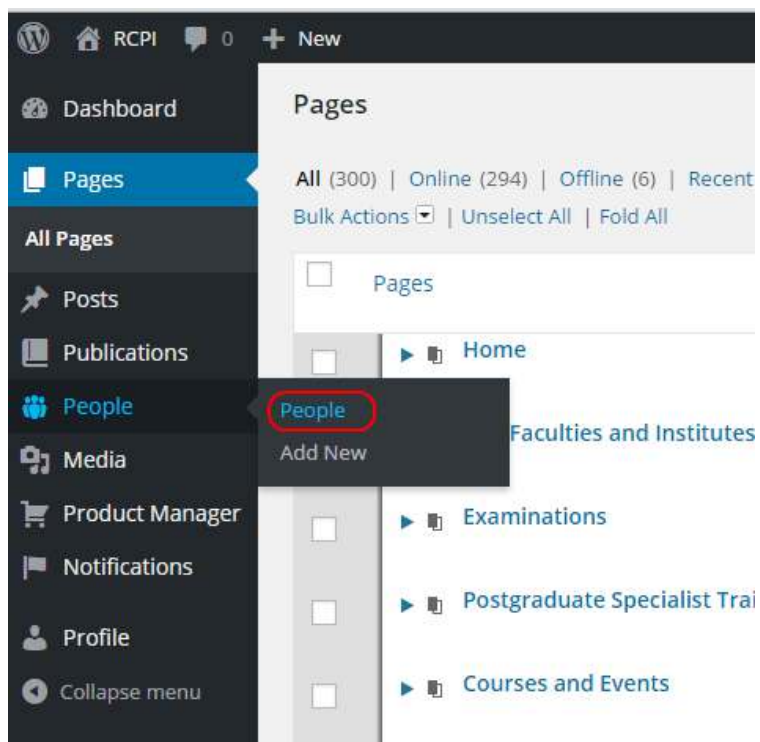
📅 Publish immediately [Edit](#)

Move to Trash [Publish](#)

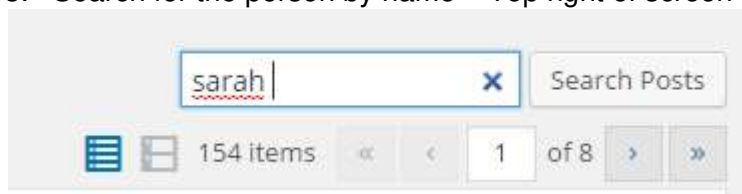
When you are finished, scroll up and hit Publish

To edit a Person,

1. Log in to <https://www.rcpi.ie/wp-admin/>
2. Go to People > People



3. Search for the person by name – Top right of screen



4. Click on Edit (This is also where you delete people)



5. See instructions above on editing and filling in their details.

Writing for the web

Before you begin...

- Understand what you want the reader to do
- Do we want them to apply for something, buy something, download a document, support us, improve their own skills or knowledge?
- Our goal is to move from content that is purely informative to content that has a purpose, encouraging users to engage with us
- If content is mainly informative (e.g. Research or Physician Wellbeing) is there an opportunity to promote one of our products? Or can you invite them to read a policy paper or browse another section of our website?

We're trying to avoid 'dead-ends' on the website

How to address your audience

- Write as you would speak
- Our tone of voice is human, friendly, supportive and helpful
- Use the active voice - 'We decided' not 'It was decided'
- Write 'us/we' instead of 'RCPI' or 'the College' (E.g. We have launched a new course for physiotherapists)
- Address the reader as 'You' (E.g. don't say 'All Fellows of the College are requested to return their forms...' say 'Please return your form...')
- Our policy is to use [Plain English](#)

When writing for the web

- Avoid using the term '[click here](#)'. Your link text should be a description or action, e.g. [Download our Guidelines for Applicants](#)
- Be concise. Avoid unnecessary words and descriptions
- Make content easy to scan. Headings should allow a user to scan the page and see at a glance if it contains something they want to read
- Email addresses must be hyperlinked (clickable)
- Make sure links open correctly

What is the link?	How should it open?
Documents	new window/tab
Internal web pages (other pages on the public website)	same window/tab
iHub (microsites)	same window/tab
Quercus forms or anything requiring a user to log in (SSO)	same window/tab
External/third party websites	new window/tab

Spelling and style guide

- Use British/Irish spelling, not American
- Use 'and' not ampersand (&)
- Numbers one to ten are to be written out: one, two, three, four, five, six, seven, eight, nine, ten. Number 11 onwards should be written in figures
- Times should be written using the twelve-hour clock without full-stops for am or pm, which should be written in lowercase: 7am or 11:30pm
- Our date format is 25 June 2016, 7 September 2016
- It's Dr, Prof, Mr – No punctuation
- Don't use full stops in headlines or bullet points (question marks are ok)
- Use exclamation marks very sparingly!!

RCPI words and phrases

- It's always 'RCPI' - It's never 'The RCPI'
- We are one organisation - 'RCPI is/has' not 'RCPI are/have'
- Don't say 'the College' – It's either RCPI or one of its Faculties
- Plurals: NCHDs, SHOs, SpRs – No apostrophes
- Trainees, Members and Fellows – Note the capitalisation (and no apostrophes)
- BST, RTP, HST: The T stands for 'training', do not write BST trainee or BST training
- Faculties: On first mention, use the correct title, e.g. 'Faculty of Public Health Medicine'. On subsequent mentions refer to 'the Faculty' (initial capital letter)
- Do not abbreviate the name of a Faculty, e.g. 'FPHM' – No one will know what this means