netAdventist v2.1
South Pacific

Training Manual

(version 2.4)

http://web.AdventistConnect.org

Table of Contents

Introduction

Welcome to the South Pacific Web Network. This document will give an overview about your netAdventist website and how to use it. First, let's explain what is on offer.

☐ Services offered

The services that are being offered to help you manage your website include:

a) netAdventist Software
b) Web Hosting
c) Daily Server Backups
d) Training and Support

☐ netAdventist software

a) **Free Software**
The website editing software that is accessible online (you do not install the program to your local computer or require an installation CD)
The netAdventist software (v2.x and v3.0) is offered free to entities in the Adventist Yearbook.

b) **Free Start-up**
The website setup fee for sites created during the initial rollout will be free of charge.

c) **Custom Designs**
A range of templates will be offered but if you require a unique design a fee will be charged to implement your special design into netAdventist. Hourly rate – AUD $90 per hour. Approximate time to implement a design already created and coded into HTML is 30 minutes. Version 3 of netAdventist (October 2008) will allow you to do it yourself.

d) **Free Maintenance**
Software upgrades and maintenance will be offered for free.

☐ Web hosting and backups

Web hosting is the storage of your website – html files, images, videos, audio and other associated files – on the netAdventist server. The server makes your site accessible to online visitors.

a) **Hosting Charges**
Your site will be hosted for free until May 2009. We plan to make this service free in future years also. IF this isn't possible there will be a very minimal annual cost to users.

b) **Storage Space - 500mb**
Each website has been allocated 500Mb of storage space. If additional space is required contact the Web Ministry department to discuss your requirements. For high storage needs we recommend you find an additional cheap hosting solution to store you large media files and simply link to them from your netAdventist site. N.B. we are not offering a document management service so please store backups of all files on your local computer.

c) **Restoring Backups**
The system will be backed up daily. Backups will be retained for 30 days. So if you need to restore your site to an older version, you can only choose a version from the previous 30 days. To restore your site from a back up will take approximately 30-60 minutes once started (this is also dependent on the size of your site) and will incur a charge of AUD $90 per hour.

☐ **Training and support**

Training and support will be offered free of charge from your conference and union web coordinators and the Web Ministry department.

TAGnet will not support direct requests from end users. If issues cannot be resolved by your conference web coordinator then the Web Ministry department will be notified, who in turn will notify TAGnet of the issue.

Support Options

1. **Email** – an online form available in your netAdventist website under "Help"

2. **Phone** – turn the page for contact numbers

3. **Chat** – a chat function available in your netAdventist website under "Help". This will be available at specific times organised by your conference.

Training Options

Learning how to use netAdventist can be done via the following methods:

1. **Online tutorials**
   Available at http://web.adventistconnect.org
   Please note we request that you complete these tutorials before using the next two options.

2. **Webinars**
   An online training event. We will be using gotomeeting.com to hold online training sessions where you can log in for free and watch us demonstrate the software online and ask questions.

3. **On-site training**
   This will be organised by your conference at a specific location if the above two options have not been sufficient in answering your questions on netAdventist. We will notify you of these training dates.

Services offered in conjunction with your netAdventist v2.x website Hours of Operation Training and support requests will be offered during business hours –
   Monday to Thursday: 9am to 5pm
   Friday: 9am to 12pm

We encourage you to use the email support form in your netAdventist website to send in your questions and requests.

Special training and support events will be organised outside of business hours to cater for those who work during the week.

☐ Terms of use

Use of Software
Unless expressly stated otherwise, the Electronic Services are provided solely for the non-commercial use by local churches and other entities of the Seventh-day Adventist Church. You must only use our Electronic Services for that purpose.
Please contact us if you would like to place a link to any part of our website. Any link you make to any Electronic Services must be in a way that presents the service as we intended. You must not directly link to, frame or manipulate the material contained in an Electronic Service or disguise its origin or ownership.

Copyright
Make sure that all content upload does not breach copyright and if it's copyrighted, has the approval to be replicated.

Personal Information
Any personal information, e-mail addresses or other electronic addresses provided in or accessible through the Electronic Services must not be harvested for use in another database or used to send commercial electronic messages or be placed on any e-mail distribution list.

> Please go to http://web.adventistconnect.org to download the following documents:
> Found under "Terms and Conditions"
> ○ Services offered
> ○ Terms of use
> ○ General Conference web guidelines

☐ How to get access to your netAdventist website

1. If you require a new site

To get a website created for your entity we require the following details from you:

1. Webmaster name, email address, phone number
2. The Church pastor or entity leader's - name, email and phone number (if they are not the webmaster)
3. Name of the entity
4. Address of the entity
5. Mailing address of the entity

Please note your entity has to be part of the Seventh-day Adventist Church.

2. Register to be the webmaster

If a site has been created for your eligible entity, you need to officially register with us to get access to it.
Go to http://web.adventist.org.au/home/registration
And login with the following details:
    Username: webmaster
    Password: netchurch
Fill in the form and the details will be emailed to us.

We will email your access details after we have processed your registration. Please allow 5 working days.

Logging In

☐ Which browser to use

The Dashboard area of netAdventist V2 on PC's and Mac's works best in Mozilla Firefox. (Download free at **www.firefox.com**).

☐ How to login

1. Once you have officially registered with us and we have created you as a webmaster for your site, you will receive an email with your website address and password. Your username is your email address you registered with us.
2. Click on the link in the email to open up your website.
   Please note: the web address does NOT include a "www"
3. Click the 'login' button on your website and enter in your email address and password.
4. Once logged it, click on the "Dashboard" button that now appears in the Main Menu – the second button from the top - to open the administration panel

If you have not received an email with your password, please email webmaster@adventistmedia.org.au with your name and the name of the website you are managing.

☐ Login issues

Having trouble logging in?

Try these options:

1. Double check you are entering the correct spelling of your email address and password (it is Case Sensitive)
2. Try using an alternative email address or password you may have used.
3. Try lowering the security of your browser (Tools - Internet Options) to 'medium'.
4. Try logging in using a different browser or computer
5. Contact someone else who has webmaster access to your website and get them to log in and check your login and reset you password for you.

Forgotten login/password
Try these options:

1. After clicking 'login', click on "Forgotten your password?" and follow the instructions.
2. Contact someone else who has webmaster access to your website and get them to log in and re-enter a new password for you.
3. If you are the only registered webmaster of your site, contact webmaster@adventistmedia.org.au for assistance

☐ Dashboard

Once logged in, and after clicking on the 'dashboard' link, you will arrive in the 'dashboard' console of the website.

Here webmasters can add and modify content, rearrange the page layout and design, manage the registered users of the website, and more. Scribes also go to the dashboard to modify content. In the following chapters we will go into detail of what you can do in the 'dashboard'.

TIP: when you are editing the content of your website it is ideal to have two windows open – one for the dashboard and the other one for the front-end of your website.

☐ Finding Help – online tutorials

Log in to your website, click on the "Dashboard" button to open up the administration panel.

The help menu is located in the top right corner of your dashboard – this is where you can find detailed help and tutorials on how to use the system.

A new window will pop up with the Online help manual
NOTE: you may need to change your browser settings to allows pop-ups for adventist.org and adventistconnect.org

Online Manual

○ This section allows you to watch video tutorials on how to use the system and read documented help files

Chat Help

○ This tab has a general live chat function where you can exchange ideas and solutions with other webmasters who might be logged in at the same time.

Email Help
○ The email help is the most PREFERRED way for you to contact us.
○ This tab has a form where you can send in your help request online.
○ Please explain in full detail your problem, what website you manage and if possible/relevant a screen shot of the issue.

Phone Help
○ Phone help is another option available
○ The phone tab specifies the number that you should call for help.
○ Please note that is currently only available during business hours.

More Help
○ The web ministry website has plenty of help advice and other useful content for church webmasters
○ Visit http://web.adventistconnect.org

Setting Up Your Website

☐ Website URL

We have created a generic website for all church entities, using the formula:
http://[entityname or acronym].adventist.org.[countrycode]
If you would like a different URL such www.churchname.org.au see the appendix for more details.

☐ User Management

For general visitors to your website there is no membership or login access needed. Visitors to your website only need a login if you are providing information that is hidden from the general public and only registered members of the site are granted access to the content.

Webmasters and Scribes (see descriptions further on) who manage the site also need a higher level login access.

Access to content hidden to the general public can only be granted by the webmaster. There are two ways a user can receive membership:

1. User Initiated Applications

Users can click on the 'Create new account' button and enter their details, including a login and password of their own, and submit it to be approved. Once submitted they receive an automated email (this automated email can be edited by the webmaster in the 'Messaging' tab in the Dashboard) informing them that their application has been received. The webmasters of the site also receive a notification email that there is an application awaiting approval.

A webmaster then needs to go into the "My Users" tab of the Dashboard and choose whether to decline the application or to approve it and set their level of access (see access level explanation further on).

2. Webmaster Initiated Registrations

A webmaster can add a user manually and set their password and level of access. The new user will receive an email notifying them of their login details to the website.

This is done by:

1. Going to the 'My Users' tab in the dashboard.
2. Click 'Add User' on the right-hand side of your pane.

Fill in the form. Fields marked with asterisks * (left column) are all required.

☐ **Access Levels Explained**

There are four different access levels that can be assigned to users. Most of the content and 'plugins' on the site can be tagged with these different access levels.

You should assign different access levels to various content items that are either not relevant to the public, such as church rosters or contain sensitive information such as phone numbers or email addresses.

	Viewing privileges	Writing privileges	Layout / User editing full privileges
Pastor	(not functioning)	(not functioning)	(not functioning)
Webmaster	View all content	**Yes**	**Yes**
Scribe	View this level and all below	**Yes**	No
Leader	View this level and all below	No	No
Member	View this level and below	No	No
Guest	View this level only	No	No

Who has access to what?

Guest: Joe/Jane Public. Any content specified as Guest can be viewed by every person on Planet Earth who has internet access and visits your web site.

Member: The first level of user who has to log in to the site to view more sensitive or relevant data. This sensitive data may be a members' directory for example. You wouldn't want Joe/Jane Salesperson to see everyone's picture and phone number. A member can also see all items marked for a Guest.

Leader: The next level up who has to log in to see content is a Leader. This person is going to have access to more restricted content such as church board minutes. A Leader can also see all items marked for Members and Guests.

Scribe: The first level with partial access to the behind the scenes Dashboard area of the site. Scribes can not only see their own content, and content marked for Leaders, Members and Guests, but they also have access to the 'My Content' tab in the dashboard. This means they can add and change content on the website, which is something Leaders, Members and Guests cannot do. Scribes can add, edit and delete content that is already posted on the website. They can upload sound files church bulletins and create and edit Static Content pages.

Webmaster: The first level with full access to every part of the website. See and do everything a Scribe can but they can also rearrange the website's layout and manage users etc. A Webmaster can see and do all things on the website.

Pastor/coordinator: THIS LEVEL DOES NOT FUNCTION! While giving no extra privileges than the webmaster – if it did function – it is not possible to use this level. Pastors/coordinators should be made a webmaster.

☐ **Recommendations**

There are a few things you should attend to regarding access privileges to your website

- o **Change your password**
  The first thing you should do when you get your site as a webmaster is login with the password given to you and then go and change your password.

- o **Add your pastor as a 'webmaster'**
  It is a good idea to add your pastor as a 'Webmaster' to the site. While there is a 'Pastor/Coordinator' access level, one above webmaster on top of the list, this function is currently disabled so 'Webmaster' is the highest privilege level – allowing input of content, page layout and registered site-user management.

- o **Share the load**
  Consider adding many scribes to you website. The bulletin editor and communication secretary we would recommend as highest priority to include, however, having at least one person from each ministry in your church as a scribe may be a good idea so they can all contribute their news and events from their area. This will lighten the load of a single webmaster and give a greater sense of ownership to the site. Spend an hour with each, if you can, to show them around the site and how to add content.

  NOTE: All scribes and webmasters need to register and agree with the terms and conditions for submitting content to your site. Visit http://web.adventistconnect.org

☐ Choosing a Site Template/Theme

A theme is the overall graphic look of your website—your website's "t-shirt." You can change t-shirts, but the content will remain the same.

There are about 75 Standard themes you can choose from and switch between at any time.

Custom Themes can be applied for churches that have already invested in a website design or photography/graphics for their church, or would like to have a unique look. These can be incorporated into your new church website. A fee will be charged to implement your special design into netAdventist. Hourly rate – AUD $90 per hour. Approximate time to implement a design already created and coded into HTML is 30 minutes. Version 3 of netAdventist (May 2008) will allow you to do it yourself.

Using the Standard Themes

o Click the Layout Control tab in the dashboard and click on the Standard Themes tab.

o The first field is 'Church Name Heading', where you can **change the title** and subtitle that appear in the top banner of your website.

o The second option is the **column layout templates**. You can see that in most templates, there are one or two narrower columns, with a main, large column where your articles and other primary information will be. Choosing a template here lets you control how your content will be presented – e.g. a two column or three column layout. The dark orange column represents the column the main menu is in by default.
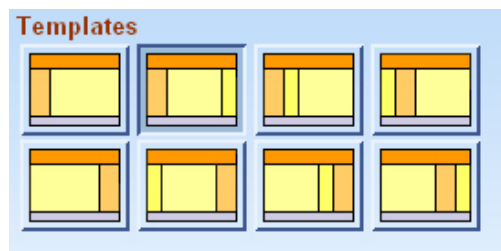
o Then **select a theme** by clicking on a thumbnail. You can narrow down to a specific topic of themes by clicking the Show drop-down list and choosing a topic.

o View your selections in the Preview pane on the top right-hand side of the Standard Themes pane.

o When you're satisfied with the overall look of your site, **click Save**.

o Now you can return to your church's website to see the new look. If it doesn't display your new theme, click Refresh in our browser's toolbar.

☐ **Messaging**

Auto Responses

There are certain types of messages you'll send out repeatedly. netAdventist has included several default auto-response messages so you don't have to repeatedly compose them.

Choose the Auto-Responses tab for a definition of each default message. To edit a default message, simply click Edit next to your desired message, enter your changes, and click Save.

When you edit a message, you'll see certain words in [brackets]. net-Adventist will automatically fill in these blanks. The text within the brackets tells you what information netAdventist will use to fill in that particular blank.

eg The field [CHURCH_NAME] will display as "Fallbrook SDA Church" (or whatever your church name is) in the actual email received by the user.
Fig. 7.1 You've clicked Auto-Responses to see this pane.

Be very careful about removing the bracketed blanks! Once removed, the information can't be included in the email.

Writing Content

☐ Site Purpose

As you begin your task of customising and maintaining your church website, there are a couple of things to keep in mind in regards to the purpose of your site. Make sure you consider all content that is being placed on your site and that it fits with either of the following two objectives.

- ○ **Reaching Out**
  The number one reason for your church website is to reach people in the community who are 'searching' and to tell them your church is a place they can find hope and love. Make sure there is content relevant to the public looking at your church for the first time.
- ○ **Reaching In**
  The secondary purpose of your site is to nurture the members of your church family and strength ties together. Some of this content may not be relevant to the public so make this content only available to members of your church who can log in.

☐ Content Customisation

Your new netAdventist website comes with some default installed content. Some of this content will need customising immediately to fit your church's circumstances. Other areas can be developed less urgently as you turn your website into a powerful outreach and internal nurturing tool.
This document will help explain what's on your site, what you should pay attention to and other ideas of what you can add to the site to get the most out of it.

Welcome

The welcome message appears in the middle column of your website. It is the first thing visitors will read when they enter. The focus of this message should be targeted at those from the community who visit for the very first time to see what your church is all about. Assume they know nothing about your church.
A brief example has been entered for you which you can edit to match what happens at your church.

- ○ We suggest you give a friendly welcome and a quick glimpse of what's happening at you church in the coming week and invite them to come along – maybe in an editorial/conversational format.
- ○ You can grab snippets of info from the bulletin to put in here (you could train your bulletin editor and give them 'scribe' access to do this themselves at some stage), perhaps insert an image of seminars or meetings happening in your church.
- ○ The welcome message should be kept up-to-date for it is the first thing guests see upon arrival to your site.
- ○ Make sure you check the 'service times' and descriptions and change them to match your church's program.

NOTE: it is possible to place content above or below this welcome message. If you have member specific content to share that may not be relevant to the public, we suggest you don't put it in your 'Welcome' area but in a 'members only' box above or below the welcome, which members will see once they log in.

Church Programs

This page, in your 'Main Menu', has more in-depth information about the weekly program your church runs. This page should be targeted to the public who perhaps are apprehensive about coming along and would like to know what to expect, should they visit.
We have inserted some information that will need tailoring to fit with your church's program.

- ○ Make sure the service times, kids Sabbath school class options and 'typical' programs match what your church provides.

Contact Us

It is important to make sure your contact details are correct so the public can get into contact with someone, should they have an interest in your church.

- ○ Check the contact details entered and edit any incorrect information

NOTE: To prevent spam we don't recommend putting an email address on this page but have people use the feedback form. You can change who receives this feedback and even have it sent to multiple people. This can be done in the [messaging] > [forms] area in the 'dashboard'.

Privacy Policy

We have created a privacy policy for your website that informs visitors what you will do with information gathered from the website.

- ○ There are some areas you must change to include your church's specific details. In particular there are a couple of lines in the beginning paragraph and also another line right at the end.
- ○ Read it yourself and comply with what it is saying as you act as a webmaster for the site

Children

We have added a Children's page to your site. This page's primary use is to inform the public how you accommodate the children of your church with various programs and services. We have made note of children's Sabbath school classes and Pathfinders as a start for you.

- ○ Make sure the Sabbath school classes are set to the correct names and ages.
- ○ If you run Pathfinders, add more specific information that matches with your club. If your church doesn't run a Pathfinder club, remove the references to Pathfinders.
- ○ Your church may run Adventures, children's church, holiday programs, kids clubs etc for children. Here is the place to add information about everything you do for children.

NOTE: This is a good place to add information about the 'arena of safety' policy your church has that helps protect the children in your care.

Youth

The youth section is best focused at the public to show you are not only accommodating the adults of your church and there is something that caters for young people.

- ○ Include information about a youth Sabbath school class, examples of the social events run for this age group
- ○ Perhaps mention wider 'conference' activities your youth join in with.
- ○ If your youth group is running an active outreach ministry, like a café church or weekly/monthly meetings with guest speakers, here's the perfect place to inform about these events, what happens at them and when they are.

NOTE: if your church does not have any children's / youth programs due to not having that age group in your congregation, than it is best to delete the pages that are irrelevant.

E-Giving

We have input some basic details about e-giving to your conference. This page is available to members only.

- ○ Edit this page, taking out the references to the conferences that are not your own.

NOTE: If your conference does not have E-Giving yet, insert details if your church supports giving by electronic means or delete this page.

☐ Correcting the Map

The map function on your site makes it easy for people to see exactly where you are. While we endeavoured to set your position on the map as close as possible to your church's location, in some circumstances we did not have enough information to do so and chose the nearest city centre.

1. First view your map by clicking on the map button in the main menu and if the marker is not in the correct position you can adjust it.
2. Open the Dashboard and go to [Layout Control] > [Menu Manager] and click on 'main menu'.
3. Click on the blue area of the 'Map' plugin icon and adjust the marker on the map by using the mouse to drag the map to the right location.
4. Then click on the exact location you want the marker to appear.
5. Use the plus and minus buttons to zoom in or out to the view you want the map to appear at.
6. When finished, click save changes.

☐ Prayer Request

The prayer request function allows visitors so send through requests. These can go to one or several people. A prayer request link can be added to any menu in the Menu Manager.

1. In the main Prayer Request tab, (Dashboard>Messaging>Prayer Requests) click 'Configure Prayer Request.'

2. Here you can change the level of user who can view prayer requests, edit the text in each field, and add/delete the email addresses you want prayer requests forwarded to.

3. To create a church email prayer chain, and to have prayer requests forwarded to your church prayer chain, go to the last field, "Forward Requests to this email list." And type in the email addresses of your prayer chain members. (This field takes only one email address per line; hit Enter after typing in each address.) Some prayer requests won't go out to the prayer chain. This is a preference that people specify when they send a prayer request.

☐ Publishing/Removing A Prayer Request

1. In the main Prayer Request tab, select a prayer request from the list.

2. Click Publish to publish the request to the website. Prayer requests are not displayed on the website until you approve them by clicking Publish. However, they are still automatically distributed to the prayer chain list if the prayer requester has checked off that option.

3. Click Unpublish to remove a prayer request from the website. It will no longer display on the website, but it will remain on the prayer list and will still be distributed to the prayer chain if that option was checked off by the requester.

Click Remove to remove a prayer request from the website and delete it from the prayer list. It will be completely deleted—it won't even go out to the prayer chain if you Remove.

☐ **Checklist**

Have you configured the following areas for your website:

- o Changed your webmaster password?
- o Added your pastor/leader as a webmaster?
- o Added scribes
- o Edited the Welcome message
- o Edited the Church Program page
- o Edited the Contact Us page
- o Edited the Privacy Policy
- o Edited the Children page
- o Edited the Youth page
- o Edited the e-Giving page
- o Checked and corrected the Map
- o Configure Prayer Request function
- o Tagged the appropriate content for the public and for members with the relevant access levels

☐ **More Content Recommendations**

Ministries / services
Consider some of the ministries you have at your church, perhaps annual festivals, presentations, or community service work, and add an information page about them. Remember to target the content of the pages to the public.

Groups
A way to add community within your church website is to compile a 'group' of local or 'favourite' churches/entities and place their news on your site or their events in your calendar. This is another way you can bring more updating relevance to your site without lifting a finger.
Note: Your site has a 'member' only news feed called '[your conference] area news'. This feed will keep your site updated with all relevant news to your area. It is a comprehensive news feed combining news from the South Pacific Division, your union, your conference, and more.

Polls
This is a fun and useful way to get a general consensus on a topic. Create your own poll, open it to members or the public, or perhaps add a poll that is being run by your conference, union, the South Pacific Division or even the General Conference.
If you add a poll from, say, a conference and they are not running a poll at that time, the poll, while appearing in your layout manager, will not appear on the actual site until the poll is turned on at their end.

Forms
See http://web.adventistconnect.org for video tutorials on how to use the forms function.

Audio
No doubt your church has some really great sermons, why not share them with the world?
You can record your sermons, or even seminars, and load them onto your website for others to download.

Video
Video can also be uploaded onto your site. Entire sermons are not really appropriate to have available for download but interviews, testimonies and special items are items you might consider adding. A welcome message or clip of people sharing why they enjoy coming to your church may go well on your welcome page.

Images
You can easily add images to the content of news, events and static content pages but there is also an easy to use photo album function. With the age of digital cameras it's never been easier to have pictures up on your website minutes after an actual event happens.

NOTE: You must abide by privacy/protection laws that apply to your location regarding the publishing of people's photos. We highly recommend you get permission from those in the photos before you publish them on the internet. We also recommend you give photo galleries, especially those containing children, members only access privileges.

Documents
There seems to be rosters for everyone. Musicians, deacons, cleaners, Sabbath school leaders, the AV team, preachers - even the flowers have a roster! These can be kept up-to-date on the website as a master list everyone can access – either as a downloadable file or as a static content page.
Meeting minutes could also be shared on the site (with backups kept on your computer).
Give all documents appropriate access restrictions. Remember that each access level can see content tagged for all access levels below them. Eg. a Scribe can see Leader, Member and Guest levels.

☐ Writing for the Web

Reading text on the web is different from reading printed material such as a magazine or book. Here are some tips for writing web content:

Define your audience
Before you start writing content you need to define who you want to target. Are there a lot of young families in your community or is there a particular cultural group? Analysing the demographics of your community will help you develop the tone and content of your website to make it relevant.

The tone
The tone of your website is the impression that you want people to get of your church. As a church, you want to come across as being friendly, approachable, people-focused and enjoyable. The colour scheme, images and writing style all add to the tone that you want to project. Rather than having images of your church building on the welcome page, upload images of church members and fun activities. Choose a colour scheme for your headings that match your design template and use it consistently throughout the site. Don't use multiple colours as this can add an unprofessional tone to the site.

Writing style
Use a slightly informal writing style to project an easy-going, friendly tone. Not formal where you come across as being cold and inhuman or too informal where you use slang and sound unprofessional. It's important that your site has a professional tone as this builds trust in the visitor. Don't use a promotional writing style where you are praising your church on how fabulous it is. Write objectively, not a sales pitch and let the visitor come to a positive conclusion through the way you present the information.

Layout and formatting
People tend to scan websites rather than reading word for word. So in order to get your point across it's important to keep your content to a minimum. Don't clutter up your site with lots of images, it is better to have a single eye-catching image to draw the attention of visitors to the content.
To make text easier to read, create paragraphs with sub-headings and bold keywords that'd be of interest. Use bullet points as it is easier to read vertically and keep the list items concise. As a guideline, web content should be 50% the length of its paper equivalent.

Content to interest your audience
Visitors to your site want to know that your church is made up of "real" people that they can relate to. You can upload testimonies from church members and report on social events. They also want to know what is happening at your church, so update your home page with items from your weekly bulletin. Add photos and video to give people a peek into your church. People are also interested in lifestyle issues and inspirational material. Get members to submit content such as health tips or a weekly devotional. So when people search on the net your website might turn up in the search results.

To read the full tutorial on Writing for the Web, visit <http://web.adventistconnect.org>

Creating a Web Page

☐ How to create a web page

1. Click on My Content > Static Content > Add Static Content
2. Click Save once you finished adding the content

☐ Using the text editor

The text editor toolbars are available for Static content pages, news and event content areas, document collection descriptions and in the form editor .

The tools are your creative formatting options. If you don't know what a certain button is, you can always hover your mouse over it, and its name will display. Most of these may be familiar to any word processor user, but here are several unique buttons of interest.

1. **Source – View html –** This toggles you back and forth between the regular view, where you can format the content, and the html view, where you can directly view and alter your html source code. No other buttons are available when the source button is selected.
2. **Template Layout –** This is useful if you want to add an image with a caption into your web page.
3. **Cut –** Shortcut Ctrl+X - Removes the highlighted content and makes it available to 'paste' (5) somewhere else in the editor.
4. **Copy –** Shortcut Ctrl+C - Copies the highlighted content where it is and makes it available to 'paste' (5) as a copy somewhere else in the editor.
5. **Paste –** Shortcut Ctrl+V - After 'cutting' (3) or copying (4) from this editor, this will paste it back for you. The basic Paste command will paste your story into the Story Window "as is."
6. **Paste as Plain Text –** Useful if you want to paste text without its original formatting, so you can apply your own formatting.
7. **Paste From Word –** Useful for pasting text from Microsoft Word as it strips code that is unsuitable for the web.
8. **Spell Check –** A simple spell checker but not as good as Microsoft Word.
9. **Undo –** Shortcut Ctrl+Z – undoes in reverse order what you have just been doing.
10. **Redo –** Shortcut Ctrl+Y - Redoes what the undo just undid!
11. **Find –** Finds text in the editor.
12. **Replace –** Finds and replaces text in the editor.
13. **Select All –** Shortcut Ctrl+A - Selects all content in the editor
14. **Remove Formatting –** Removes most formatting from the text selected. This does not remove the 'style' (41) setting. To remove a style, highlight the text with the style and click the current style in the style drop down menu to turn it off.
15. **Bold –** Shortcut Ctrl+B – Makes highlighted text **bold**
16. **Italics –** Shortcut Ctrl+I - Makes highlighted text *italicised*
17. **Underline –** Shortcut Ctrl+U - Makes highlighted text <u>underlined</u>. Note: avoid underlining text as it confuses guests into thinking it is a link.
18. **Strikethrough –** Puts a line through highlighted text - ~~text~~
19. **Subscript –** Makes text little and lowers it – text $_{sub}$
20. **Superscript –** Makes text little and raises it – text ^{new}

21. Text Color – Changes the highlighted text to a specific colour without using the style option (41).

22. Background Color – Adds highlighting to highlighted text.

23. Numbered list – Creates a list with numbered points

24. Bulleted list – Creates a list with dotted points

25. Decrease Indent – Moves text to the left

26. Increase Indent – Moves text to the right

27. Left Justify – Aligns text to the left

28. Centre Justify – Aligns text to the centre

29. Right Justify – Aligns text to the right

30. Block Justify – Fills out text to the left and right, into a block.

31. Insert/Edit Link – Highlight the text/item you want to make into a link, then click on this button. A 'link' box will pop up. The 'Link Info' tab lets you create four types of links:

    a. **My Content –** This allows you to link to News, Media, Static Content, Documents and Photo Albums. Note that you're not limited to linking to a single photo, or document. You can also link to entire photo albums or document collections that update automatically when you add more files to those collections. To link to your content, click on the relevant tab and choose the page, file, picture or document.

    b. **URL –** This allows you to link to any website address on the internet. To make a link open in a new window (recommended if you're sending people away from your site) click the "Target" tab that appears and make the target "New Window". Make sure the protocol field says http:// and you haven't included the http:// in the link field.

    c. **Anchor in this page –** If you have set anchor points on your page (see point 33) here is where you can create a link to it. This is an internal webpage link that will take you to another location within the same page. For example, if you have a long list of FAQs (Frequently Asked Questions), you can list each question at the top of the page as an anchor link, so that people can click on the question and go straight to the answer (which has an anchor) without scrolling down through the whole list of FAQs. Highlight the text you want to link to the anchor, click the 'Insert/Edit Link' button, choose "Anchor in this page." And select an anchor you created.

    d. **E-Mail –** Makes a link that will launch the user's email program and open a new message, inserting the email address you specified, so the user can send you an email. To prevent spam we don't recommend using this method but instead creating a feedback from that hides your email.

32. Remove Link – Removes the link attached to the highlighted text.

33. Insert Anchor – This is like putting a marker or bookmark at specific places down a page that you 'jump to' via a link (higher or lower down) on the same page. Position your cursor in the location you want users to link to - don't highlight anything – and click the Anchor button. Give your anchor a meaningful name, click ok. A small graphic of an anchor will appear in the editor at the location of your cursor. It can be dragged to different locations. It won't be visible to visitors; it's just a place marker. The next step is to create the link to the anchor by using button 31.

34. **Insert/Edit Pictures** – Allows you to put images on the page. In the pop-up box that opens:
    a. Click Browse to navigate to the location on your computers hard drive where your image is stored.
    b. Choose the image
    c. In the drop down - select a size you would like it resized to in the drop-down menu or original size if you have resized it already. We advise that you first resize the image. See "Compression Tips" in the Appendix.
    d. Click "Send it to the Server." Note that the server likes photo files that are 20-80 kilobytes. If your photo is very large, it may take a long time to upload or may not upload at all.

    Once uploaded the other tab in the pop-up box, Image Info, should become active. Here you can preview your picture. Leave the URL field as is.

    e. In the Alternative Text field, type whatever text you want visitors to see in case the photo doesn't load for them.
    The next five boxes use pixel measurements.
    f. Leave the image width and height as is.
    g. Border: enter a number from 1 to 5 or insert 0 for no border
    h. HSpace - space around the images sides. Insert "5"
    i. VSpace – space around the image top and bottom. Insert "5"
    j. Alignment – how the image is aligned on the page in relation to the text. Choosing left or right will make the text wrap around the image. Leave this option blank if you don't want the text to wrap around the image.

    Note, these image properties can be brought back at anytime for re-editing by right clicking on the image and selecting image properties, or select the image and click the Insert/Edit Image button again.
35. **Insert/Edit Flash –** Choose the Upload tab to put a flash movie on the page. Click 'Browse', navigate to your flash file, then click Send it to the Server. Now you're back at the Info tab, with the URL information automatically filled in for you.
36. **Insert Table –** Opens a dialogue box that allows you to add a table or your specifications, see "Layout with Tables" for a detailed description on using about tables.
37. **Insert Horizontal Line –** Puts a line right across the page. Good for dividing up sections of the page but sometimes moves after saving changes.
38. **Insert Special character –** Inserts characters, such as © ► ⇒ €§ ¢ £ ® á é ♦
39. **Universal Keyboard –** This lets you insert text characters in Arabic, Belarusian, Bulgarian, Croatian Czech, Danish, Farsi, Finnish, French, Greek, Hebrew, Hungarian, Diacritical, Macedonian, Norwegian, Polish, Russian, Serbian, Slovak, Spanish, Ukrainian and Vietnamese. Notice the left-to-right scrolling buttons labelled "<<KB>>".
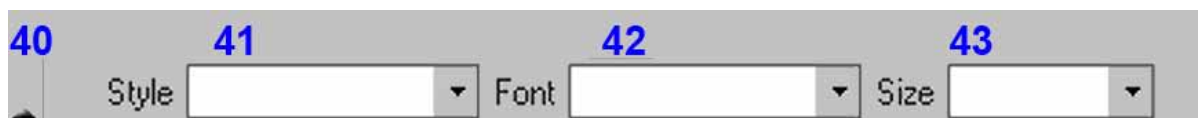
40. **Hide Toolbar –** Clicking this little arrow collapses the tool bar and gives you more viewing room in the editor window.
41. **Style –** By applying a style to text the text will pick up whatever formatting that style has in the template of the website you have chosen. If you change the website template later on, the style of your text with an applied style will also change automatically. To apply a style, highlight the text you want to change. Click the drop down and chose which style you want . IT will change size but remain black in the editor. Once saved the colour will change to whatever the website template dictates. Note, for some browsers, if you want to change a style, you must first select the style that is already selected again to turn it off, and then highlight your text once more and choose the new style. Style changes will not by 'undone' by choosing undo.
42. **Font –** Here is a selection of universally used fonts by users around the world. Try and stay with the same font throughout your website for a consistent professional look.
43. **Size –** Changed the size of the text without using the style option (41)

☐ **What hidden tables can achieve**

Many of the websites you visit around the internet are using tables to layout their complex designs. You can't actually see the tables because they have their borders turned off.

Here's an example of a page layout and how it looks - first with the table borders turned off and then how it looks with the borders turned on.

This is an example of using a table to lay out a page. Unless we turn the borders on you can not see the table that is being used to control the layout of the page. Here you can see we have put an image to the left of this text. That's because in the first row (left to right) we have 2 columns (top to bottom).

Now you can see this text is running under the image. That's because this text is in the next row down and it only has one column so it not split. Next we will put 4 images next to each other, side by side, and evenly spaced across the page. To do that we have one row, with 4 columns.

Now we're being a little fancier
- we have put a table in a table!

Sometimes you will need to do this to be able to make the designs you are envisioning.

This table in a table has been set to remain in the center of the cell it is in.

You will notice that all the content in the layout is in rectangles, so when designing your layout that will have tables, try drawing up the boxes on paper that you will need to hold everything in place.

That's all in this example of what a page looks like with the table boarders turned on or off. With a little practice you will be able to visualize how to use a table to create your layout.

In the next section we will show you how easy it is to use tables to make your design. There are a lot of things you can do with tables to help you be creative and concise with your page layouts

Remember you can use tables in your static content pages, in your news reports and event listings.

We hope you find this tutorial helpful!

Have a nice day!

Here is the same page with the table boarders turned on:

This is an example of using a table to lay out a page. Unless we turn the borders on you can not see the table that is being used to control the layout of the page. Here you can see we have put an image to the left of this text. That's because in the first row (left to right) we have 2 columns (top to bottom).

Now you can see this text is running under the image. That's because this text is in the next row down and it only has one column so it not split. Next we will put 4 images next to each other, side by side, and evenly spaced across the page. To do that we have one row, with 4 columns.

Now we're being a little fancier
- we have put a table in a table!

Sometimes you will need to do this to be able to make the designs you are envisioning.

This table in a table has been set to remain in the center of the cell it is in.

You will notice that all the content in the layout is in rectangles, so when designing your layout that will have tables, try drawing up the boxes on paper that you will need to hold everything in place.

That's all in this example of what a page looks like with the table boarders turned on or off. With a little practice you will be able to visualize how to use a table to create your layout.	In the next section we will show you how easy it is to use tables to make your design. There are a lot of things you can do with tables to help you be creative and concise with your page layouts	Remember you can use tables in your static content pages, in your news reports and event listings.	We hope you find this tutorial helpful! Have a nice day!

Adventist Media Network – Web Ministry

☐ Table Talk

Before we show you 'how to', here's a brief explanation on the attributes of a table:

Table: A rectangular box that has one or many cells, rows and/or columns.

Cell: A single 'box' in a table is called a cell

Rows: A series of cells that span from left to right are rows

Columns: A series of cells that span from top to bottom are columns

This	is	a	row
is			
a		This is a cell	
column			

☐ Starting a table

Tables can take up an entire page or you can have several smaller tables on a single page. You can even have tables in tables!
- Open the page you want to put a table in, it may be a static content, new or events page.
- Place the cursor in the position on the page you want the table to appear.
- Click the table button (see image)

Now you can enter the basic information of how you want the table to look. Not all fields require filling and you can change/add details later if you forget something.

Rows: Choose how many rows you want

Columns: Choose how many columns you want

Border size: the thickness of the lines that mark each cell. Set this to '0' if you want an invisible table.

Alignment: Where the table will sit on the line of the page you selected to put the table. On the left middle or right of the page.

Caption: Put's text you enter in this box above the table as a caption.

Summary: This attribute provides a summary of the table's purpose for non-visual media such as speech and Braille programs. You will not be able to see this text on your page

Width: You can either set this as a number of pixels or as a percentage of the page width. If you set a pixels width then the table will not resize with the window, but if you use percentage then it will (generally speaking) stay that ratio of the page's width. eg. 100% will make the table always stretch the full width of the page.

Height: Often best left blank so it will automatically fit in tight with the amount of content in the table.

Cell spacing: The amount of space in between each cell (margin outside of the cells)

Cell padding: The distance of the cell wall to the content in the cell (margin inside of the cells)

Using the details above we end up with this table:

☐ Editing tables

Right clicking on a table gives you several editing options:

Insert Row: Adds a row below the row right clicked on.
Delete Rows: Removes the row right clicked on.
Insert Column: Adds a column to the right of the column right clicked on.
Delete Columns: Removes the column right clicked on
Insert Cell: Inserts a cell to the right of the cell right clicked on and shuffles any cells on the right over one spot to the right.
Delete Cells: Removes the cell right clicked on and shuffles all the cells on the right over one spot to the left.
Merge cells: If you have 2 or more cells in a row highlighted then the borders between these cells will be removed and become one larger cell. Note: cells can only be merged in the same row
Split Cell: Divides the cell right clicked on in half (left and right halves)
Delete Table: Removes the entire table and all its content
Cell Properties: Gives you full control over what happens to the cell and its content in the cell right clicked in (see below)
Table Properties: Gives you control over your table's formatting (see above)
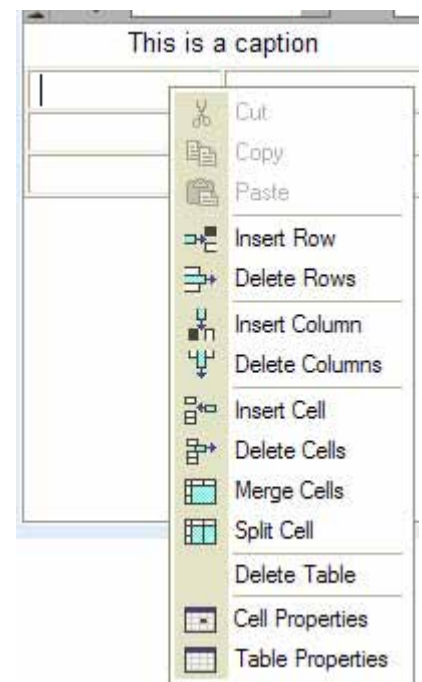
☐ Cell Properties

Width: Here you can set how wide the cell should be – either in pixels, so it will not change, or as a percentage of the table, so it will change if the table stretches wider or tighter. Note: generally speaking, the width of a cell has to be consistent with all the cells in its column (above and below).
Height: This is most often left blank, you can set how many pixels high the cell will be. Note: generally speaking, the height of a cell has to be consistent with all the cells in its row.
Word Wrap: This controls the flow of text. Setting this to 'Yes' (default) means the text will automatically flow down a cell, putting in a return when it hits the cell wall, and will follow the width constraints that were set above.
Setting this to 'No' will mean the text will keep going to the right, ignoring cell and table width restraints, until you hit 'return'. Only then will the text drop down to the next line.
Horizontal Alignment: This controls where the contents in the cell sits horizontally. Either left, centre or right aligned.
Vertical Alignment: This controls where the content of the cell sits vertically. Either top, middle or bottom aligned.

Rows Span: This can often be left alone. It works a little like 'merging' and 'splitting' cells (above), this determines how many columns the cell spreads across in the row.
Columns Span: This can often be left alone also. This determines how many rows the cell spreads down in the column.
Background Color: Sets a background color for the cell. It remains transparent if no color is selected
Border Color: Sets the color of the border walls of that cell.
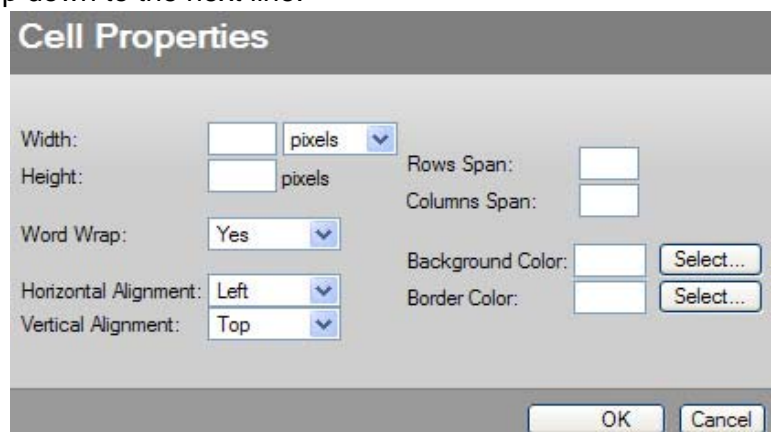
☐ Move and Remove Tables

Move: To shift a table to another location, put your mouse over the outside border of the table so the cursor turns into a 4 way arrow. Then either click and drag the table to the place you want it to appear or 'cut' it (right click > cut), put your cursor where you want to place the table and 'paste' (right click > paste).

Remove: To delete a table you can right click on it and select 'Delete table'.

☐ Practical

Create a static content page which includes the following requirements:
- o   A paragraph of text
- o   A blue main heading
- o   A numbered list
- o   A right-aligned image with a caption
- o   Insert a link to an external site
- o   Add a table with two columns and ten rows

Creating Content

☐ News and Events

One way to add relevance to you website is by maintaining an up-to-date calendar. This makes your site a convenient way for people to check out what's on. Both the members of your church and community benefit from such a function.

Following up such events by reporting about them is also a valuable way to build community in your church. Here are some tips on what you can do with your news and events features:

- **Up-to-Date**
  Keeping both the news and events up-to-date. Regularly adding news and events means you will build peoples trust in then website as a place to find out the latest on what's happening.

- **Many Scribes**
  If you have multiple people with 'scribe' access, say at least one person from each ministry in your church, you are more likely to get more frequent and current additions.

- **News Hound**
  Having a specific person in charge of looking out for news for the website or encouraging other leaders to input their news and events could be beneficial.

- **Bulletin / Newsletter**
  Putting the church bulletin or newsletter into the website is a good idea – not just as a downloadable file but actually copying content from the newsletter and pasting it into the calendar and reports into the news feed. Remember, reoccurring ads in the bulletin need only be placed once and you can set when they will expire.

- **Short and Sweet**
  Keep in mind that news items can be as short as a paragraph – not necessarily a page length report. Most news items included details such as **W**ho, **W**hen, **W**here, **W**hat, and maybe **W**hy and **H**ow.

- **Members Only**
  For every news item and event listing, consider whether to allow only church members to see them or to let every visitor see them. This is a useful option to help make the website more relevant to the visitor. Filter out all the internal news and announcements that might be more sensitive or irrelevant to the public by making those items 'members only'.
  NOTE: 'members' can see 'guest' items but 'guests' (public) can't see 'members' items.

  Some example of news and events that you would and wouldn't share to the public are:

Share to both public and members:	Share to members only:
• Prophecy seminar • Kids club day • Special concert • Sermons available for download	• 'How to evangelise' training • Three members baptised • It's a boy! • Remember to pay your tithe

- **To Share or not**
  Consider with your news and events whether to allow them to be shared with other church and conference websites. Other sites can add you to their group and choose to receive the news and events from your site. You can choose which entries are automatically sent to those who have you in their group, arriving on their site about an hour after you post it, and which entries remain exclusive to your site.
  Perhaps a good way to consider if an item is worthy to be shared is if you would choose to send it to be published in your conference newsletter – if not, you probably don't need to share it. If you are found to be sharing too many 'trivial' items, people may remove you from their group, so it can work against you if you are not selective enough.
  Some examples of news and events you would and wouldn't share are:

Allow to be shared:	**Do not share:**
• 3 members baptised • Fundraising concert • Prophecy seminar	• Bring your fundraiser order forms back • Bob is in hospital again • Happy birthday to . . .

☐ NEWS – How To

Here are step by step instructions of how to add news and get it sent around the network:

1. Go to your netAdventist website, click *'Log In'* and enter your username and password

2. Click on the *'Dashboard'* link that will appear in your 'main menu'

3. Click on the *'My Content'* tab. This will open up automatically in the *'News'* tab which will list news items you have already entered.

4. Click on *'Add News'*
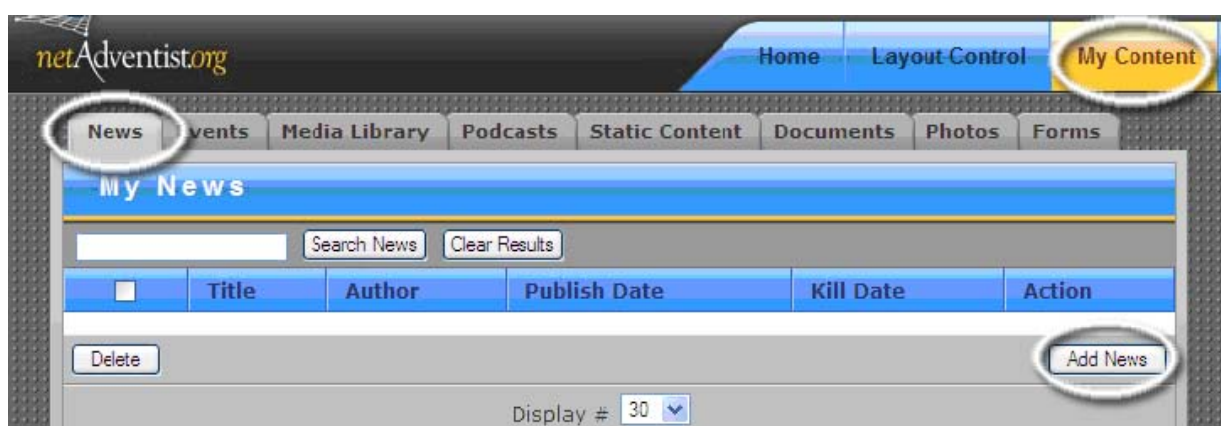
5. Enter the following, as relevant, to your news item:

   a. **Title**
      This is the headline to capture peoples attention

   b. **Abstract** This is the summary, or first paragraph, of the news item that appears on church websites, along with the title and image (next step)

   c. **Abstract Photo** You can have an image appear with your news summary. By checking the 'Include thumbnail image in body text' box this image will also appear in the full news story in the top right corner.
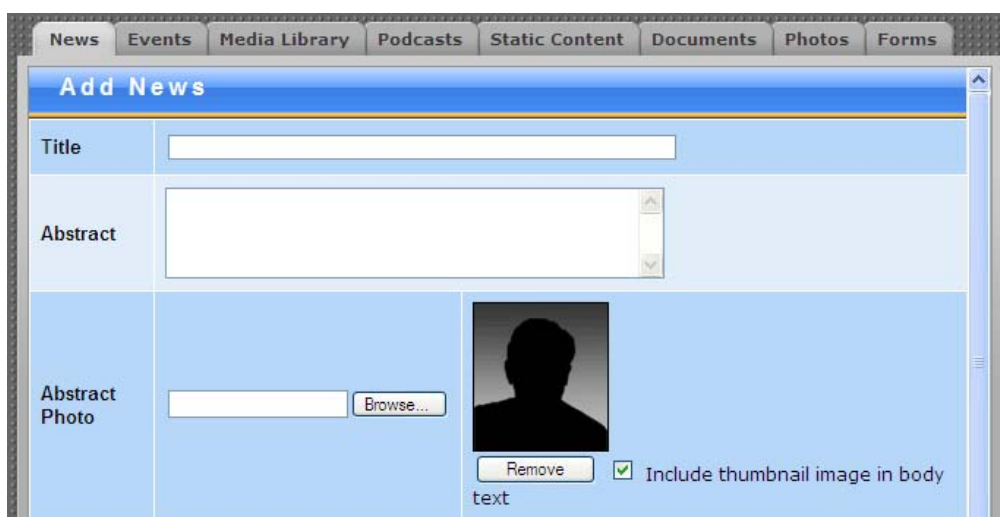
Adventist Media Network – Web Ministry

d.   **Publish Date** You can set when the news story appears on the website. This means you can enter a line up of news at once and have it appear over a staggered period of time.

e.   **Kill Date** The date the news item will disappear at midnight from the news feeds that are showing your news. (for one day only, pick the same date for 'publish' and 'kill'). It will remain in your list of news items (hidden form everyone else) until you choose to delete it.

f.   **News Content** Here is where you can type/paste your entire news story. Once people click on your news item (after reading the title and abstract) they are able to view the full story. This editor works much like most word processors. Hovering you mouse over a button tells you what that button does. In this editor you can add images, links, tables, format text and more.
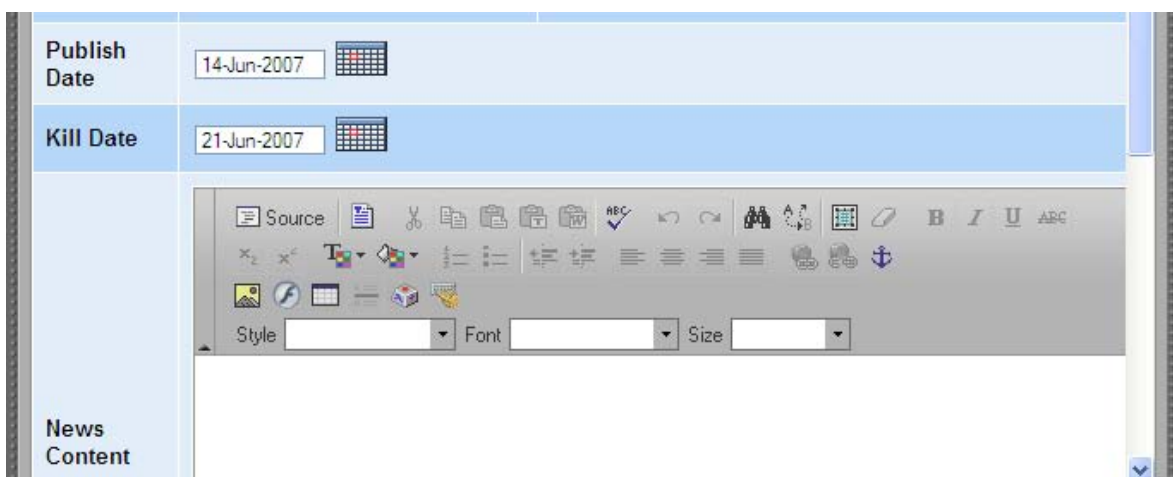
g.   **Allow to be shared**
This should be checked to YES it the . Otherwise you keep your news story within your netAdventist site only and no other sites will be able to receive it.

h.   **Show to non-members**
This option can be clicked either yes or no and may require some thought depending on your news item. If you say YES, and allow the news item to be viewed by non-members, that means your news feed can be seen by anyone who visits a churches site and does not log in (the public for example). If you click NO than only those who have been approved and have access to the members areas of the church's website will be able to view your news item. This means you can choose to keep news items that are less relevant to the public than they are to church members hidden from the public.
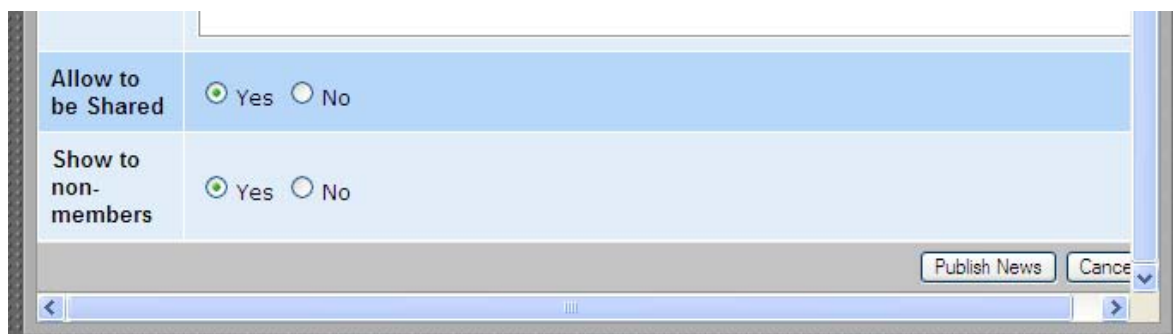
6.   Click *'Publish News'* and the event will appear when the actual date is the same as the publish date you set. If the publish date today, it will appear instantly on your site and, about an hour later, appear on other netAdventist sites

7.   *You're done.* You can now either add another news items (go back to point 4) or you can log out and call it a day.

☐ NEWS – Tips

Here are some tips that will help your get the most from this feature and make life easier:

- o Give multiple people in your organisation 'scribe' access to your site. This prevents one lone person from having all the responsibility for sharing your news.
- o Remember, you can access your site from anywhere in the world with internet access. You could enter your news at an internet kiosk at an airport and your story appears an hour later around the division!
- o You might produce a newsletter and collate stories for a month and then publish and distribute it. We recommend you publish each story as it happens on your site – making the news even more current and relevant. You can still put the stories aside for you're your printed publication.
- o News items appear in feeds in order of last added, this is so even if the publish dates you set are opposite.
- o Be selective of what you determine to broadcast as news. Try and avoid trivial news items. Webmasters from other websites can remove your news feed from their site if they feel the news you are sharing is too irrelevant.
- o Keep in mind if your news item is more relevant for members only or the public as well and set your news item as appropriate.

☐ EVENTS – How To

Here is the step by step instruction of how to add events to your feed:

1. Go to your netAdventist website, click *'Log In'* and enter your username and password

2. Click on the *'Dashboard'* link that will appear in your 'main menu'

3. Click on the *'My Content'* tab.

4. Click on the *'Events'* tab. This will open up automatically with a list of events you have already entered.

5. Click on *'Add Events'*
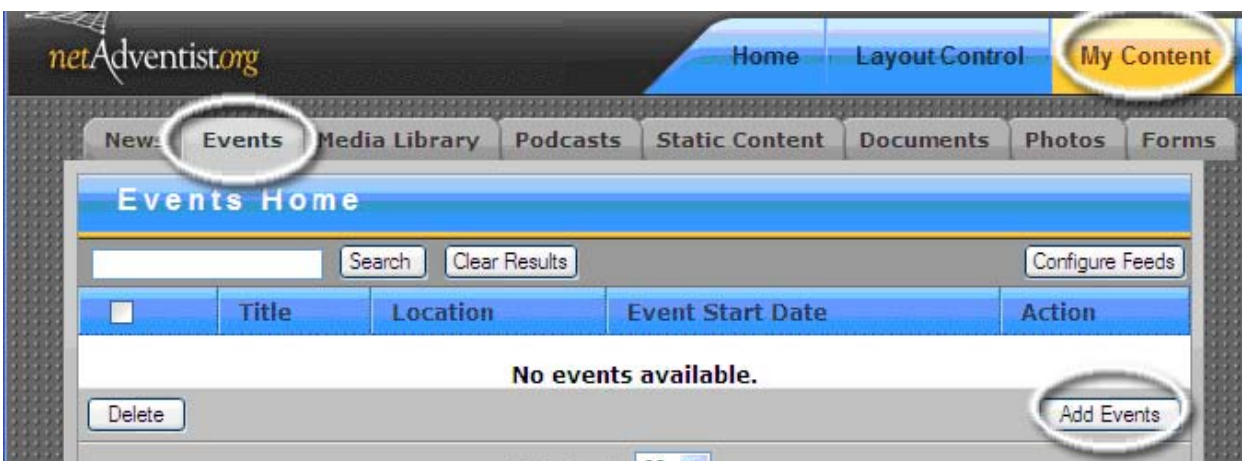
6. Enter the following as relevant to your event:

   a. **Title**
      This is the name of the event

   b. **Enter Locatio**n
      The name/suburb or the place the action is happening

   c. **Event Picture** You can have an image appear with your event. By checking the 'Include thumbnail image in body text' box this image will also appear in the event's full description.
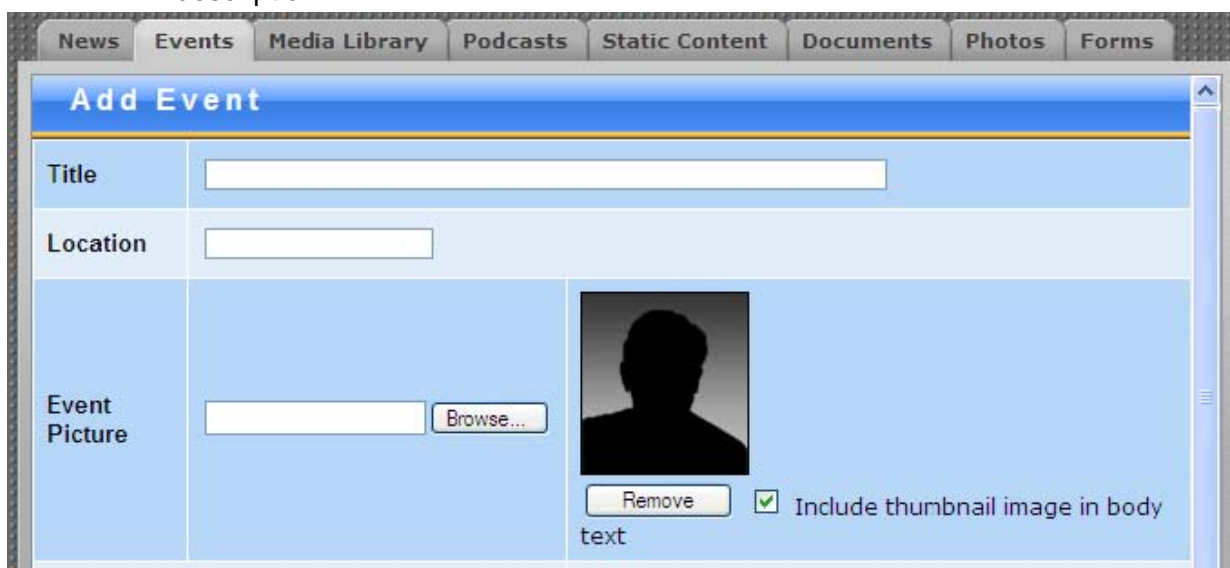
d.   **Event Start Date** The event will appear in calendars and span across the duration of the event. Put in the events opening date here

e.   **Event Finish Date** Put in the day the event finishes here – even if it's the same day as the opening

f.   **All day Event** By clicking this box it says your event has a 24 hour duration. And you can no longer set specific times of the start and finish of the event

g.   **Start Time** Set this to the time the event official starts

h.   **End Time** This should be set to the item the event officially finishes. If your event goes over multiple days it is likely to have daily opening and closing times. We recommend you publish these in the content area (below) along with all other useful information. Another option is to add a separate event for each day of the 'total' event and set the opening and closing ties of each day, followed by that days program in each content are (below)

i.   **Content** Here is where you can type/paste all details of the event. Once people click on your event title in the calendar they are able to view the full details. This editor works much like most word processors. Hovering you mouse over a button tells you what that button does. In this editor you can add images, links, tables, format text and even edit the actual HTML of the event details if you feel you need to.
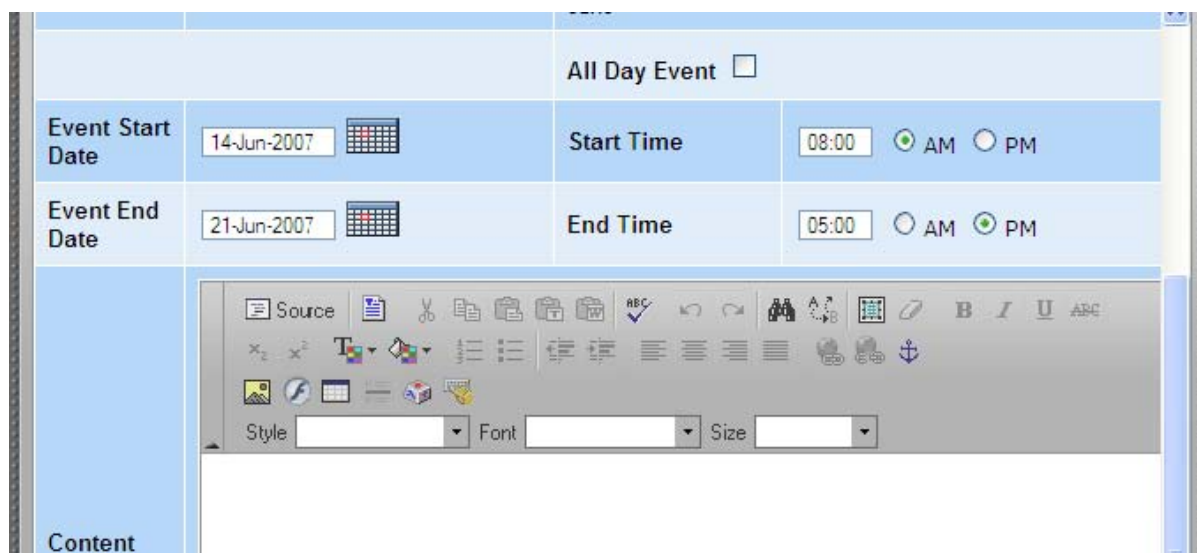
> j.　**Repeat Method** If this is a one off event or has an irregular reoccurrence then don't repeat this item. If it has a regular occurrence – like a consistent daily, weekly, monthly or yearly reoccurrence, and even only for a limited time, then by setting this up once the same event can be repeated automatically for you and put in everyone's calendar
>
> k.　**Repeat End Date** If you selected a repeat method (above) you can choose for how long it will repeat, forever, after a specific number to times or at a certain date.
>
> l.　**Allow to be shares** This should always be checked to YES. Otherwise you keep your event listings within your netAdventist site only and no other sites will be able to

> receive it.
>
> m.　**Show to non-members** This option can be clicked either yes or no and may require some thought depending on your event. If you say YES and allow the event be viewed by non-members that means your event can be seen by anyone you visits a churches site and does not log in (the public for example). If you click NO than only those who have been approved and have access to the members areas of the church's website will be able to view your event.

7. Click *'Publish Event'* and the event will appear in the calendar on that date.

8. You're done. Either add another event item (go back to point 5) or you can log out and relax.

☐ EVENTS – Tips

Here are some tips that will help your get the most from this feature and make life easier:

o Give multiple people 'scribe' access to your site. This prevents one person being responsible for and keeping an eye on the latest events that need to be advertised.
o Be selective of what events you determine to broadcast. Try and avoid trivial events. Webmasters from churches can remove your events feed from their site's calendar if they feel the events you are sharing are too irrelevant.
o Don't forget to follow up events with a news story in your news feed!

You can add as much information and be as creative as you like in your event listing – or you can chose to have just a few lines and link to your 'real' website for full details.

Adding Document and Media files

☐ Documents

In many cases, having text on your web page is suffice for sharing information. Though some documents, such as bulletins, printable application forms, invitations etc, are best left in the layout they were created in and not converted into a web page. Two important things to consider with files are its size and compatibility on other computers. If the person does not have the program the file was created in then they cannot view it. If they don't have the same fonts, the document may look completely different and you might loose the layout you set. It's best to convert your document files into a PDF file to overcome these compatibility issues.

The PDF file format is excellent for sharing documents as it keeps the original layout and formatting, no matter the type of computer it is viewed on, and it can also compress the file's size.
Unless you need the PDF to be printed to a commercial standard you can reduce the quality of the PDF considerably. When saving as a PDF, change the file's settings to 'standard' or 'smallest file size'. You should be able to attain 100kb or less per page in the PDF, and it will still look fine on the screen.

A free PDF writer can be found at www.CutePDF.com.

☐ Adding Documents

You can add documents such as Word documents, PowerPoints, Excel spreadsheets and PDFs. You can classify documents into "Collections", for example visitors to your site don't have to wander through your entire list of documents to find church bulletins, instead can go to a collection called "Bulletins".

Here's how you add documents to your website:

1. In the Dashboard, go to the 'My Content' tab and select the 'Documents' tab. Here you will see a list of all the documents that have been uploaded to your website.

    First you must make sure you have a 'collection' to put the document in.
    If you already have a collection set up for your new document, jump ahead to point 2.
    A **document collection** is used to keep all similar documents together. For example, bulletins, church camp files, rosters. A collection also creates a page that automatically lists and keeps updated with all the documents you have uploaded to the collection. You only need to link to it once and whenever you upload a document, there is no need to make or update a link.

    To create a new collection, follow these steps:

    a. Click "Manage Document Collections"
    b. Here you can edit the information or delete any collection. Click "Add New Document Collection"
    c. Enter a title for the document collection
    d. Choose an access level for this collection (eg, choose 'members' if you only want people who have logged in to be able to access documents in this collection)
    e. If you feel the need, type in an explanation about what this collection is. It may include images and links etc. This information will appear above the automatically updating list of documents should you have a link to this document collection.
    f. Save changes
    g. Click "return to Document List"

2. Click "Add New Document".

3. Type a title for the document into the Title field.

4. Choose a Collection it should be housed in; if applicable (see point 2).

5. Type in a File Date—the date of the document. It does not have to be the publish date or the current date. The 'collection' orders itself according to date, so you can use a past date if you are creating a document archive.

6. Choose Yes to publish the document. That means the users will be able to see it in the collection. If you chose no, it would technically be in the collection but no one would be able to see it yet and a webmaster will have to come back and 'publish' it to make it visible.

7. In the Uploaded File field, click Browse and Navigate to the document on your hard drive, click it, and choose Open.

8. Click on Save Changes and wait for it to upload. Larger the file the longer you have to wait.

☐ Linking to Documents

There are three main ways to give users online access to your documents:

- **Page Link**
  Static content pages, News items and Event listings can all have a link to either a single document OR a document collection.
    a. Create the text you want to become the link in the text editor box.
    b. Click the 'insert link' button and the linking box will pop up (make sure your browser settings allow popup windows for this website).
    c. Keep the 'Link Type' as 'My Content'.
    d. Click the 'Documents' tab in this pop up box.
    e. Choose the collection you want to link to.
    f. If you want to link to a specific file, choose the file from the next drop-down box, otherwise click 'Save' with only the collection selected.

- **Menu Button Link**
  You can put a link in one of your menus, on the side of your website, to a document collection. The **link can only be made to a document collection**, not to one specific document housed in a collection. **You need webmaster access** to put a link in a menu.

  - Go to: Layout Control>Menu Manager>[open a menu]>Add Plugin>My Documents

- **Collection Box**
  On your home page, or the side bars of the website, you can insert a box that automatically displays the latest file added to the collection and link to the entire collection (pictured). **You need webmaster access** to put this in your website layout.

  - Go to: Layout Control>Layout Manager>Add Plugin>My Documents

☐ Media Library

Use the Media Library to upload and organise various types of media files, and to make media material available for download via a podcast feed to your subscribers.

☐ Media Types and Compression

You can upload any and all audio and video file formats to the Media Library. Here are some common file types you may upload:
Audio: MP3, Real Media, WMA (Windows Media Audio), and more.
Video: MPEG, MOV (Quicktime video), WMV (Windows Media Video), Real Media, and more.

Audio on the internet once used to be limited to beeps, midi music files and large but short wav files. Now with the development of mp3 files, audio has now become far more practical.

The mp3 file is especially good at compressing audio file sizes down with minimal loss of quality. The mp3 file format has taken off in recent years and is now playable on many CD and DVD players, mobile phones and car audio systems. One CD filled with mp3 files could fit around 10 CD's worth of 'normal' CD music.

Now with better video compression, and faster connections, video is starting to blossom on the internet. A Flash file type (.flv) is compatible with most web browsers and reduces the size of video files considerably. Flash can 'out-compress' the file types mp4, mov, wma and avi.

For more on media compression and compression tools see the Appendix

☐ Podcasting the Media Library

For our purposes, a podcast is an audio file that automatically downloads from the Internet. You can then play this file on your computer or personal mobile device (mobile phone, mp3 player, ipod). You access this auto-download functionality using a feed reader such as iTunes (itunes.com) and adding into the reader the podcasts you want to subscribe too.

On your netAdventist website, this means that when your users subscribe to your podcasting service, the latest podcast you've made available will automatically download to them whenever they get online—a Sabbath sermon, midweek prayer meeting, evangelistic series presentation, etc.

Please note that podcasting—an automatic download service of new media material to podcast subscribers—is only available for the MP3 and MP4 file format. If an MP3/MP4 file is uploaded, it will automatically be picked up for podcasting to your podcast subscribers.

☐ Podcast Tab

Please note that the 'Podcasting' tab, found in the 'My Content' tab of the dashboard is only for adding external podcast feeds to your website. Once added, these can be linked to from the 'Menu Manager' in the 'Layout Control' tab. By uploading files to the "Media Library" tab you create you own podcast automatically.

☐ Adding Media

1. In the Dashboard, go to the 'My Content' tab and select the 'Media Library' tab. Here you will see a list of all the media files that have been uploaded to your website.

2. Before you actually add media, it may be helpful to create a 'Group' for your media material to be placed in. Why? So you can group types of sermons or media materials together logically. If you already have a media group to put your file in, go to point three.

   To create a media group:
   a. Click on 'New Group"
   b. Type a name for the group, such as "Church Sermons" or "Special Items"
   c. Click Add Group and you should be taken back to the list of Media files.

3. Click Add Media

4. Enter a title for the file

5. Enter the speaker name (or event name or location if the speaker name is irrelevant)

6. Enter the date it took place, or use the calendar.

7. Enter a short description of the media material.

8. Specify a group in the Group drop-down menu - if it is to be part of a group – else leave it as 'all'.

9. Click Browse and navigate to where your media file is located on your hard drive. Select the file, and click Open. This lists the file in the File field.
10. To upload the media to your website, now click "Upload Media". And wait patiently for it to upload. The larger the file the longer the wait.

11. Once you upload your first piece of media, it's listed in your Media Manager pane, and you have a new option called **Add Format**. This is where you can begin uploading other files that are associated with the first file you uploaded. If you upload an MP3 file, say of an educational presentation, you can upload into the same Group a PDF file of the printed program, a Word document containing the participant guide, and more. You can mix and match file formats within a group. (Remember,only MP3 or MP4 files are picked up for podcasting.)

☐ Linking to Media Files
There are several ways you can let users find your media files

1. **Link to your Media Library**
   (Layout Control> Menu Manager>Add Plugin>Site Tools> Media Library)
   If you want to link to a specific group in your Media Library, either in your menu or on a page, you will need to go to first put in your media library (as above), open it on your site and then select the group you want to view. Now copy the URL in your browser and turn it into a 'custom URL' or URL link – and it will open straight to this media 'group' for you as well as give you podcast icons for that specific group.
2. **Link to a specific media file** from a News, Event or Static Content page.
   (use the link button in the text editor.)
3. **Embed a media file player** in a News, Event or Static Content page for a mp3 file or flash (.flv) file (link button in the text editor) Note: unfortunately the player may 'break' each time you edit the page it is on (this is a bug). This means you may have to delete and re-embed the player when you open the page again.

Photo Albums

☐ Creating Albums and Adding Photos

1. Click the "Photos" tab in the "My Content" area of the dashboard.

2. If you already have an album created to add more photos too, go to step three. To add a new album, you need to:

    a. click "Add Album".

    b. Type a short title for the album, such as "Pathfinder Camporee"

    c. Enter keywords separated by commas eg Pathfinders, camping, trophy. The keywords aren't visible to users, but are searchable by users.

    d. Enter a longer description of the album ("longer," comparatively speaking—this should be longer than the album title, but shorter than a paragraph)

    e. Specify the user access level to this photo album.

    f. Click 'Create' and your album title pops up in the main Photo Gallery section, but there aren't any photos in it yet.

3. **To add your first photos** to the album, click 'No Thumbnail'. (Later, after you've added photos, click the thumbnail picture of your album)

4. In the Choices drop down menu, select "Add Items"

5. To upload photos stored in your own computer, making sure you have resized/compressed them first (see Appendix) click 'Browse' next to the first File field. Navigate to your photo, select it, and click 'Open'.

6. Repeat these three steps for any other photos. Note, you can upload a 'zip file' of photos to upload many at once. Also, make sure your photos don't total more than 16 megabytes all together, or 15 megabytes for any one photo.

7. Enter a caption for the photo if you wish.

8. Click 'More..' if you want to add more photos in this upload.

9. Click "Add Items" when ready you upload them all. Be patient! This may take some time, especially if you're on a dial-up connection. It may seem stalled, but it's probably not.

10. A message screen will appear saying "Upload Complete: Successfully added [#] files." when done.

11. When you're ready to view your new album, click 'Gallery'.

12. Click on the thumbnail picture of your album. From this screen, you can view your pictures, add more pictures, delete or edit your album, edit your captions, rearrange your photos, and view the album in several ways.

13. The thumbnail picture of your album is, by default, the first photo you uploaded. To change this to another photo, navigate in your album to the new photo you want. In the "item actions" drop-down menu for that photo, click 'Make Highlight'.

☐ Adding albums to your site

1. **Add it to your home page layout**
   Go to the "Layout Manager" tab, click 'Add Plugins', and choose "My Photo Albums" to fin d the album to add to your page layout

2. **Slideshow on home page**
   To display your photo or album as a slideshow, double-click the blue area of the plugin in the layout manager. Under 'Display Style', choose 'Show a Slideshow'. Choose your preferred speed and transition, and click Save Changes.

3. **Link to one or all albums from menu**
   Go to the "Menu Manager" tab and open a menu you want to add a photo album to. Click 'Add Plugins' and choose 'My Photo Albums' and you can either insert a link to one specific album or a page with 'All Photo Albums' listed.

4. **Link to a photo or album from text editor**
   Use the link tool in the text editor of a static content, news etc page. Choose the Link type to be 'My Content' and then click on the 'Photos' tab.

☐ Polls

When you click the Poll tab, you'll see a list of all polls. Use polls to get general user feedback, keep people involved and interested in the site, and find out what people actually know about a given subject. Before you add a poll of your own, it's helpful to view an existing poll. Follow these instructions to add your own poll.

1. Click Add Poll.
2. Type in a title for your poll, in the form of your poll question. E.g. "How many commandments are there?"
3. Type in a Publish Date and a Kill Date, or use the calendars to choose dates. Publish Date is the date when the poll will begin displaying on the website. Kill Date is the date when it is taken off the website.
4. In the Options lines, type several possible answers to your poll questions. For the question above, you might enter the names of several cities.
5. Specify whether to make this poll viewable by non-members or not.
6. Click Save Poll.

☐ Forms

Forms are a way people can enter information into fields and when they pres send their entry is emailed to one or more people. This is good for things like surveys or order forms.

Please see our website for three video tutorials on creating forms. http://web.adventistconnect.org

Publishing Content

☐ What is a plugin?

A plugin is an item of content that can be added to the layout of your website. This content can include static pages, polls, forms, menus to navigate the website, news feeds, ministry icons and more. A plugin can either be content you have created or content that is created and updated by an external entity for you. It is up to you which plugins you choose to include in your site layout and where they appear.

☐ How do I add/remove/move plugins to my site?

To access the plugins, choose the [layout control] tab from the dashboard.
If you want to add content to the home page layout then click the [layout manager] tab. To add a new menu or menu button click on the [menu manager] tab.

Adding
To add a plugin click on the "click to choose Plugin" button and navigate through the menu system (described on the next page) to select the plugin you want to add.
It will appear on top of one of the columns once added.

Moving into position
To move or reorder the plugins click and hold on the gray part, and drag it to where you want it.

Removing/Deleting
Click the X in the red box (top right) and the plug in will be removed from the layout/menu. It can be added again (see above)

Access Level
In the top left of the plugin is a letter which represents the current access level: G=guest, M=Member, L=Leader, S=Scribe, W=Webmaster. To change it, click on the title (blue area) of the plugin.

Editing / settings
To change the title or various settings of the plugin, for example how many news items to show on your home page, click on the title (bottom middle) of the plugin. Various plugins have different options available to edit.

SAVE!
Don't forget to keep any changes you make by clicking "Save", at the bottom of the screen. When viewing your live site you may need to hit 'Refresh' to see the changes.

☐ Layout Manager Vs Menu Manager

What's the difference between the two managers? When adding a plugin from the layout manager, it inserts either an icon with an image or the actual contents of a news feed or static content page. When adding a plugin from the menu manager you are simply adding a text button into a menu set (eg. main menu) that links to the contents of that plugin.
Note: Some plugins, for example the map or web Bible, can only be found in the menu manager.
WARNING: DO NOT DELETE YOU DASHBOARD BUTTON OR MAKE THE ACCESS LEVEL ON YOUR LOGIN FORM TO BE WEBMASTER ONLY, as you will not be able to log in to your site.

☐ Plugin List and Explanation

Next is a list of the plugins available for placement on your site and who what they do:

LAYOUT MANAGER PLUGINS				
1st Level	**2nd Level**	**3rd Level**	**4th Level**	**Details**
News >	Local News			When you enter news into your website, this is the plugin that displays it. You can choose how many news items are displayed by clicking on the news plugin once you have added it into your site
	Groups >	[your groups appear here]		If you create a group of churches/entities that you would like to receive news from, they appear here so you can add them to your site layout
		Add new group for news		A shortcut to create a group of churches/entities that you wish to receive news and/or events from. To manage existing groups, go to the [Groups] tab
	Church Organisation >	**General Conference >**	Adventist News Network	A news feed of Adventist news from around the world
			Ground 7 News	An icon that links to a podcast containing Adventist news from around the world
			Adventist World Radio	A news feed from Adventist World Radio
		South Pacific Division >	Adventist Employment	A 'positions vacant' feed showing church employment opportunities
			Volunteer Opportunities	A feed showing volunteering opportunities
			The Record	A feed showing the latest edition of the weekly RECORD publication
		[Your Conference area] news		This feed will keep your site updated with all relevant news to your area. It is a comprehensive news feed combining news from the South Pacific Division, your union, your conference, the Discovery Centre, ADRA, Sanatarium, Book Centre's and more
		Adventist schools Australia news		A news feed from the schools in Australia
	Ministries >	**Youth >**	[Your Conference area] youth news	A combined news feed from the youth departments of your conference, your union and the South Pacific Division
		Children >	Kids Corner	A fun feed for kids
	Other Christian >	**Christianity Today >**	Christian News	A nondenominational feed of general Christian news
			Evangelism & Outreach	A nondenominational feed of discussions about evangelism and outreach
	Custom >	add new public rss news feed		For adding an rss news feed elsewhere on the internet
Church Entities >	**South Pacific >**	Adventist Media Network		An icon that links to the news and services of the Adventist Media Network
		SPD Travel		An icon that links to the South Pacific Division travel agency home page
		ACA Health		An icon that links to the ACA health home page
		Avondale College		An icon that links to the Avondale College home page
		Pacific Adventist University		An icon that links to the Pacific Adventist University home page
	Australia >	ADRA Aust		An icon that links to the ADRA Australia home page
		Sanatarium Aust		An icon that links to the Sanatarium Australia home page
		Sydney Adventist Hospital		An icon that links to the Sydney Adventist Hospital home page
		Adventist Schools Aust		An icon that links to the Adventist schools Australia home page
		Retirement Villages Aust		An icon that links to a directory of retirement villages in Australia
		Campgrounds/Accommodation Aust		An icon that links to a directory of campgrounds and accommodation in Australia
	NZ >	ADRA NZ		An icon that links to the ADRA NZ home page
		Sanatarium NZ		An icon that links to the Sanatarium NZ home page
		Adventist Schools NZ		An icon that links to the Adventist schools NZ home page
		Retirement Villages NZ		An icon that links to a directory of retirement villages in NZ
		Campgrounds/Accommodation NZ		An icon that links to a directory of campgrounds and accommodation in NZ
	Islands >	ADRA PNG		An icon that links to the ADRA PNG home page

Static Content >	[assorted content]			Both the default installed pages and your own added pages appear here for adding to the site layout
My Documents >	[assorted content]			Your document collections appear here for you to add to your site
My Photo Albums >	[assorted content]			A list of your photo albums appear here for you to add to the layout of your site. This adds an actual photo/slideshow to the page and a link to the album
Ministry Resources >	**South Pacific >**	Adventist Book Centre		A feed showing new products and promotions from the Adventist Books Centres and a link to the shops in the South Pacific
		Adventist Media Resources		A feed showing Adventist Media product features
		Online Courses		An Icon showing the latest Discovery course promotion and a link to both Bible and lifestyle course main menus. Lesson one for most courses will appear in your website. On compleation of lesson one visitors are encouraged to signup free for the full course
		ePrayer		A feed that focuses on prayer
		Home Health Education		A feed showing Home Health Education Service product features to promote to the public
		Hope TV		An icon that links to the Hope channel site, live online feed and satellite dish installers
		Sabbath School Lessons		An icon that links to a menu with links to the current Sabbath school lesson for all age groups and other Sabbath school resources
		Signs of the Times		A feed showing the latest edition of Signs of the Times Magazine, topical articles.
		The Edge		A feed showing the latest edition of youth targeted 'Edge' magazine, articles, reviews,
	Other>	**eGraceNotes >**	[various feeds]	A collection of devotional style feeds to choose from produced by the North American Division
		It Is Written - weekly telecast		An icon that links to the video podcast of the It Is Written telecast
		Bibleinfo.com		A search box that takes you to concise Bible studies on the topic requested
Menus >	Main Menu			Contains links to 'home' , 'dashboard' , 'contact us', 'privacy policy' and several default installed links to other content. You can add to this set in the [menu manager] tab
	User Menu			Links to areas that allow members to view or change their details
	[Custom Menus]			Menu sets that you create in the [menu manager] will appear here. Remember, once you create a menu set in the [menu manager] you need to add it into your site layout
	Add new menu . . .			A shortcut to add a a new menu set. Go to the [menu manager] tab to manage your menu sets and their list of entries
Site Tools >	Events Calendar			Puts an interactive calendar on your site that displays all your local events and also events from the groups you have created. In the [events] tab of [my content] click on the 'configure feeds' button to choose who's events are displayed in your calendar
	Latest Events			Shows your local events. You can choose how many events and how many days into the future you would like events to display by clicking on this plugin in the layout manager
	Polls >	[from Local to General Conference polls]		Add your local poll to the layout or a poll run by any of the other entities listed. To create and manage your polls, go to [messaging] > [polls] in the 'dashboard'.
	Login			A button that allows members to login or guests the ability to apply for a members account
	Who's Online			Displays how many guests and members are viewing your site
	Adventist Directory			An icon that links to a directory of Adventist churches, schools and other entities in the South Pacific Division

	MENU MANAGER PLUGINS			
1st Level	**2nd Level**	**3rd Level**	**4th Level**	**Details**
News >	Same as Layout Manager			Same as Layout Manager
Static Content >	Same as Layout Manager			Same as Layout Manager
My Documents >	[your documents]			Your document collections appear here for you to add to your site
My Photo Albums >	[your albums]			Your photo albums appear here for you to add a link to
	All photo albums			A link to a page with all photo albums showing
	Add new photo album			A quick way to add another photo album from the menu manager
My Form Packages >	All my forms			A link to all the forms you have published
	Add new form...			A quick way to add a new form from the menu manager
	Add new form Package...			A quick way to add a new from package (collection of similar forms) from the menu manager
Streaming Media >	**Television >**	**General Conference >**	Hope TV International	Streaming video feed from Hope channel
		North American Division >	Loma Linda Broadcasting Network	Streaming video feed from LLBN
			It Is Written Weekly Telecast	Streaming video feed from It Is Written
	Radio >	**North American Division >**	LifeTalk	Streaming radio feed from Life Talk
	Podcasts >	**External podcasts >**	Adventist Mission	Audio files from Adventist Mission (General Conference)
			General Seminars	Audio files of outreach seminars recorded around the South Pacific
			Ground 7 News	Audio files from the Ground 7 news
			Member Training Seminars	Audio files of training information for members around the South Pacific - not relevant to the public
			Sabbath School University	Audio file of Sabbath school lesson discussion
			Sabbath School University - Video	Video file of Sabbath school lesson discussion
			Signs of the Times	Audio files of articles and issue reviews of the Signs Magazine
		Local site podcasts >	All Media	A link to the media files on your site
			Add new media group….	a quick way to add a new media group form the menu manager
Ministry Resources >	**South Pacific >**	Adventist Book Centre		A link to the Adventist Book Centre promotion feed
		Adventist Media Resources		A link to the Adventist Media promotion feed
		Bible Courses		A link to the Discovery online Bible Course menu
		Lifestyle Courses		A link to the Discovery online Lifestyle Course menu
		ePrayer		A link to a prayer focused feed
		Home Health Education		A link to the HHES promotion feed
		Hope TV		A link to a Hope channel menu page
		Sabbath School Lessons		A link to a Sabbath school lesson menu page
		Signs of the Times		A link to the Signs of the Times magazine feature feed
		The Edge Magazine		A link to the Edge magazine feature feed
	Other >	eGraceNotes		A link to the eGrace devotional feeds
		It Is Written - weekly telecast		A link to the It Is Written telecast

		Bibleinfo.com		A link to the Bibleinfo.com application
Site Tools >	Login form			A button that allows members to login or guests the ability to apply for a members account
	Media Library			A link to a page with all the media files on your website
	Map			A link to an interactive map showing your location
	Prayer Requests			A link to a form which people can send prayer requests to your prayer coordinator and/or team
	Feedback			A link to a feedback form to collect website comments and suggestions.
	South Pacific Websites			A link to a directory of Adventist websites in the South Pacific Division
	Adventist Directory			A link to a directory of Adventist Churches, schools and institutions in the South Pacific Division
	WebBible			A link to a simple web Bible
	Custom URLs			Add your own link to web pages outside your site
	Calendar >	[various options]		Links to your calendar and will open in the view you select
	Online Forms >	Membership Form		A link to a form where people can request to join the church
	My Forms Inbox			A link to an area where form results will be collected for those who have privileges

Why use groups

Your church/entity might have some particular interest in the news and/or events of other churches/entities on the netAdventist network. This can even include places outside the SPD, such as the General Conference news.

Perhaps you share a pastor, have a close relationship to a school or church. Maybe your church is particularly passionate about a certain ministry. You can choose to put the news and/or events feeds of these places on your site. Whenever these places update their site, your site will update with the new information about an hour later. This means people can come to your site for all the news and events and not have to go anywhere else.

□ Where your groups display

News
You can either create a link in your menu to a group in the 'menu manager'. Clicking on it will open a page showing all the news entered by the members of that group. You can also put a news box in any of your 3 columns on your website to display automatically – without having to click on a link. Remember, you can make the group 'members only' viewing too if you think the group is less relevant to the public.
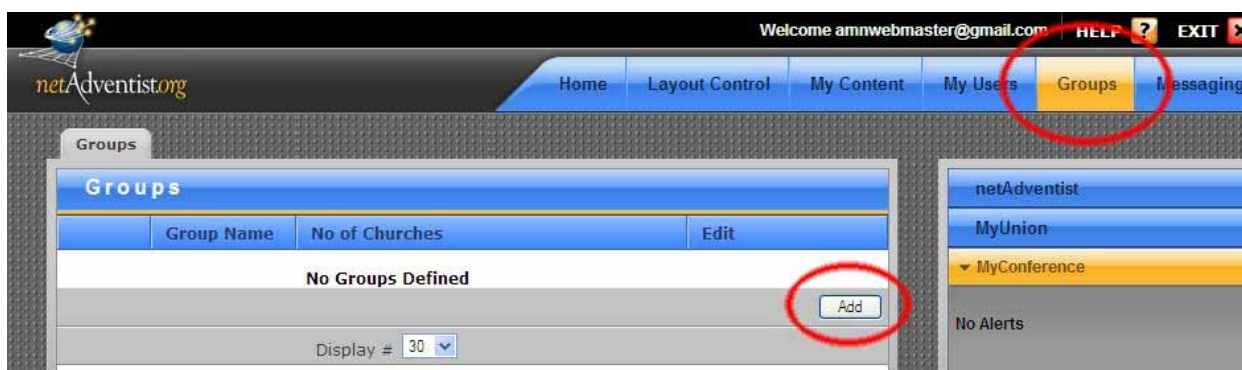
Events
The events of your group can be automatically inserted into your sites calendar. If you only want the news and not the events of the entire group, you can turn off the group on the by clicking [My Content] > [Events] > [Configure feeds]

☐ How to make your own group

Log into your website and go to the 'dashboard'
Go to the 'Groups' tab
Click 'Add'

1. Category: Choose from Church, School, Ministry Administration (conference office type entities and their departments) or ASI (supporting ministries)

2. Group Name: Choose the name of the group. This will be displayed in the top of the news box on your website. **TIP:** The word "News" will automatically be added to the end of what you type – so no need to put the word 'news' in the name.

3. My Division: A list of the world divisions. North American Division has a lot of sites you can get news from, but choose South Pacific Division to see all the local sites.

4. My Union: Pick from the drop down which union the entity you want to add is in.

5. My Conference: Pick from the drop down which conference the entity you want to add is in.

6. My Ministries: This is a list of sites in the netAdventist system that correspond to the settings you just selected above. You can now choose what sites you want to receive news and/or events from.

7. My Group: This is a list of all the entities you have selected to be a part of this group. By clicking on the '>>' button you add the entities you have highlighted in the 'My Ministries' box. Clicking the '<<' removes the entities you have highlighted in your 'My Group' box.

☐ Helpful Tips

- **Multiple regions:** You can have entities from different areas in the same group. Eg. a church in the South Pacific Division and a Conference office in Florida, USA. Simply add the entities from one area, then change the 'division/union/conference' table to find the others you wish to add to the same group.

- **Multiple Selections:** You can select multiple entities in the 'My Ministries' box at one time for faster adding.
    - Holding the 'Crtl' key while clicking on entities adds to the selection before you add them.
    - After you have selected the first entity, holding the 'Shift' key and then clicking on another entity adds the new entity clicked on and every entity in-between.
    - Once you have the entities selected, don't forget to click '>>" to add them to your group.

- **Multiple Groups:** don't feel you have to put all your entities in one group. You can make several groups of like entities and place their news in different locations or links. You can also mark the news of the different groups for different access levels.

- **Exclude yourself:** To avoid complications of news and events repeating on your web site, we advise that you don't include your website in a group but use your local feed separately.

- **Get what you're given:** While you can choose who is in your group, you cannot choose which specific stories you do and don't wish to receive from the group. It's all or nothing.

  You can choose to remove specific entities from your group if you find their news/events are regularly not what you are willing to present on your site. This is a good reminder for what you publish on your own site. When publishing your news or events, be selective over what you decide to share with other sites or you might find yourself being removed due to your irrelevant content matter.

Conclusion

☐ Finding statistics about your netAdventist website

This tutorial will help you find and understand the statistical reports available for your netAdventist website.

☐ **How to find the Basic Stats**
  ▪ Login as a 'Scribe' or 'Webmaster' to your site and open the 'Dashboard'.
  ▪ On the bottom right of the dashboard you will find a tab called 'MyWeb Stats'
  ▪ Here you can see some basic statistics on the usage of your site
  ▪ You will note a dropdown window after the words "Statistics from" (see example on right). Here you can choose to view these statistics over several different time periods – ranging from the past 24 hours to the past year.

    NOTE: this drop down list has no affect on the Advanced statistical reports we'll look at next.
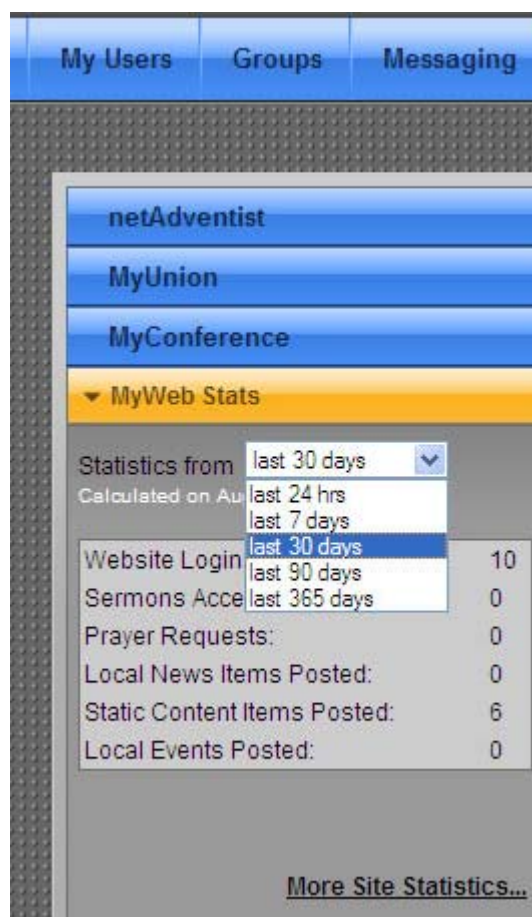
☐ **How to find the Advanced Statistics**
  • The advanced statistics can be found via the link at the bottom of the 'MyWeb Stats' tab.

  • Clicking on this link will open a more comprehensive statistical collection in a new window

Web Server Statistics
For
Historical Charts

	By Day	By Week	By Month
A	All Files Served	All Files Served	All Files Served
B	Page Views	Page Views	Page Views
C	Unique Visitors (Best Method)	Unique Visitors (Best Method)	Unique Visitors (Best Method)
D	Home Page Views	Home Page Views	Home Page Views

By Quarter	By Year
All Files Served	All Files Served
Page Views	Page Views
Unique Visitors (Best Method)	Unique Visitors (Best Method)
Home Page Views	Home Page Views

Historical Charts

The 'Historical Charts' section lets you view your site's entire statistical history on a single graph. This data can be split into five comparison time periods - Day, Week, Month, Quarter or Year.

For example, if you choose 'By Week' you will get a graph that compares your website's statistics for each week of your website's life. This lets you see, among other things, which were your site's highest and lowest weeks of traffic.

For each of these time periods you can choose from four different statistical sets to display:

A. All Files Served

This statistic set is not overly helpful to many people, though looks the most impressive. This chart shows the entire number of files downloaded off your site, or 'hits' as it's often also referred to. For example, if there was one viewing of a page of text with three images on it, there would be four 'files served' or 'hits' (one for each image and one for the 'text' file). If you are getting an increase in 'files served' it can mean you either have more traffic, or you simply have more items on your pages that are downloaded by each visitor.

B. Page Views

This statistic is a little more helpful, but not entirely. This chart shows the number of times pages were loaded on your site. You could have one visitor that visits 10 different pages and comes back to your home page 10 times – that would make 20 page views, but only one visitor. One positive is the higher the difference between page views and 'visits' you know you are enticing the visitors to click around more and are possibly providing an interesting site (or perhaps you're confusing them and they can't fid what they are looking for easily!??)

C. Unique Visitors (Best Method)

This is arguably the most useful measure of a website's success. The other charts showed a column showing 'visits', which includes those who come and go more than once in a day. This 'unique visits' shows more accurately different individuals who come and go over a day, filtering out repeat visitors.

D. Home Page Views

This stat, also not overly helpful, shows how many times people visit your actual home page.

- This example on the right shows a 'By Week' analysis of the "Page Views" stats for a website that has been operational for seven weeks.

- The column labelled '**Accesses'** is the figure that relates to the statistical item chosen, in this case individual "Page Views" and is graphed and compared by the time frame you chose before this screen opened.

- The column labelled '**Bytes'** tells the amount of data users download to view the statistical item chosen over the time period chosen. Note: there are 1000 Bytes in a kilo byte and 1000 Kilobytes in a mega byte – so 1,000,000 bytes is 1Mega byte

- '**Visits'** refers to the number of times people came to the site, including people who revisited, within the time period chosen.

- The date format on these graphs are month/day/year

History from 7/15/2007 to 9/1/2007

Historical Totals

Values for completed time periods are final. Values for the reporting period currently in progress are projections, except for user-calculated functions, which are not scaled.
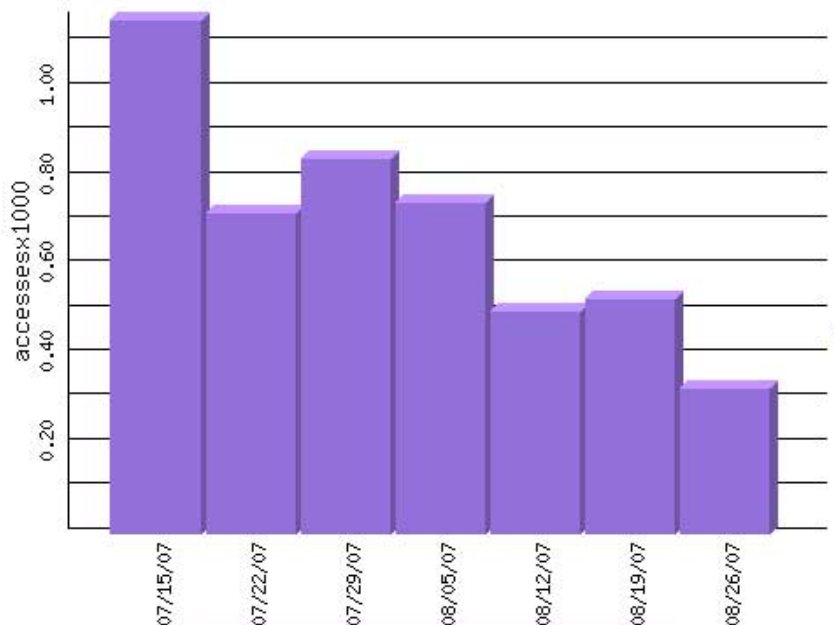
Page Views			
Report Date	Accesses	Bytes	Visits
Total	4,829	140,447,954	1,267
Average	689	20,063,993	181
Latest	327.29	7,962,063	80
07/15/07	1,159	56,621,883	268
07/22/07	725	16,251,990	215
07/29/07	846	19,163,598	234

- Clicking on a blue-underlined date takes you to a more detailed analysis of that date range. This is more fully explained in the next section that covers the 'Calendar of Reports', where this information can also be obtained.

Calendar of Reports

E 2007

Note: the italicized numbers in the shaded column at the left of each calendar row indicate the number of weeks elapsed since the beginning of the year.

F Quarter 3

July								August							September							
26	01	02	03	04	05	06	07	H *30*	I	01	02	03	04		*34*							01
27	08	09	10	11	12	13	14	*31*	05	06	07	08	09	10	11	*35*	02	03	04	05	06	07	08
28	15	16	17	18	19	20	21	*32*	12	13	14	15	16	17	18	*36*	09	10	11	12	13	14	15
29	22	23	24	25	26	27	28	*33*	19	20	21	22	23	24	25	*37*	16	17	18	19	20	21	22

Calendar of Reports
This menu section is found below the 'Historical Charts'. It allows you to get more detailed information about your site's usage for an individual:

    E. year
    F. quarter
    G. month
    H. week
    I. day

The stats are updated weekly on Sundays.

Clicking on a time period (we chose week 30) will open up a screen (see example on right) that allows a lot of detailed analysis of that time period.

First is a table that gives a summary of all the stats that could have be found in the "Historical Charts" (which we looked at earlier) but for the time period chosen only. It also lets you **"View Chart"**, which shows a little more info but that actual chart is of very little use for it is only of itself.

Below that table is an **'Executive Summary'**. This is a great snapshot of your sites activity in the time period you chose to view.

Week of 7/29/2007 to 8/4/2007

Important Totals

Item	Accesses	Bytes	Visits	Charts
All Files Served	3,561	25,475,660	208	View Chart
Page Views	1,086	18,341,367	208	View Chart
Unique Visitors (Best Method)	132			View Chart
Home Page Views	1,007	17,589,277	195	View Chart

Executive Summary

132 unique visitors came to the site, as determined by typical behavior of browsers with a non-rotating IP address and including a projection of the true number of visitors with rotating IP addresses.

Visitors came from 195 distinct Internet addresses.

The web server delivered 57 unique documents one or more times each.

10 distinct types of documents were delivered. The web server was linked to by 35 distinct pages on other web servers.

The web server was linked to by one or more pages found on 23 distinct web sites.

7 distinct search keywords were used to locate documents on the web server via Internet search servers, such as Altavista(tm) and Yahoo(tm).

1 distinct Internet search servers were used to reach the site.

Visitors used 17 distinct web browsers and other web access programs to reach the web server. Visitors used 17 distinct operating systems on their computers. Visitors followed a total of 20 distinct, non-trivial "trails" among the documents found on the web server

Individual Reports Menu
To the right is a menu that contains a tall list of reports that give you graphs and considerably detailed statistical information about your site.

We won't go through what each report does, most are self explanatory and/or of little interest to most. Clicking on a report will make it appear in the 'main window'.

Perhaps the most interesting/useful reports are:

- **"Top Visitor Domains "**
  - to see what countries people are visiting from

- **"Top Referring Sites"**
  - to see what websites people are linking to you

- **"Top Search Keywords"**
  - to see what people are searching for and end up at your site
- **"Top Documents"**
  - here you can see how many times people downloaded a specific file, for example a PDF.
  - this is also the only place you can figure out how many times a specific page has been viewed. The trick is to have a unique image on one page and none other. Then check the "Top Documents" and if the image has been viewed 35 times, the page has been viewed 35 times.

Calendar of Reports

Individual Reports

Executive Summary and Totals

Accesses by Hour

Accesses by Day

Top Documents

Top Entry Pages
Visits typically began at these pages.

Top Exit Pages
Visits typically ended at these pages.

Documents by Directory

File Types (Extensions)

Top Visitor Sites

Top Visitor Domains

Top Web Browsers
Also known as "user agents"

Top Operating Systems
Operating systems used by visitors

Top Referring URLs
External pages that link to this site

Top Referring Sites
External sites that link to this site

Top Search Keywords
Keywords used to reach this site via search engines, such as Altavista(tm) and Infoseek(tm)

Top Search Servers
Search servers used to reach this site, such as as Altavista (tm) and Infoseek(tm)

Top Trails Followed
Most common routes from page to page followed by visitors to the web server

☐ Marketing Your Website

Setting up your church website is an achievement but it's of no consequence if people don't know it exists.

It has been said, that it takes seven advertising exposures before a consumer takes notice and acts on it. Here are some tips to get your website noticed:

1. **Start with your church**
   - Make announcements during church service, informing members of how to find the site and what's new. Include the announcement also in the bulletin.
   - Create a flyer to give to each church member and to include in a visitor's pack. Make posters to place on your church notice boards.
   - Send out an email invite to your church members and follow with regular updates. Encourage members to forward the email to their circle of friends.
   - After holding a seminar, get the speaker or MC to refer people to the website to find out more about the church, access resources and to send in further questions.

2. **Audit the church communication material**
   - Your web address is now synonymous with your street address and phone number. Make sure it appears on all printed material – the bulletin, advertising flyers, newspaper articles, newsletters, brochures and business cards.
   - Insert it on your church sign.
   - Get promotional materials with your web address, such as pens and other giveaways for visitors.

3. **Tell your community**
   - Create a web marketing campaign for your local community. Ideas include a letterbox drop, newspaper article or advert, placing a poster on community noticeboards and announcing on the local radio station.
   - Email is also a powerful marketing tool. Create an interesting graphic and punch line, and then email it to key personnel in your community such as council members, journalists, the radio announcer and other service orientated organisations. Email this to church members to forward to their friends.
   - You can also place an advert in the telephone directory.

4. **Tell the world**
   - Get your website listed in Google, as it is the most popular search engine. Checkout the tutorial on Search engines on <http://web.adventistconnect.org> for further tips.
   - Search engines can keep a track of how often you update your site. So if you do it regularly, they will visit your site on a daily basis.
   - You can pay to have your site featured by some search engines. Investigate running an ad campaign using Google Adwords or Yahoo Search Marketing.
   - Asking other relevant sites to link to you and adding your site to web directories will also help increase the traffic to your site.

Keep track of your website statistics to see if you need to increase the awareness of your site or if a recent campaign has been successful or not.

If you receive a record number of visitors or have a success story, email the web ministry team of the Adventist Media Network on <webmaster@adventistmedia.org.au>.

To download a website marketing package, go to <http://web.adventistconnect.org>.

□ Search Engines

If your church website cannot be found in Google then you may as well not have a website. Well not exactly, but it is important to do everything you can to make sure your website will be indexed by the search engines.

Here are some factors that will help your website to get into Google and give you a higher ranking in search results.

1. Search friendly content
Brainstorm some keywords for your website that you think people will type into a search engine to look for your website. It may be the name of your suburb and "Adventist". Then make sure that these keywords are in the first paragraph of your home page. Do the same thing on your other pages. For example you may have a web page on Bible study. Title the page "Bible Study" and in the first paragraph write the name of your church and the key words "Bible study. E.g. "At New Hope Seventh-day Adventist Church we hold regular small group Bible studies. Below is a list of Bible study topics that we cover".

2. A new domain VS a sub-domain
When you register a new domain e.g. <www.adventist.org.au>, your site is indexed much quicker than a sub-domain or a host record such as <http://sitename.adventist.org.au>. In most cases, because the search engine has already indexed the top level domain, it will not automatically index the sub-domains. This means that you will have you submit it to the search engines and wait for them to list your website. If you want to register your own domain and connect it to your netAdventist website then email <webmaster@adventist.org.au>

3. Submit your website to the major search engines
If your site has not been indexed automatically within a couple of weeks then you'll need to submit your site to them.
Popular search engines are – Google <google.com/addurl>, Yahoo <docs.yahoo.com/info/suggest>, Dmoz <dmoz.org> and MSN <search.msn.com/docs/submit.aspx >

4. Cross-linking
Get as many other sites to link to you as this increases your ranking in search results. For example, partner with other Adventist churches in your area and create a section titled "Other local Adventist Churches" and link to their websites. We also have created a website directory of every website in the South Pacific.

Submit your site to online directories such as local community directories, your council website and national directories. Look up the "Search Engine" PDF on <web.adventistconnect.org> for a list of recommended online directories.

5. Add your site to Google maps
This is an easy way to get listed on the Google search engine as well as Google maps. This means if anyone is looking for an Adventist Church in their area on Google maps your church we will be identified. To add you church to go to <http://maps.google.com.au> and click on "Add or edit your business" on the left hand side of the page.

Appendix

☐ The ABCs of URLs

URL stands for **U**niform **R**esource **L**ocator. The other common definitions for URL (but less accurate) are "website address" and "domain name".

A URL is the address of a resource on the internet. The resource can be any type of file, such as a web page, a text or graphic file, or an application program.

Websites can have multiple URLs at the same time, which point to the same place.

For a more in-depth look at URL's and Domain names and how they work, visit:
 - www.answers.com/url
 - www.answers.com/domain%20name

☐South Pacific Web Network URL Structure

A standard structure has been used to give every site in the network a unique but correlating web address.

Public targeted sites:

The public face of the Adventist church in the South Pacific on the internet is now split into nationalised sites. These sites will service people in the community that want to find out information about Adventists. Information on these sites will include what Adventists believe, what they are doing, services provided and where the closest church is.

The URLs of national sites follows the following formula:

www.adventist.org.[CountryCode]

For example:
- Australia – www.adventist.org.au
- New Zealand – www.adventist.org.nz
- PNG – www.adventist.org.pg
- Fiji – www.adventist.org.fj

Members targeted sites:

Some entities provided services for members throughout the entire South Pacific Division. Other sites are more focused at targeting members within a specific conference or local area.
The URLs of these sites to some extent reflects this focus.

SPD focus sites:

When an entity has a reach beyond just the country, and to the entire South Pacific Division, it receives an address such as:

http://[EntityName].adventistconnect.org

Because there is no '.spd' domain extension, the domain adventistconnect.org was set up to service all SPD-wide focused sites. (Note: the secure section of all websites are actually held at the adventistconnect.org domain for technical reasons - but does not need to be remembered or used in advertising etc)
Example of entities that would use the adventistconnect.org name are:

- The SPD central resource site - www.adventistconnect.org
- SPD-wide influencing ministries – http://volunteers.adventistconnect.org , http://record.adventistconnect.org

Localised focus sites

Entities that do not 'service' the entire South Pacific Division are placed inside their countries URL structure. For example:

http:// [EntityName].adventist.org.[CountryCode]

Below are some examples of equivalent sites that service Australian, NZ and PNG:

	.au	**.nz**	**.pg**
Union Conferences	http://auc.adventist.org.au	http://nzpuc.adventist.org.nz	http://pngum.adventist.org.pg
School system	http://schools.adventist.edu.au	http://adventist.school.nz	-
School	http://nunawading.adventist.edu.au	http://wellington.school.nz	http://mtdiamond.adventist.ac.pg
Local Conferences/mission	http://gsc.adventist.org.au	http://nnz.adventist.org.nz	http://whm.adventist.org.pg
Conference youth	http://gscyouth.adventist.org.au	http://nnzyouth.adventist.org.nz	http://youth.adventist.org.pg
Conference institutions	http://adventpark.adventist.org.au	http://pascoepark.adventist.org.nz	http://aviation.adventist.org.pg
Local Church	http://kellyville.adventist.org.au	http://napier.adventist.org.nz	http://goroka.adventist.org.pg

(Please note: all these addresses will not work with a WWW in them)

No WWW's ?

Please note that you can't put a 'www' in front of any of these addresses! The entity name actually replaces the 'www'. The only address that work with a www are the public national sites and the SPD central resource site (see above). You can type kellyville.adventist.org.au without the http:// but you can not use www.kellyville.adventist.org.au – it wont work. We advise putting http:// in front of your web address in all advertising to make this a little bit clearer.

If you hear of people saying they can not access your website check 2 things.
1. are they adding a www - because they shouldn't be.
2. are they typing the address into a google search bar and not the address bar like is should be.

Double entries

There are some churches that have the same name suburb as each other but are in different states. If this is the case, the church's suburb name will still be uses but have the abbreviation of its state joined to it.
For example. http://hamiltonnsw.adventist.org.au and http://hamiltonvic.adventist.org.au – however, in NZ it will be hamilton.adventist.org.nz for the .nz in itself differentiates it from any others.

☐ Custom URLs

You may already have, or wish to purchase, your own URL for the use of promoting your netAdventist site rather than promoting the default address given to your site. For example registering www.mychurch.org.au instead of using http://mychurch.adventist.org.au .

If you're considering having your own custom domain, simply fill in our 'custom URL' form at http://web.adventistconnect.org with the following details and we will assist you:

- Your Name:
- Your Email:
- The name of the church/entity the site belongs to:
- The default web site address of your netAdventist site:
- The new domain name you wish to connect to the netAdventist address:

How Custom URLs work

All sites have an adventistconnect.org URL for the secure session. So no matter what other domains you register the adventistconnect.org domain will be there and will work to get into the site.

The primary URL for a site can be the adventistconnect.org URL or **any other single** URL. And that URL can be changed without affecting the content or anything in the site.

There can be any number of secondary URLs that will redirect the user to the primary URL.

For example below:
1. The adventistconnect.org URL is there and does not change.
2. When you have the domain "gilsoncollege.com" registered and www.gilsoncollege.com pointing to the SPD server, we can make this URL the primary URL.
3. The URL gilson.adventist.edu.au will be a secondary URL and will redirect anyone going to this URL to the www.gilsoncollege.com URL.

Recommendations on choosing a custom URL

When registering a custom URL, we recommend you do not use the acronym SDA. In the past this abbreviation was acceptable however today those initials are not the preferred abbreviation of the Church's name. The single word "Adventist" is now the preferred abbreviation for our Church. This applies to URLs and also any other form of communication.
Why? SDA can be confused with many other meanings, visit http://acronyms.thefreedictionary.com/SDA for examples of everyone else who uses this acronym. Even more so, using the word 'Adventist' shares one of our central beliefs that Jesus is coming again soon, while SDA does not convey any message.

We recommend you choose a name such as: www.SuburbAdventistChurch.org.au or www.SuburbChurch.org.au You can check availability and prices of domain names at places such as www.netregistry.com.au

Handy Tip: Common browsers these days ignore capitalisation of domain names. This means you can CAP the first letter of each word in your domain name in your advertising it to make it easier to read quickly - even though the actual domain is all lowercase.

☐ File Compression Software and Settings

Why compress?

Even though technology is starting to accommodate larger file sizes there are several benefits to having smaller media files on your website. These include:

- **Faster user viewing/download**
  This means users are more likely to wait or participate in the download and are also more likely to come back for future downloads. Files that are too large/slow to download can turn away visitors, especially those who have slower connections.

- **Faster upload**
  Saves you time and bandwidth in uploading your media. Especially if you have a slow connection or bandwidth limitation.

- **Less Space**
  There is a limit to the amount of space allocated for your files so the smaller your file sizes, the more you can store.

- **Less load**
  Smaller files will also mean less strain on the server. Too many large files and too many people trying to download them at once can mean the whole network will start slowing down for everyone.

There are several types of media that can now be used on the internet that, without compression, can take up a lot of resources. In this document we'll look at:

- **images**
- **audio**
- **video**
- **documents**
- **presentations**

If you added up the number of these files available on one website, and then times that by the number of megabytes that can be saved on each file by simply compressing them, you will find the time and space savings begin to add up considerably.

We have compiled some tips on what to compress your files into and show you some tools that can do it for you.

If you have other applications you can recommend for useful website mastery, tell us about them!

☐ **Image Tips**

Image files come in various forms. Photographs, charts, artworks, icons, banners or general page design elements – these are all images that each take a little bit of time to load when viewing a website. Because digital cameras are increasing in quality and affordability, never before have so many large image files been pouring onto the internet so quickly – and often without any thought of compression. Just a little bit of time and effort can save so much space and download time for everyone.

Jpeg files - These files are good for images with many colours, such as 'real life' photographs, as they can give a low file size and high image quality. Just being a Jpeg, however, doesn't automatically mean it is a compressed file. If a photo is not intended primarily for printing or on screen close-ups, when saving/converting the Jpeg, choose the lowest quality settings that still give an acceptable image appearance. The image can look almost identical and be one tenth of the size, and take one tenth of the time to download.
As a rule, see if you can keep general image file sizes under 50kb.

Gif files - These files are good for logos or artwork that contains only a few colours. They can also be turned into animations. When saving a Gif file, reducing the number of colours reduces the file size.

Dimensions – Generally, the width of an image used in your page layout needs only to be a maximum of 500px. Images wider than 500px could make the design of your site stretch wider than the screen.

☐ **Image Tools**

- **Irfanview**
  WIN Software - Free
  www.irfanview.com

Irfanview opens almost every image file type quickly and has several little editing options, including resize, crop, rotate, sharpen, colour enhancements and effects. Irfanview also plays many media file types but does not allow editing of them.
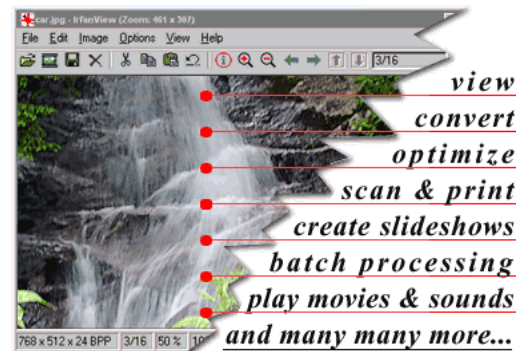
- **Image Resizer**
  XP Software – Free
  www.microsoft.com/windowsxp/downloads/powertoys/xppowertoys.mspx
  (Follow the link above and you will find the image resizer download in the column on the right.)

While there are many useful tools in the "Microsoft PowerToys for Windows XP" collection, the 'Image Resizer' is one of the handiest tools, especially in today's age of masses of large digital photo files. Once installed, simply select one or more image files in Windows Explorer, right click and select 'Resize Pictures'.
A dialogue box opens where you select from several default sizes. If you select custom size, the fields (width by height) are measured in pixels. If you enter a width, the height can be left blank for it will be scaled automatically for you.
Click OK and in a few seconds . . . done!
Very quick and easy. Note: this program does not convert between file types, only resizes them.
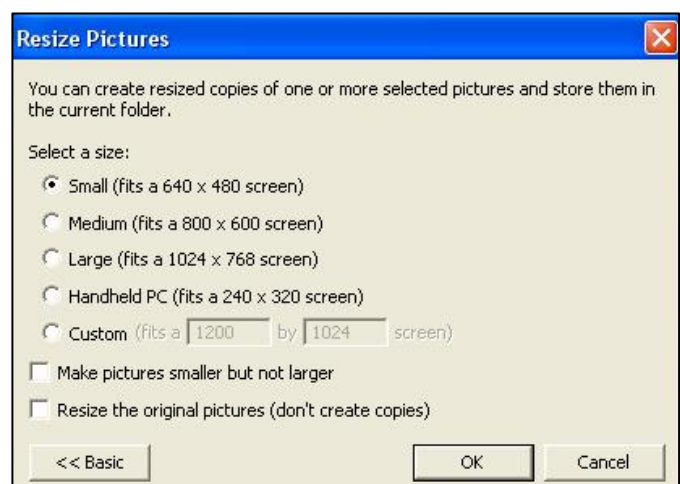
☐ **Audio Tips**

Audio on the internet once used to be limited to beeps, midi music files and large but short wav files. Now with the development of mp3 files, audio has now become far more practical.

Mp3 Files - The mp3 file is especially good at compressing audio file sizes down with minimal loss of quality. The mp3 file format has taken off in recent years and is now playable on many CD and DVD players, mobile phones and car audio systems. One CD filled with mp3 files could fit around 10 CD's worth of 'normal' CD music.

Bit Rate - An mp3 file can still be large or small, depending on the play time of the file or the compression used. For music files, a bit rate of 64 to 128kbs is probably necessary to keep an acceptable quality. For files with primarily speech, like a sermon, you should experiment with 32 to 56kbs and you will see megabytes of saved.

Duration – Shorter the duration, smaller the file size. For reference, every five minutes of highly compressed audio (for speech) will be about 1MB. Five minutes of audio (for music) will be around 5MB.

Sample Rate - 44,100 Hz is used for high quality recordings but can drop down to 22,050 Hz or even 11,025 Hz for speech only. Experiment with these settings and see the quality and file size differences.

☐ **Audio Tools**

- **iTunes**
  WIN/MAC Software - Free
  www.iTunes.com

Not only does iTunes allow you to manage audio files and subscribe to Podcasts, it also converts audio files to compressed mp3 files.
Go to 'Edit' > 'Preferences' > 'Advanced' > 'Importing' and choose the setting 'custom' to choose low bitrates. Once set, any files you import into iTunes, or right click and choose 'convert to mp3', will gain these compression settings.

- **Xilisoft Audio Converter**
  WIN Software - Free Trial
  www.xilisoft.com

This is another useful tool for converting audio files between many file types and compression settings, as noted above.

- **iTalk**
  iPod Hardware - $50usd app.
  www.griffintechnology.com/products/italk

A simple idea for recording sermons / interviews. Twin built-in mics record directly to your iPod or plug in another mic into the 3.5mm jack on the bottom of iTalk Pro.
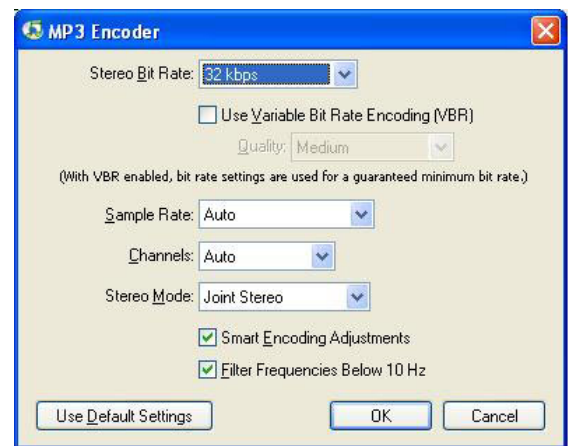
☐ **Video Tips**

Now with better video compression, and faster connections, video is starting to blossom on the internet.

Flash - A Flash file type (.flv) is compatible with most web browsers and reduces the size of video files considerably. Flash can 'out-compress' the file types mp4, mov, wma and avi.

Bit Rate - The higher the motion, the higher the bit rate required - and higher the file size. Experiment to find the smallest acceptable setting. Also try dropping frame rates to 10fps or less.

Dimensions – The recommended size for videos is 320X240 or 400 X 360. Remember having smaller dimension saves space so use as small as practical.

Durations - Also consider the duration of the file – savings can be made for shortening the video. For reference, every five minutes of video will be about 10MB.

Audio – Audio settings can also be compressed (as listed in our audio tips). Always consider if your video will be just as effective as an audio file. If it's just a 'talking head' with no real visually crucial content, make an mp3 of it and end up with a file size that is 10% of the video version. If a video presentation is very long, file sizes would easily reach 100mb – which is not acceptable – yet!

YouTube – If you use a free youTube account to store and display your videos, you not only bypass using up your storage space, but are witnessing to the world through youTube's database of videos. It automatically converts your files into Flash too. You can also easily embed the YouTube video into your website.

☐ **Video Tools**

- **Xilisoft Video Converter**
  WIN Software - Free Trial
  www.xilisoft.com

  This is a useful tool for converting between many video files types and lets you compress them too.

- **VisualHub**
  MAC Software - $25usd app.
  www.techspansion.com/visualhub

  Fast conversion from nearly every video format to iPod, PSP, DV, DVD, Tivo, AVI, MP4, WMV, MPEG and Fl ash. Convert any file in three steps. Click, drag, click.
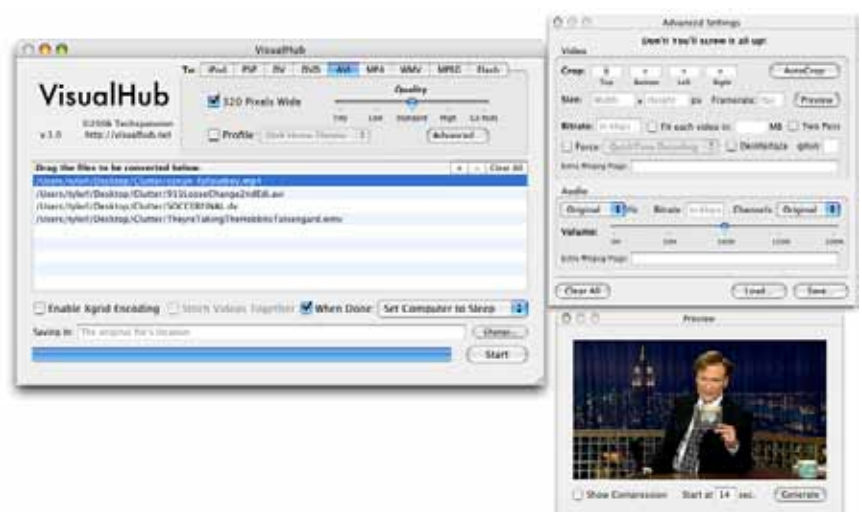
☐ Document Tips

In many cases, having text on your web page is suffice for sharing information. Through some documents, such as bulletins, printable application forms, invitations etc, are best left in the layout they were created in and not converted into a web page. Two important things to consider with files are its size and compatibility on other computers. If the person does not have the program the file was created in then they cannot view it. If they don't have the same fonts, the document may look completely different and you might loose the layout you set. It's best to convert your document files into a PDF file to overcome these compatibility issues.

PDF - The PDF file format is excellent for sharing documents as it keeps the original layout and formatting, no matter the type of computer it is viewed on, and it can also compress the file's size.
Unless you need the PDF to be printed to a commercial standard you can reduce the quality of the PDF considerably. When saving as a PDF, change the file's settings to 'standard' or 'smallest file size'.
You should be able to attain 100kb or less per page in the PDF, and it will still look fine on the screen.

☐ Document Tools

- **CutePDF Write**r
  WIN Software - Free
  www.CutePDF.com

This is a free PDF writer, a good alternative to the Adobe PDF writer, which will cost you.

☐ Presentation Tips

PowerPoint – sometimes you may want to share PowerPoint presentations. If you have a lot of graphics in your PowerPoint 2002 presentation you can reduce the file size?

1. Click on any picture in your presentation. You should see the "Pictures Toolbar". If not, check the "View">"Toolbars">"Picture" option from the menus. Click on the "Compress Pictures" icon.

2. Select "All pictures in document", then select the "Web/Screen" option and both "Compress pictures" and "Delete cropped areas of pictures" checkboxes.

3. Use "File">"Save as..." menu item to save your presentation with a new file name, if you think you will need to edit the pictures again in the original file.
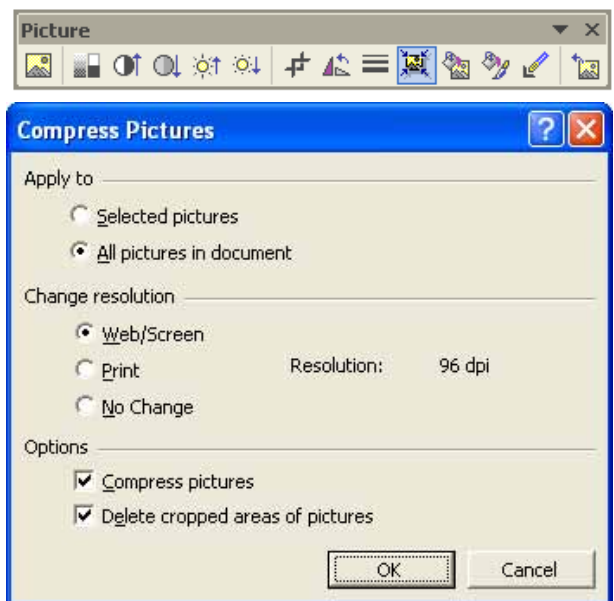
☐ Presentation Tools

- **FlashSpring**
  Software - $200usd app.
  www.flashspring.com

FlashSpring Pro creates interactive Flash presentations, animated slideshows and banners from a PowerPoint file. This means PowerPoint presentations can be made into a small file sized and compatible to present in a webpage.

☐ **General overview on websites and copyright**

This is an introduction to copyright laws in Australia. If you are not in Australia, I'd suggest that you read the following as a guideline and find out the specific copyright laws for your country.

It is important to **read the copyright fact sheets** from the Australian Copyright Council website as the following notes are from a Copyright seminar and intended to only give you an overview.

Go to www.copyright.org.au and read:
1. Websites: creating and publishing on the internet
2. Fair dealing

☐ **Who generates content (text, video, music, graphic designs etc) and who owns it?**

- In house
  If content is created by an employee, as part of their job, then the organisation owns the copyright.

- Volunteers or students
  The copyright belongs to them unless you have made it part of your agreement with them to own the copyright on the content.

- Contractors
  They retain the copyright and you can only use the content in the way you have commissioned them e.g. if it was to create a brochure to be printed. If you want to use the brochure on other mediums such as the web, tv or radio, you need to make an agreement with the contractor that the brochure can be used on the other mediums as well.

- User-generated
  Content on blogs, comments and opinions are owned by the user.

☐ **Third party material**

1. Don't use anything pirated - copyright material owners do have "bots" that search the web, looking for sites that use their content illegally.

2. If you or your organisation have not created the content then it's best you seek permission to use it.

   Note that if your organisation has created a video clip which contains music and you want to upload it to the web, it's important to check the music copyright to make sure you have permission to use it on the web. People have been taken to court for using even 2 bars of a music piece.

   Another example is if your church records the sermon and uploads it to the web, you need permission from the speaker and any other participants. You also need to check there is no copyright on any of the musical items.

   If the material belongs to an Adventist organisation can you use it on your website without asking for permission? The short answer is NO. Since, you don't know if the material contains copyrighted material that cannot be used other than for the intended purpose. So if you use it on your site, it will breach copyright, placing the church in an illegal situation. It is important that you request permission to use it.

3. Organisations from where you can get permission to use music -
APRA (licenses music and lyrics when it is communicated) and AMCOS (music and lyrics)
http://www.apra.com.au/
CAL (text, images and music) - http://www.copyright.com.au/
Vis copy (for artistic works) - www.viscopy.com.au

4. Just because it's an RSS feed does not mean you have the right to embed it into your website. Always read their terms of use policy.

5. If software has a creative commons license or is open-source, it does not necessarily mean anyone can use it for anything. For example, you cannot bundle open-source software into another software package and sell it. Always read the fine print.

6. Licensing and gaining permission is one issue but you have obligations to the creator in terms of moral rights – the right to attribution, right to integrity –are you using their material in the right context?

7. Another point to consider is what are the users of your website doing with the material on your website? Do your users have the following rights on the content?
   ▪ Right to reproduce it – make copies
   ▪ Right of communication to the public
   ▪ Right of publication
   ▪ Right of adaptation e.g. converting it to a different language

   For example, can a user download your church service/sermon and make copies of it on to CD and distribute it?

   If the material you are using does not allow your users to do the above then you should have a written statement on your site that can be easily accessed.
   For example – "You can make a copy of this content only for your own personal, non-commercial use" OR "This content is used with permission from "organisation name" If you would like to make a copy of it please contact "organisation name".

☐ When can you use copyrighted material without gaining permission?

   ▪ Some material contains statements that describes how the content can be used without the need to seek permission.
   ▪ Copyright does not protect ideas, styles and techniques but it does protect artistic works e.g. web design templates and layout
   ▪ Don't think that because it is on the internet it is free to use on your website. You are allowed to link to it but not copy and paste it onto your site unless this has been explicitly mentioned.

- You don't need permission in the following instances*
    1. When reporting news
       Material can be used without permission if you are using it to report news. Though do not archive this material, delete it after it's not newsworthy.
    2. Criticism and review
       You can use material (e.g. book covers, movie clips, text) if you are doing a book review, movie review or a critique.
    3. Parody and satire
    4. If copyright has expired or the material is not protected by copyright
    5. You are only using a "substantial" part. For example, more than a text of paragraph can be copyrighted.

*Exceptions under the Australian law are that you deal fairly with the material you use. This means that you give sufficient acknowledgement to the author/creator and take into account how much material you use without compromising "fairness". For example, don't copy a whole article from the Sydney Morning Herald website and paste it into your website, rather take a paragraph and then link to the Sydney Morning Herald website to read the whole article. Or taking five minutes out of a video clip that is only 7 minutes long could be seen as compromising fairness.

☐ **Duration of Copyright for images/photos**

- For images pre Jan 2005 – valid in Australia only
  - life of owner + 50yrs
  - publication life + 50yrs

- For images post Jan 2005 and the worldwide laws – it's best to follow these laws as websites are accessed from around the world.
  - life of owner + 70 yrs
  - publication life + 70 yrs

So images are not copyrighted anymore if they are in the above categories.

☐ **So where to from here?**

1. This is only a general guideline so please read the copyright laws for your country
2. Audit the content that you have
3. Conduct permission administration
   - find out what content on your website is copyrighted
   - find out when you have to renew licenses etc
   - consider the moral rights of owners of content and make sure third party content is properly attributed and used in an ethical context.
4. Get advice if you are unsure

Linking Guidelines

One of the beauties of the internet is the ability to quickly and easily link visitors of your website to relevant information or services on other websites.

However, one of the down sides of the internet is the ease for people to create a web presence that does not hold the high values our church upholds.

While it would be safest to only link to official church-run websites, there are many other sites that are helpful in providing extra services and information that have no negative implications.

The following are some things to consider before you refer people to websites that are not under your control.

- o **Review** – Have a substantial click around to most areas of a site to make sure the rest of the site is inline with your expectations. Consider the sites:
    - o **Sources** – where does their information come from and who's running the site
    - o **Accuracy** – if you've noticed inaccuracies, what else might also be inaccurate
    - o **Objective** – what is the site trying to achieve, what agenda does it have
    - o **Audience** – who is the site primarily aimed at

- o **Bad Content** – The site you are linking to should not have any content that is racist, hateful, insulting, discriminatory, obscene, sexually explicit, foul in language or ridiculing towards other religious denominations.

- o **Consideration** – In your evaluation, remember some of the visitors who click through your links will have far less understanding of the Bible and the Adventist Church then you have. Some may also have higher expectations or be more easily offended than you might be. Look for anything that might offend or mislead these people and steer clear of it.

- o **Advertising** – Take notice of any advertisements around the site. They too can be or lead to inappropriate sites. They are usually frequently changing also, so keep your eyes out that all advertising (graphic and text ads) is wholesome. Also, be aware that some sites are setup purely to make money from advertising and have no interest in quality content.

- o **Links on Links** – Have a click through the links on the site you are linking to. Make sure these sites also hold the values you hope to portray on your site because your visitors may too click through these links.

- o **Be Sure** – Having viewed the site, take a step back and decide if it is all you hoped it to be and actually adds significant information/services that your site doesn't have. Is the site filled with ample of the content of interest or only a few lines and the rest irrelevant? Decide if it's worth loosing people from your site in aid of what they will receive on another's site.

- o **Association** - Keep in mind, by having a link on your site, visitors may think you are endorsing that site and, in some cases, might think you even run that site. If this site has damaging content on it then your reputation can also be damaged. If this site shows differing beliefs, then those beliefs might be applied as your own also.

- o **Revisit** – Especially if the site contains news or frequently changing content, revisit the site a couple of times to make sure the good impression you got the first time is an accurate long term representation of the site.

- o **Check up** – Test the external links you've placed on your site at least every year. In some cases they will have broken due to the site moving or shutting down. In other cases the information may have changed and no longer be what you intended your visitors to visit.

Linking Practice

When inserting an external link into your web page, consider the following:

- o **New Window** – Generally the best practice is to open links that take people away from your website in a 'new' window' or 'blank window' (see how to do this below). Firstly, this shows a separation between your site and the linked site. This also means when visitors have finished with the linked site, even if they link through to several sites, your site will remain open on their screen in the background, which they can return to. The user won't have to hit their back button repeatedly to find your site again.

- o **Landing page** – Consider whether to link to a site's home page, which may not have the specific information you wanted to send visitors to, or to a specific page within their site and run the risk of that page changing or moving without notice.

- o **Clear Titles –** Be clear in titling your links to external sites so visitors know exactly where they are going.

- o **Descriptions** – If practical, include a brief description about where the link goes.

- o **Request Permission** – Before linking to a site it is good practice to request permission from the site owner. Sometimes this is a requirement and you should check their site policy before making the link.

Link Disclaimer

The following disclaimer may be helpful to include on your website when you choose to link to sites you have no control over:

> This website may contain links to other websites operated by third parties. We are not responsible for the availability of content on the third party websites nor do we endorse, warrant or guarantee the products, services, or information described or offered at these other third party websites. Visitors cannot assume that the third party websites will abide by the same Privacy Policy to which we adhere. Please notify us should you find a third party's website we've linked to that is inappropriate.

Inserting an External Link

In the text editor of Static Content, News and Events pages there is a link button that looks like a world with chain links. Here's how you can use it to link to any other website on the internet.

1. Highlight the text/image you want to make into a link.
2. Click on the link button (pictured) and a 'Link' box will pop up on your screen.
3. The 'Link Info' tab lets you create four types of links, choose the link type 'URL'
4. In the blank 'URL' bar, insert the website address you want to link to.
5. To make the link open in a new window, now click the "Target" tab and set the 'target' dropdown to "New Window"
6. Click Ok (to edit the link later you can highlight the link and click the link button again).

You can also link to external sites from your side menus.
1. Go to [Layout Control]>[Menu Manager] and open the menu you wish to place the link in.
2. Click "Click to choose plugin">"Site tools">"Custom URLs">"Add new Custom URL" and enter the title of the link button, what access level can see the button in the menu, enter the web address and choose "open new site in a popup".
3. Click 'Add' and then 'Save'.