CONTENTS

TRAINING OBJECTIVES

When training is completed, participants will:

- Understand the design of the Content Manager, Content Tagging, and Workflow Manager modules
- Understand the administrative end of the Content Manager and how Content Tagging produces content on the user-side of the website
- Understand the three elements of the Content Manager: navigation items, content buckets, content records and the properties associated with them
- Understand the types of content that may be created with the Content Manager module
- Create content records for each type of content
- Modify content records for each type of content
- Be familiar with Ektron's eWebEditPro
- Tag content records for display on Tagged pages
- Explore principles of content management and discuss best practices for storage and management of website content, including graphics and files
- Understand content authority groups and their relation to Content Manager

USING CONTENT MANAGER

Conceptual Overview of Content Manager

The Content Manager module is an administrative tool which allows you to view, maintain and manage the information published on the front-end website. You will be able to control the type, amount and format of the information through the various stages of publishing.

The Content Manager module allows you to insert, update and manage content through a simple and easy-to-use interface. The product can be thought of as the "entry point" and "storage bin" for all content that appears at the front-end.

Important Terms

Navigation Menu Item
A navigation menu item contains the content that will be displayed on the front-end. Settings that determine format, security, etc are specified while creating these menu items. The items map to navigation links on the front-end of the website, hence the name "navigation" menu items.

A navigation menu item shares a 'one-to-one' relationship with a navigation link at the front-end. (see the site map along with the Navigation Menu).

Content Record
Every piece of content created for publishing on the website is associated with a distinct content record. A menu item may have more than one piece of content. Organizing content into records helps distinguish between different pieces of content.

Content Buckets
This is the second component of the Content Management product. Content Buckets help organize and store information that you want to display at the front-end but without linking it to navigation menu items.

The ALA Navigation Menu
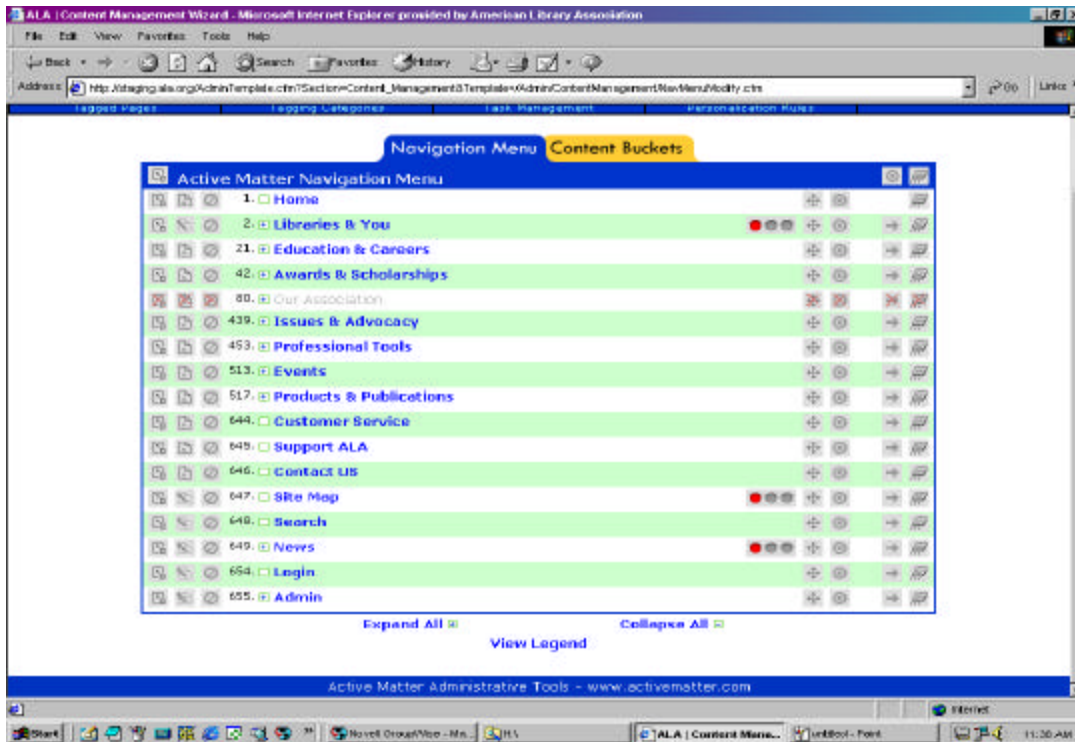
Navigation Menu Structure

Navigation Menu

Home
Login
Search
Our Association

Section Properties Page

Name
Description

Content
Content Record 1 name
Content Record 2 name

Properties of the navigation menu item inserted here

Every Navigation menu item can have multiple Content Records

File Properties Page

Name
Description
Published Date

Workflow Management

Tagged Pages

HTML

Linked Content

File Uploads

Content inserted here

Every Content Record can have multiple content types

Getting Started

Internet Explorer 6.0 (or higher) is the preferred browser for working with the Content Management System. While earlier versions of IE may be used, Netscape Navigator is not compatible with this system and should not be used to administer the Content Management system (although all browsers will be able to view the site). First open Internet Explorer and type the following URL in the Address Bar: http://www.ala.org/AdminTemplate.cfm. At the main login page, your login will be your full email address while your password will be your first initial and last name. In this example the login is *cbuksar@ala.org* and the password would be *cbuksar.* Click the Login button to complete the login process, then click the "Click here to continue" link to enter the Administrative section of the system. Passwords can be changed at the user's request by emailing the ALA helpdesk.
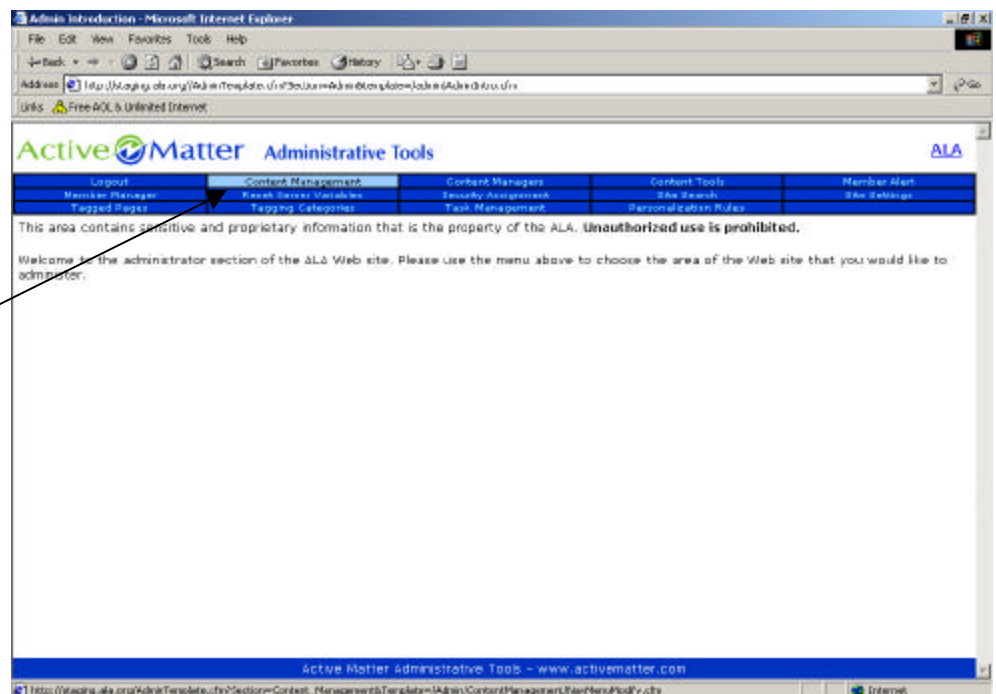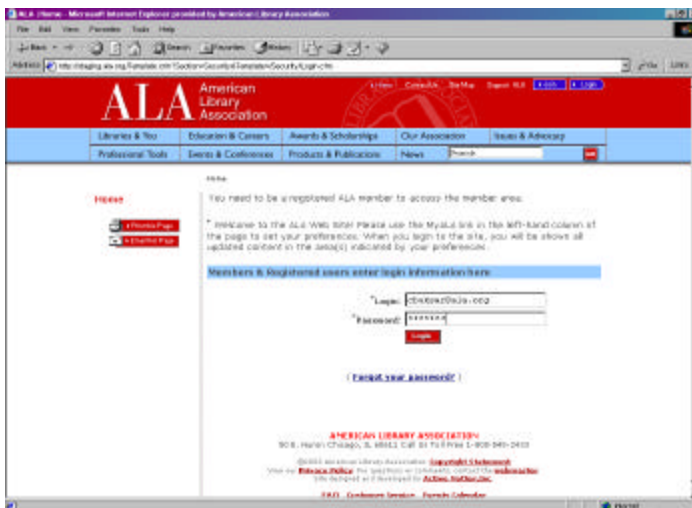
Click on **Content Management** to continue.

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Lets look at Content Records in greater detail

Since ALA is coming from a directory-style website, you may tend to think of the website as containing "pages" of content. However, Active Matter's Content Manager is based on a system of *Content Records* rather than "pages". It is important to try and think of our site as containing content records, which are full of information and allow the system to perform many more functions than individual HTML pages could allow.

What is a Content Record?

A content record is composed of two main types of information:
1) Properties or information about the actual data. Your data, in this sense, is what you think of as "pages"- such as the HTML, PDF, or Word document. Properties may include keywords that relate to the data, date published, copyright date, content tags, summary information, etc.
2) The data (your HTML, PDF, Word document, Excel spreadsheet, link to an external site or dynamic page, etc).

Two Main Locations for Content Records

There are two main locations where you will store your content records:

1) Navigation Menu
2) Content Buckets

**Content Records can hold the following types of data:**

- HTML
- File Uploads, such as PDF files, word documents, etc
- Link Uploads, such as links to external websites and to ColdFusion display pages
- Tagged Pages

STORING INFORMATION

Navigation Menu and Content Buckets

Data can be displayed at the front-end in two ways

1) By directly inserting data into a Content Record in a navigation menu item such as HTML data, file application or website links. This data will display at the front-end.
2) By inserting a Tagged Page in a Content Record in a navigation menu item. Data will be pulled from Content Records with the help of tags and displayed in a pre-determined layout.
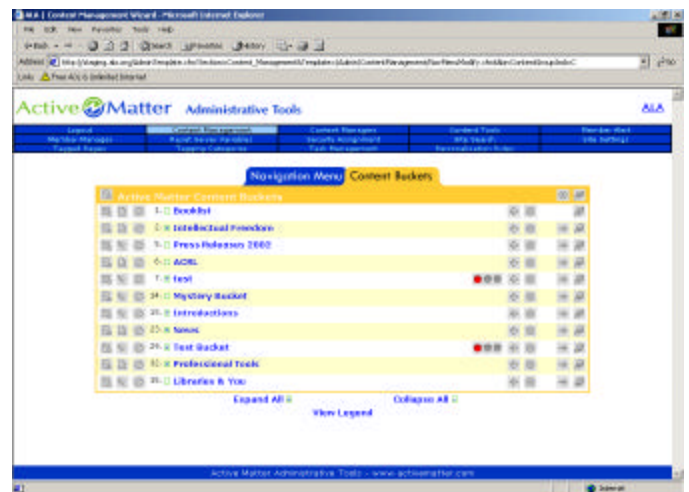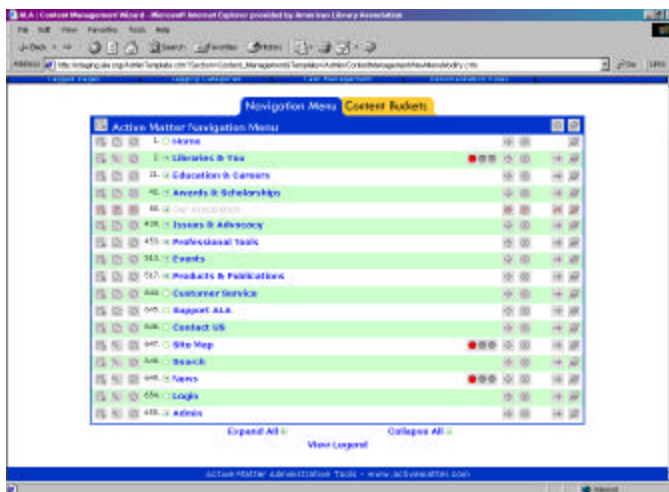
Navigation Menu

The Navigation Menu is used to create the links that appear at the front end and to insert content under those links. Data is inserted into a Content Record in the menu item at the back-end and this data appears at the front-end under the same named navigation link. The Navigation Menu holds the site's structure and houses the physical link between a navigation item and a Content Record.

Content Buckets

Content Buckets contain data that needs to be displayed at the front-end through tagging. Content entered here has no navigation links at the front-end. Data is contained within Content Records in the Content Buckets and each Content Record is tagged to specific tags. The data within the Content Record is displayed at the front-end through Tagged Pages.

The best way to decide which menu to use when adding content is to decide how the content record is going to be used on the website. Your answer will be either:

1) **You will see the content record when you click on a navigation item as pure HTML or a link or a file; in this case, you will put your content record in the blue Navigation Menu**, or
2) **You will see the content record when you access a Tagged Content Template**; in this case, you will put your content record in the **gold Content Buckets Menu**.

The primary difference between the two is that the Navigation Menu holds ALA's site structure and houses the physical link between a navigation item and a Content Record. The gold Content Buckets Menu is used as an organizational aid to house all of your content that will be accessed through Tagged Pages. Items added here are those that would make your blue Navigation Menu unwieldy if all of the content records were listed under navigation items.

Create a Navigation Menu Item

1. From the Navigation Menu, first expand all of the items under your navigation item and find your office, division or category. Click on the "Insert New Item" button ▣ to the left of the line item under which you want your new content to appear.
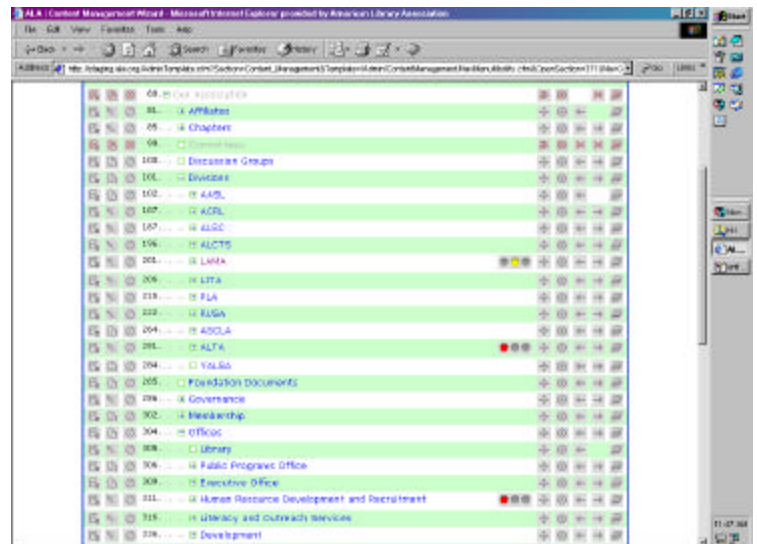
2. Enter the name of the item in the box provided and select "Go". If there are other

existing items, using this button will create an item that is placed at the bottom of the list. It is possible to reposition the item in any order you wish using the Move button ⊕ and Target button ◉ (see **Additional Functions**, pg. 19).
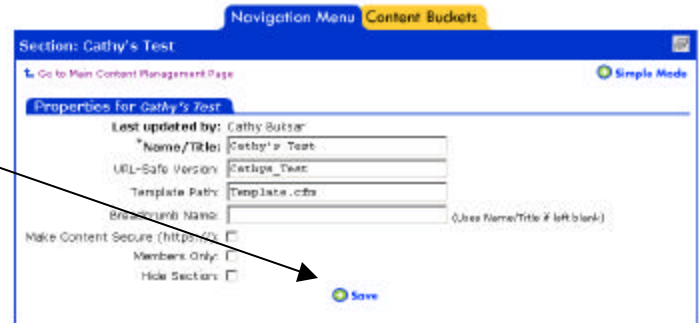
   The red flag next to the name denotes that the item has not been published.

3. Click on the navigation menu item name to access the 'Section Properties' page. Here is where we provide the 'Properties' for the navigation menu item.
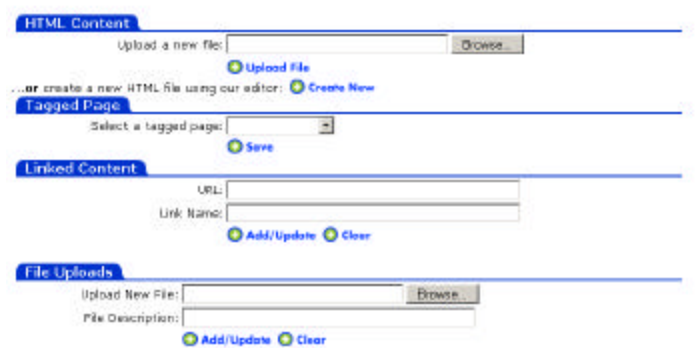
4. Enter the information and click the ⊘ **Save** button.

The navigation menu item has been created but there is no content yet associated with the item. You will now need to create a Content Record.

Create a Content Record

1. From within the Section Properties page, scroll to the bottom of the page and click the ⊘ **Create New** button.
This will open the 'File Properties' page. The Properties about the Content Record and the content need to be inserted in this section.

2. Enter the description and other information as needed. At the bottom of the page you have several options for uploading or creating content for this record.

3. Approve the Content Record or submit for approval.

4. Go back to the 'Section Properties' page. If there are multiple Content Records, specify the sort order and the display order.

5. Click on ⊘ **Save**

Publish a Navigation Menu item

- The publishing process is performed at the navigation menu item level and not at the individual content record level.
- A content record must be approved for its contents to be displayed at the front-end. If a menu item contains multiple content records and only some of them have been approved, then only the approved content will appear at the front-end.
- A ⚑ icon will appear next to the navigation menu item name when the item has been created and never been published or when the item is moved or promoted or demoted. The ⚑ indicates that the item needs to be published for the changes to take affect.

The Content Manager is designed to publish all navigation menu items and associated approved content records, automatically, as part of nightly process.

1. Go to the main Navigation Manager page. You may see a Red Flag next to the navigation menu item name indicating that the item has not been published.

2. Click on the button located on the extreme right hand side of the navigation menu item name.
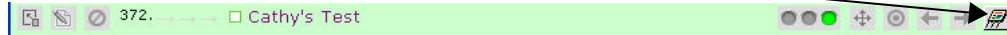
3. If the navigation menu item contains only one or more descendants, you will see the "Publish" message. This message prompts you to select the child items that you want to publish along with the parent item. Select the required child menu items and click on the Publish button.

   If the navigation menu item does not contain any child items, the item will be published directly and you will not see the "Publish" message.

4. After you publish the navigation menu item/s, you will see the 'Publish Results' page with a summary of the total number of navigation menu items and content records published and regenerated.

THE CONTENT RECORD – USING MULTIPLE DATA TYPES

Different types of data

- HTML
- File Uploads
- Link Uploads (to external websites and ColdFusion pages)
- Tagged Pages

There are four ways in which the first three data types may be inserted into one Content Record. The following case scenarios outline these methods.

Case 1: Content Record contains only one type of data (e.g. HTML) that does not have subsequent links to other content

If we looked into the 'Section Properties' page of the navigation item, we would see one Content Record that contains HTML data.

Click on the navigation item called "Our Association > Affiliates" → you will see displayed the HTML data of one content record without any links to subsequent pages.

Example on ALA's site: ***Our Association > Affiliates***
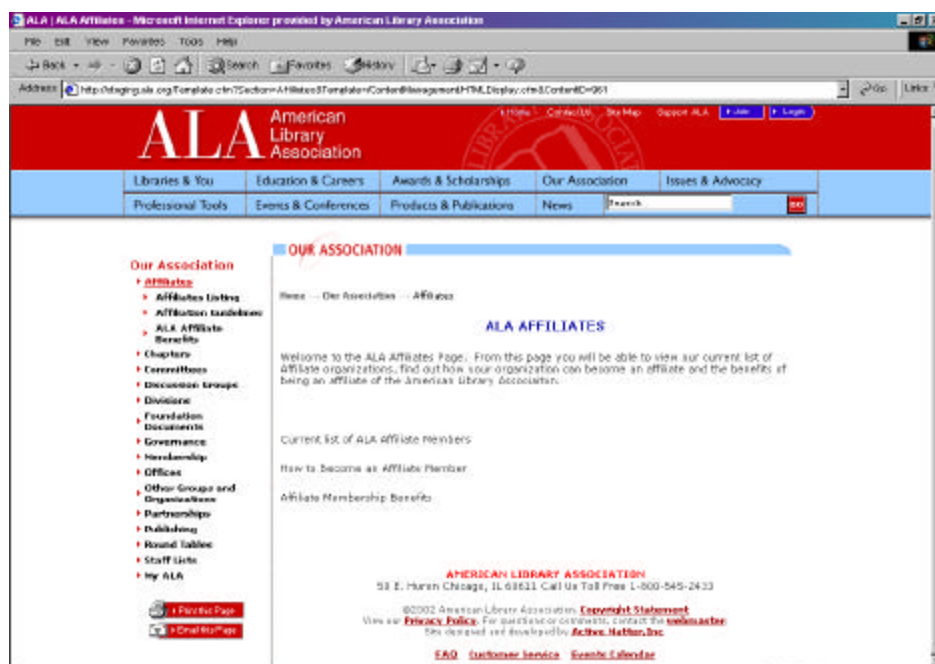
Case 2: Content Record contains more than one data type and the file uploads appear as 'Related Files' at the front-end and the link uploads appear as 'Related Links'

Example on ALA's site: ***Our Association > Affiliates***
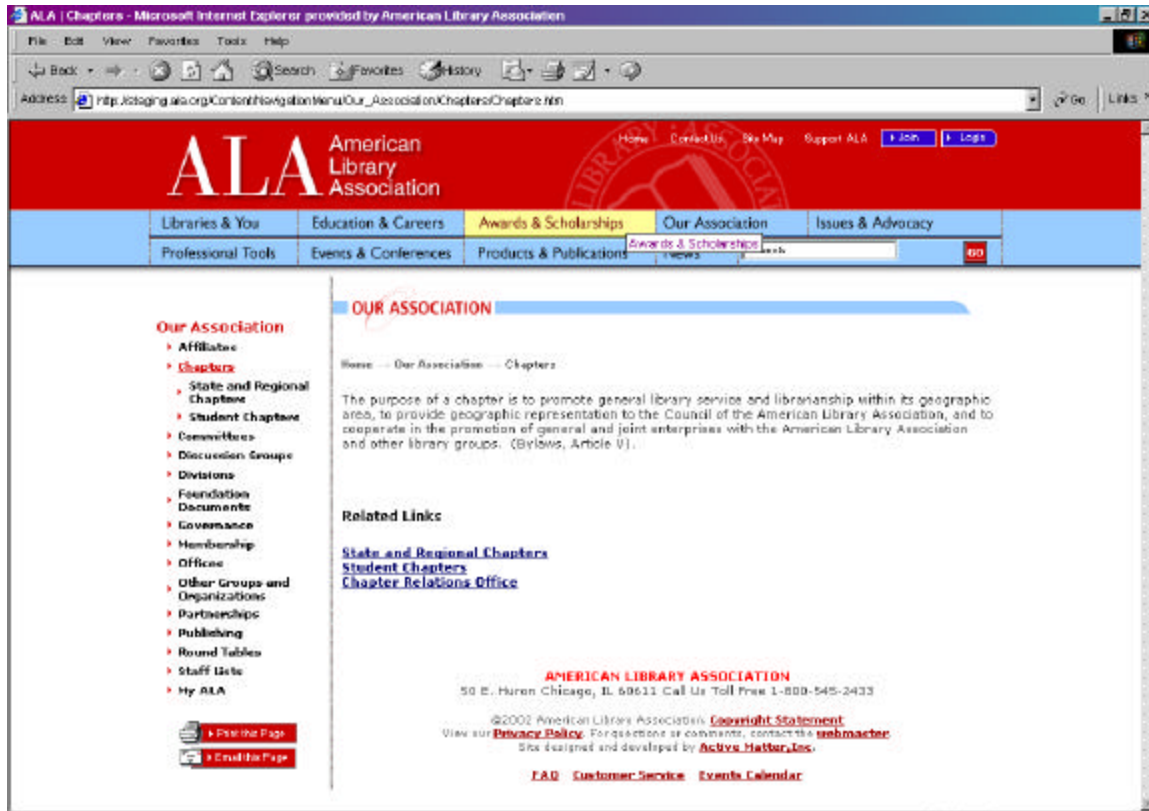
To do this-

1. Click on the Content Record name on the 'Section Properties' page of '**Our Association > Annual Objectives**'. This will open the 'File Properties' page.
2. Scroll down to the section titled 'Linked Content'. Insert the URL and short link description in the fields titled 'URL' and 'Link Description', respectively.
3. Click on the ⊙ **Add/Update** button. Repeat the process till all the links are inserted as content.
4. Scroll down to the 'File Uploads' section. Browse and select the file and enter a short file description. Click on the ⊙ **Add/Update** button. Repeat the process till all the required files are inserted as content.
5. Approve the content record and publish the navigation menu item.

THE NAVIGATION MENU ITEM – USING MULTIPLE CONTENT RECORDS

A navigation menu item can hold more than one Content Record. When you create more than one record, a set of options appear on the 'Sections Properties' page, which govern how these records appear at the front-end.

Option 1: To view the default record only

Example on ALA's site: *Libraries & You > Careers in Libraries*

1. Click on the name of the navigation menu item to open the 'Section Properties' page.
2. Select the 'default' option (first option) and click the 🟢 **Save** button.

Option 2: To view links to all the records (in specified sort order)

1. Click on the name of the navigation menu item to open the 'Section Properties' page.
2. Select the 'list' option (second option in list) and click the 🟢 **Save** button.
3. Specify the sort order in the section titled 'Content' by entering the required numerical order in the boxes titled 'Order:' next to the names of the content

records. In the absence of a specified sort order, the system will sort the content records alphabetically by default. Click on the [Save Order] button.
4. Publish the navigation menu item.

Option 3: To view the default record in its entirety followed by a list of links to the remaining content records

1. Click on the name of the navigation menu item to open the 'Section Properties' page.
2. Select the 'default + list' option and click on the [Save] button.
3. Specify the sort order in the section titled 'Content' by entering the required numerical order in the boxes titled 'Order:' next to the names of the content records that will appear as a list. In the absence of a specified sort order, the system will sort the content records alphabetically by default. Click on the [Save Order] button.
4. Publish the navigation menu item.

EDITING INFORMATION

Edit a Content Record

1. Click on the name of the navigation menu item, which contains the Content Record to be edited. Click on the name of the content record on the 'Section Properties' page. This will open the 'File Properties' page. Or,
   Click on the [icon] button next to the navigation menu item name. If the navigation menu item contains multiple content records, this action will open the 'File Properties' page of the Content Record selected as 'default'.
2. Click the button to "Modify this Content"
3. Make the necessary changes. This may mean scrolling down the page until you locate the tab for HTML Content. If you need to edit the text or

   appearance of the page, click the [icon] button to work with your content in the Ektron Web Edit Pro editor.
4. When finished, click on [Save]
5. Approve the Content Record
6. Publish the item

Edit a Navigation Menu item

1. Click on the name of the navigation menu item you want to edit.

2. This will open the 'Section Properties' page. Make the required changes and click on the ⊕ **Save** button.
3. Publish the navigation menu item.

Inserting a Graphic into a Content Record

1. Click on the name of the navigation menu item, which contains the Content Record to be edited. Click on the name of the content record on the 'Section Properties' page. This will open the 'File Properties'
2. At the top of the page you will see the Current Status of the page. If the content has been published, click the button to "Modify this Content". You will now see the Current Status change to "Working".

3. Scroll down the page until you see the tab for HTML Content. Click the 🖳 to open the Ektron editor.

4. Place your cursor where you want your graphic to appear. Click the Insert Picture button 🖼 to access the graphic files.
5. On the Picture Properties dialog box, click the button "Select New File"
6. Within the Image Manager, find the folder where your graphics are stored. Click once on your graphic to preview it, then click OK
7. If you need to upload a new image, click the Browse button and navigate within your computer to find the file. Click on it to add it to the Graphics folders. **MAKE SURE that you are saving any new images to the proper folders.** The path to your new graphic will show in the step 2 path bar (see example: d:\inetpub\wwwroot\ALASite\Images\ALSC\images). Scroll to the bottom of the box and click the button to "Upload Image"
8. On the Picture Properties dialog box, add descriptive text for your graphic in the box marked "Title". This is the image's ALT text.
9. Click on the ⊕ **Save** button.
10. Publish the navigation menu item.
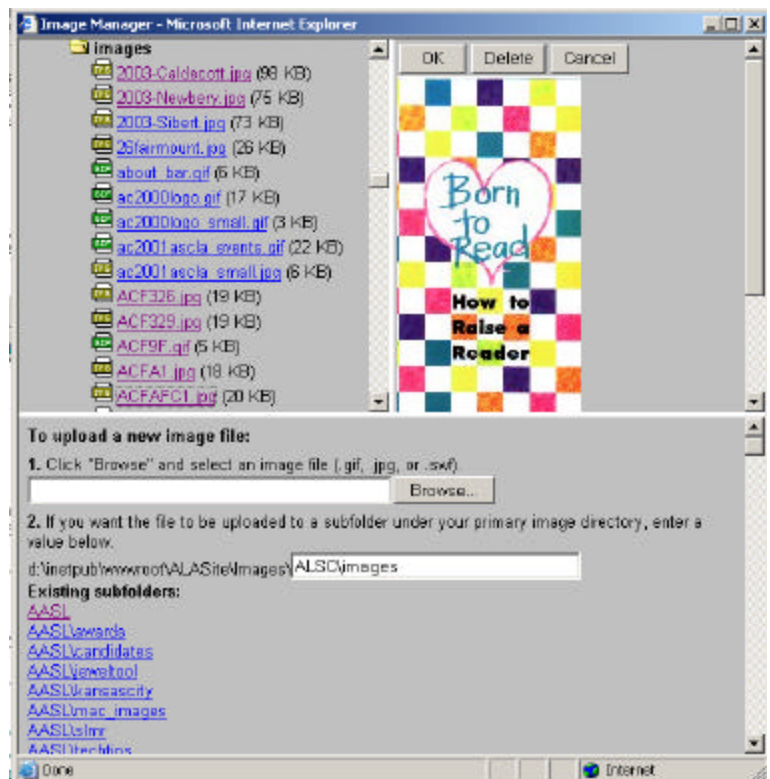
Converting Word to HTML and working with Cascading Style Sheets

The four most common methods to upload HTML are

- Use the Ektron HTML Editor
- Upload existing HTML documents
- Select and paste Word documents
- Select and paste from a web page

A few pointers are given below regarding uploading HTML data into ALA's site.

1) If copying from a Word document, save the file as a .txt file and then upload the data into the HTML Editor.
2) If using HTML data created using an editor apart from Ektron or if uploading HTML data taken from a web page, please be aware that your code may have the following problems:
     1. Your code may not be compliant with Level II Accessibility Guidelines as defined by the W3C. ALA has strongly committed to following these guidelines.
     2. Your code may not render itself as you expect. Ektron's WebEditPro uses ALA's existing style sheets.

3) Try and avoid using underlined text while entering data in Ektron, as this will be interpreted as a hypertext link.

Additional Functions

1) View all menu items at all levels – **Expand all Items**
2) View only parent level items – **Collapse Items**
3) **Move** an Item to a new Location
     - Click on the ⊕ button of the menu item you want to move.
     - Click on the ◉ button against the destination menu item, i.e. the menu item under which you would like to place the moved item. The item will now feature in its new location.

4) **Promote or Demote** an Item
     - Click on the ← (to promote) or → (to demote) button located on the right hand side of the menu item name.
     - The item will be promoted or demoted one status level.

Hint: If you move a navigation menu item, please remember that you are changing the directory structure. The content records and files contained within the moved navigation menu items will now have a new directory file path. If links

to these content records/files have been inserted in an HTML document elsewhere on the site, the URL for the hypertext link will have to be changed.

5) **Delete**
   To delete a Navigation Menu item:
   - Click on the ⊘ button next to the name of the Menu Item you wish to delete.
   Please note that if the Menu Item contains more Navigation Items below it, pop-up will prompt you to confirm whether you would like to delete the Navigation Menu item and its related items.

   To delete a Content Record:

   - Click on the ⊘ button next to the name of the content record, on the 'Section Properties' page.
     OR
   - Click on the ⊖ Delete button on the 'File Properties' page of the Content Record you wish to delete.

Notes

   - A navigation menu item can contain multiple content records. The display will be determined by the display option selected on the Section Properties page.
   - A content record may contain all three types of content - HTML, files and links or any combination of the three. In a combination display, the files will be displayed under 'Related Files' and links will be displayed under the heading 'Related Links'.

Questions you should answer before inserting new content

1) Under what navigation link do I want the content to be displayed? (Answer will tell you the navigation menu item name)
2) What type of Content will be inserted in the content record in question? – HTML? File? Link? Or all three?
3) Should the content record be opened in a new window?
4) Should the navigation menu item be restricted to members only?
5) Will the navigation menu item have multiple content records?
6) If yes, what is the display and sort order?
7) Am I ready to publish the navigation menu item, or should I keep it hidden?

USING CONTENT BUCKETS

Content Buckets provide us with another option to display content on the website. Content can be created and edited through the Content Buckets menu in exactly the same way as you would through the Navigation menu. The difference is that content created in a content bucket will only be displayed on tagged pages or through a direct link. There will be no left-hand navigation to direct the user, other than that which shows the structure of the content bucket itself. A single content bucket can contain all of the individual items you wish to create. As on the Navigation Menu, new content bucket items inserted underneath the parent item will show as child items on the user side of the website.
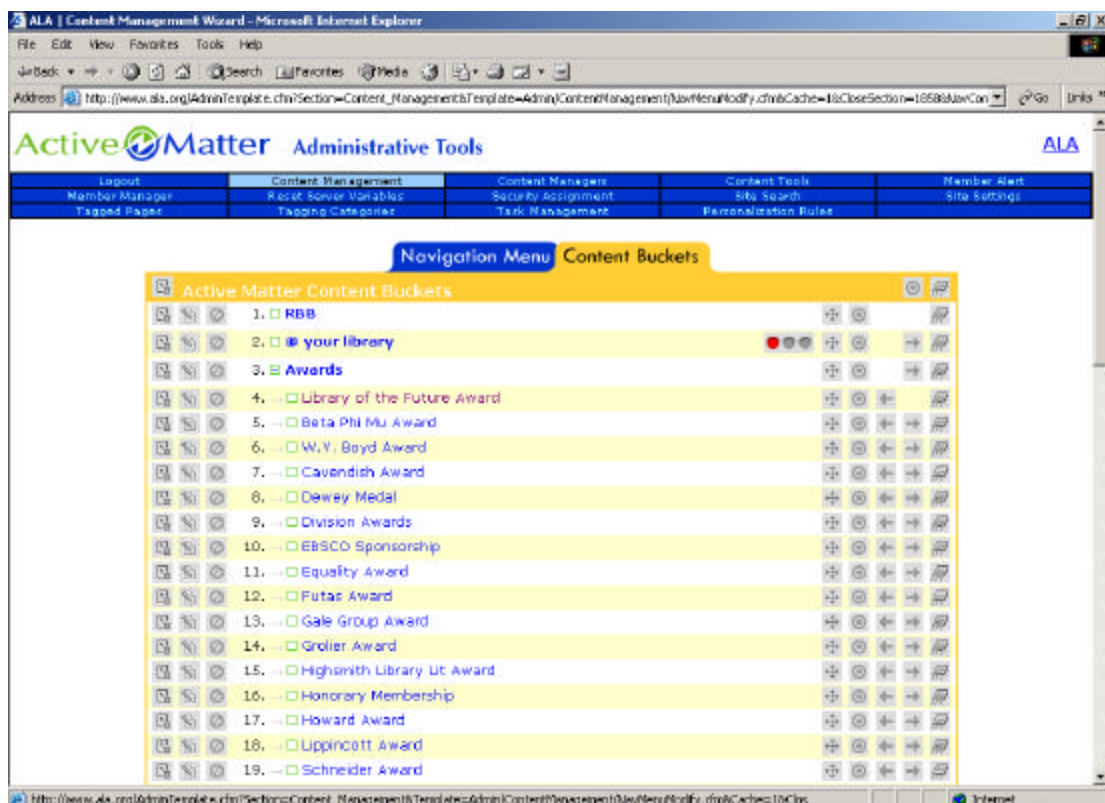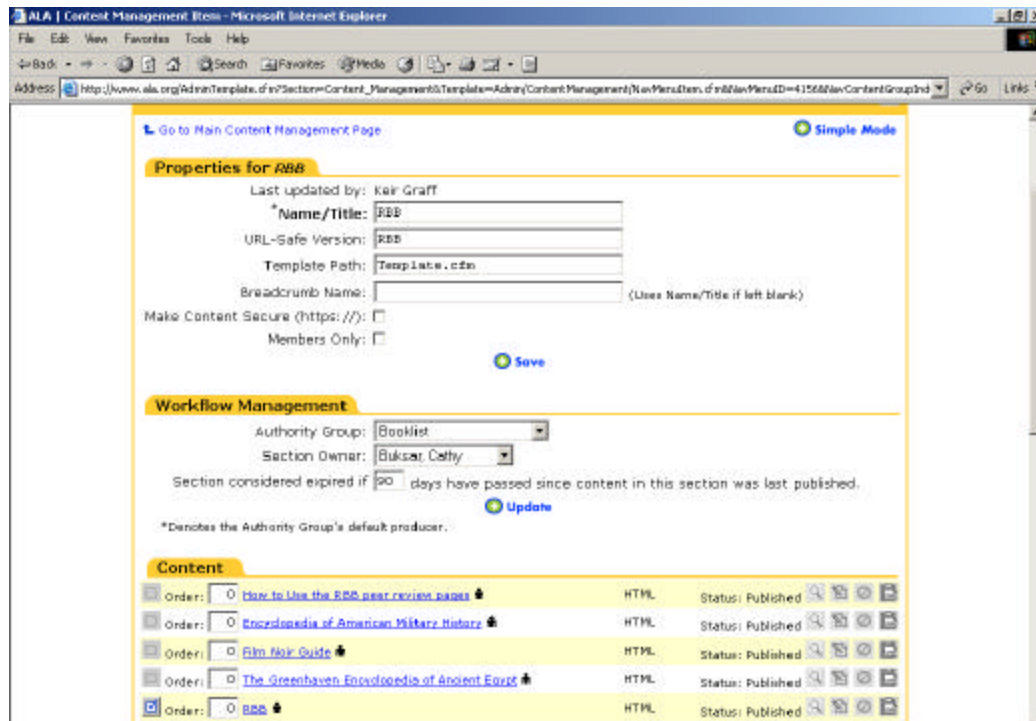
Individual content bucket items can contain multiple content records, similarly to navigation menu items. When content records display on the front end, they will show without the standard left-hand navigation structure. If you choose to create multiple content records in a single content bucket, there will be no left-hand navigation at all (Fig 1). If you create multiple child items underneath a parent item, the structure of the content bucket will show on the left to help guide users (Fig 2).

<div align="center">

Fig. 1   **Fig. 2**

</div>

USING CONTENT TAGGING

Introduction

Content Tagging, in conjunction with the Content Manager, allows for the dynamic display of information. It allows you to enter information once into the system but 'pull' it or display it multiple times at various locations on the website.

Important Terms - What do they mean?

Content Tags
Tags are words or phrases that act as 'markers'/'flags' and are used to identify/mark/pin-point a record. A record is 'tagged' to facilitate dynamic retrieval and display.

Tagging Categories
Tagging Categories are also known as 'Interest Categories'. Tagging Categories provides a usable structure for organizing tags. These categories and the individual tags within them have been created based on how information will be retrieved at the front-end.

Tagged Pages
Tagged pages are created using the Tagged Content Templates created for ALA's site. Tagged Pages are set up to display tagged content in pre-determined formats.

Main Reasons to Tag Content

Search

ALA's system uses two types of searches:

1) Verity keyword search
2) Tagged content filtered search

Verity keyword search
This is a search engine that comes bundled with the ColdFusion software package. The engine is designed to search for a word or phrase found within the title or body of the content (usually HTML, but often PDFs, as well). Verity keyword search works by indexing ALA's content and "remembering" all of the words that exist in the content. Once a website user enters a word or phrase on which to search the site's content, Verity reviews its content index and returns content that contains the word entered by the website user. Verity ranks the returned results in order of relevance – for example, it ranks the content in order of the total number of times that the word or phrase is physically present within the title or body of the content. So, if you as the website user entered the phrase "Intellectual Freedom", Verity will pull back all content that includes that phrase. The results will show a list of content records, by title, in order of their relevance, usually denoted by a percentage. Our results from searching the site by "Intellectual Freedom" will produce a list of results with the first content record having the phrase "Intellectual Freedom" within it the greatest number of times.

For simplicity, remember that Verity keyword search only works when the word or phrase for which you seek is actually present in the document.

While Verity keyword search is useful, it is limited by the need for the word or phrase to be physically present within the content. Taking our earlier example, if I am a system administrator and have a piece of content that discusses the latest release of Active Matter's content management system, but the actual content does not include the phrase "Active Matter", my website users will never be able to retrieve this content record using Verity keyword search. Here's where Tagged Content come in. It offers more advanced functionality than the keyword search.

Tagged Content Filtered Searches
This is another method designed at allowing website users to quickly and easily find pertinent information. For this type of search to function, content is tagged to Tagging Categories (also called Interest Categories) using the Content Tagging module. By associating content tags to content records, we have, in essence, given additional information to the content which will allow the website to more easily identify content through Tagged Content Filtered Searches. Website users that perform Tagged Content Filtered Searches, usually through an Advanced Search interface, operate the search by selecting predefined content tags (subject names,

types of content, topics, etc), which are used as the search criteria. Selecting tags narrows the amount of content that must be searched, thereby acting as a filter. The Tagged Content Filtered Search is actually a query, or combination of queries, that "ask" the database that houses ALA's content to return all content records that have been marked by your selected tag(s).

For simplicity, remember that Tagged Content Filtered Searches do not search the content by keyword or phrases. The search operates solely based on content tags.

Tagged Content Templates

The Tagged Content Templates used on ALA site are ColdFusion Display pages created specifically for our site. These templates determine the display and appearance of content at the front-end. There are a multitude of reasons why ALA's website would employ tagged content templates to display content. Some of these reasons include:

1) Consistency
2) Personalization
3) Aids in management of large amounts of content through a database-driven website
4) Allows individuals that do not know HTML or other web technology programming languages to easily manage the content of the organization's website
5) Promotes cross-selling of content/products
6) Allows for the resourcing or multi-purposing of content
7) Allows for segmentation of content based on set variables, such as audience type and subject

What Can Be Tagged?

The primary entity that may be tagged is a content record. We will spend a great deal of time discussing content records and the many types of content records that can be created through the CMS. However, we should also point out that Active Matter's modules have been designed to allow for the overlay of the Content Tagging module.

TO TAG A CONTENT RECORD

1. Click on the name of the content record on the 'Section Properties' page of the navigation menu item.
2. This will open the 'File Properties' page. Scroll down to the end of the page.
3. Click on the ⊙ **Tag this Content** button. A new browser window will open.
4. Select the required tags and click on the ⊙ **Save and Close** button.

TAGGED PAGES

Used in conjunction with the Content Management product and the Tagging Categories product, the Tagged Pages product allows you to determine the display of dynamic information.

Where are Tagged Pages used?

Tagged Pages are used in Content Records in the Navigation Menu (blue menu). You will use a Tagged Page in a Content Record only when 'tagged' content needs to be displayed in the navigation link at the front-end.
The Tagged Page is linked to Content Tag/s at the Content Record Level. What this basically tells the system to do is this –

'When I click on a navigation link, pull content that is tagged to selected tags and display it within the chosen Tagged Content Template'.

Such dynamically retrieved content is displayed in the navigation link at the front-end.

Process Map: Questions you should answer before inserting new content

1. Where do I want the Content Record to be displayed? Directly linked to a navigation menu item or retrieved ONLY through tags?

2. If it is to be linked directly to a navigation menu item:
    a. Which navigation menu item?
    b. What type of Content – HTML? File? Link? Or all three?
    c. Is the content record to be tagged for display in advanced search and on Tagged Pages?

3. If it is to be retrieved ONLY for display on a Tagged Page (and advanced search):
    a. Has the Tagged Page been created? See the Tagged Display Cheat Sheets (located at the end of this document) for a description of all current Tagged Pages available on the ALA site. If not, move to Step 3b. If yes, move to Step 3c.
    b. Contact the ALA Help Desk to request the creation of a new tagged display.
    c. Create the Content Record in the Content Buckets.
    d. Tag the Content Record with ALL the tags being employed by the new Tagged Display.

Tagging Identification Key
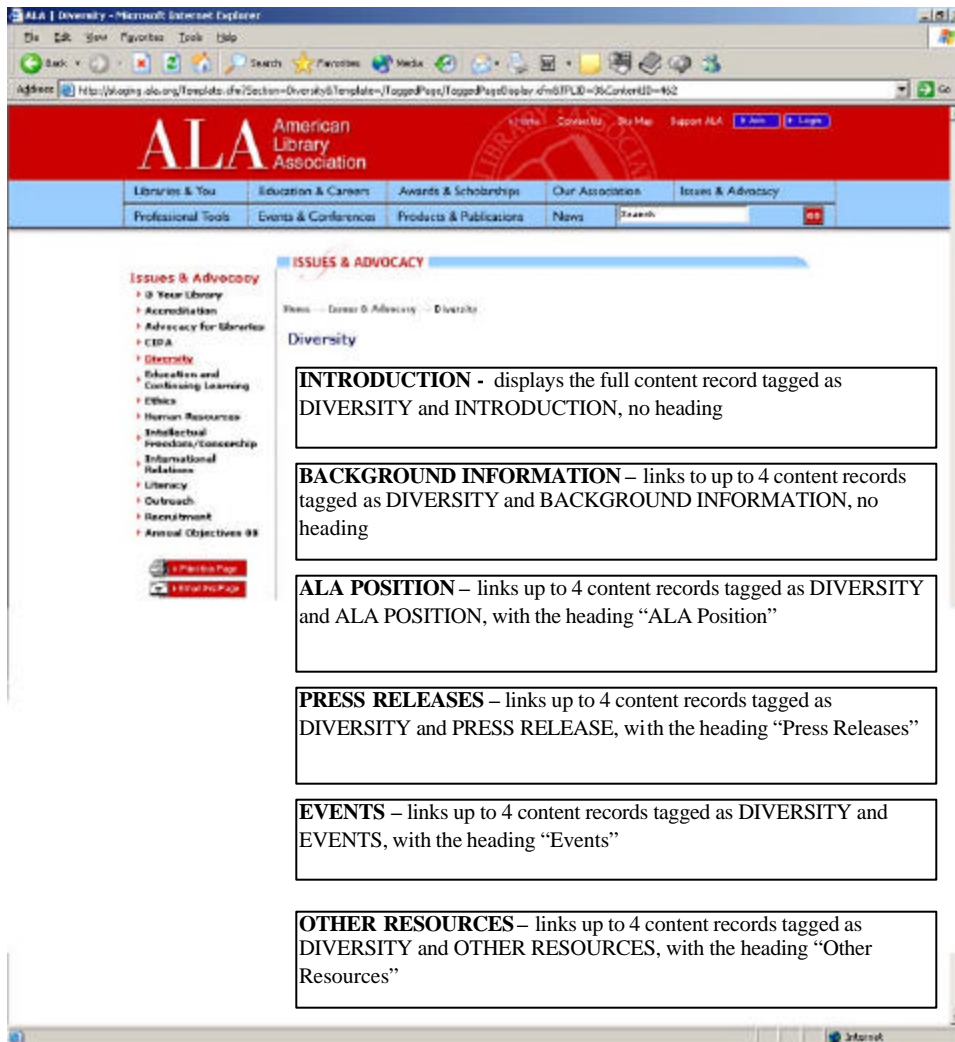
ANY ISSUES & ADVOCACY PAGE

Each section of the page will show links for up to four appropriately tagged items, followed by a "view all" link. "View All" takes the user to a page that lists all content records that are tagged appropriately for that section.

Press Releases and Events are sorted in reverse chronological order, with the most recent first. Background Information, ALA Position, and Other Resources are sorted using the "Sort Order" field in the File Properties pages for all content records on the site, with a secondary sort order done alphabetically.

INTRODUCTION - displays the full content record tagged as DIVERSITY and INTRODUCTION, no heading

BACKGROUND INFORMATION – links to up to 4 content records tagged as DIVERSITY and BACKGROUND INFORMATION, no heading

ALA POSITION – links up to 4 content records tagged as DIVERSITY and ALA POSITION, with the heading "ALA Position"

PRESS RELEASES – links up to 4 content records tagged as DIVERSITY and PRESS RELEASE, with the heading "Press Releases"

EVENTS – links up to 4 content records tagged as DIVERSITY and EVENTS, with the heading "Events"

OTHER RESOURCES – links up to 4 content records tagged as DIVERSITY and OTHER RESOURCES, with the heading "Other Resources"

NOTE: This example uses "Diversity" as its subject. This works the same way for all Issues & Advocacy pages.   You can find the tags for the Issues & Advocacy items under ISSUES & ADVOCACY in the tag list, and the other tags listed under TYPE OF DOCUMENT in the tag list.

Screenshot content:

ALA | Libraries & You - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://staging.ala.org/Template.cfm?Section=Libraries_and_You&Template=/TaggedPage/TaggedPageDisplay.cfm&TPLID=6&ContentID=656

ALA American Library Association

Home Contact Us Site Map Support ALA Join Login

Libraries & You | Education & Careers | Awards & Scholarships | Our Association | Issues & Advocacy

Professional Tools | Events & Conferences | Products & Publications | News | Search GO

LIBRARIES & YOU

Libraries & You
- Award Winners
- Careers in Libraries
- Events
- Facts about Libraries
- FAQs
- How to Use Libraries
- Programs & Promotions
- Recommended Reading
- Support Libraries

Home — Libraries & You

INTRODUCTION – displays the full content record tagged as Introduction and Libraries & You, with no heading displayed

Audience Choice: (this is NOT tagged content, but a list of links to other tagged pages – this section does not change)

Kids
Teens
Adults
Parents
Educators

@ your library – links up to 5 content records tagged as LIBRARIES & YOU and @YOUR LIBRARY, with the heading @your library

Recommended Reading – links up to 5 content records tagged as LIBRARIES & YOU and RECOMMENDED READING, with the heading Recommended Reading

Award Recipients – links up to 5 content records tagged as LIBRARIES & YOU and AWARD RECIPIENTS, with the heading Award Recipients

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Done   Internet

LIBRARIES & YOU HOME PAGE:

@your library and Award Recipients are sorted in reverse chronological order, with the most recent first. Recommended Reading is sorted using the "Sort Order" field in the File Properties pages for all content records on the site, with a secondary sort order done alphabetically.

The Audience Choice Area of this page is best understood as a list of links to other tagged content pages (seen next) and cannot be changed or affected by tagging your content in any way.
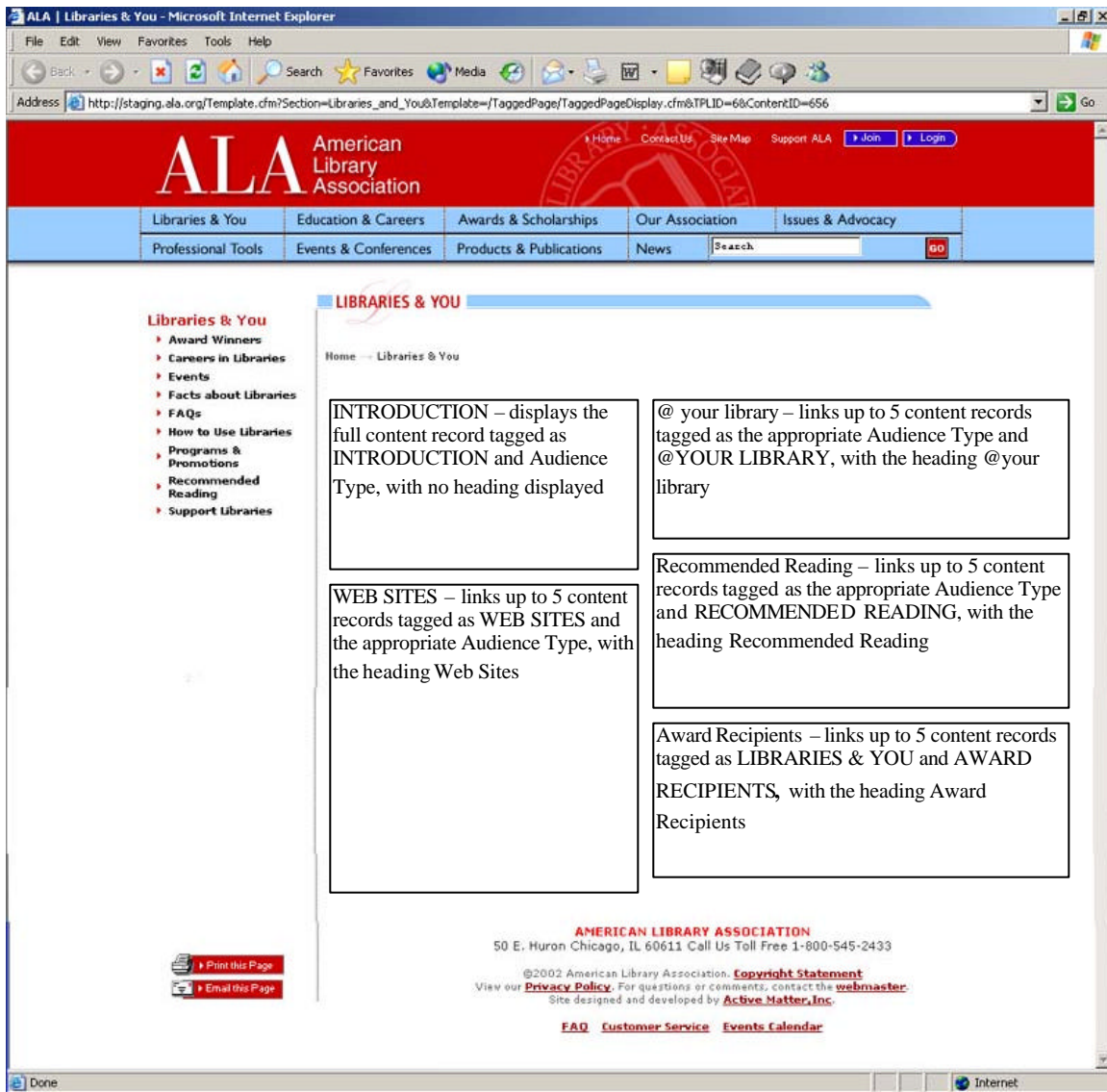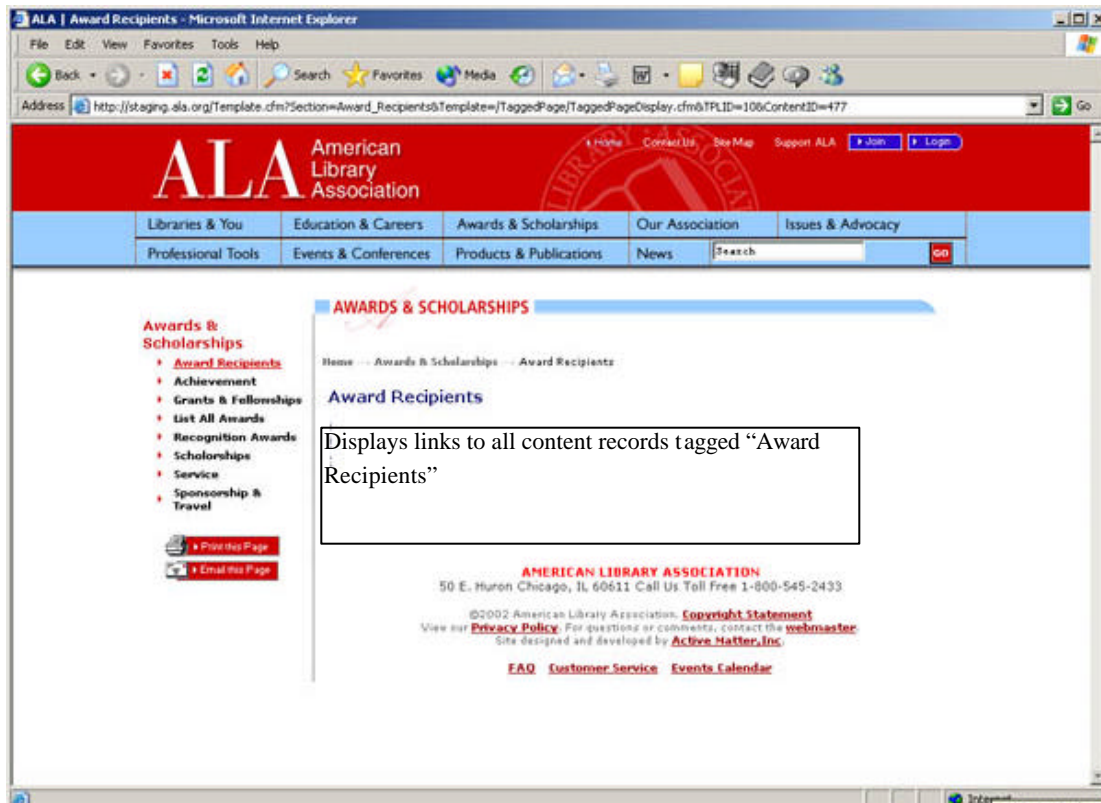
AUDIENCE CHOICE PAGES UNDER LIBRARIES & YOU:

The audience types that fall under this tagged page are Kids, Teens, Adults, Parents, and Educators. Each page works the same way, with @your library and Award Recipients being sorted in reverse chronological order and Web Sites and Recommended Reading being sorted according to the sort order determined on the file properties pages of the tagged content records.
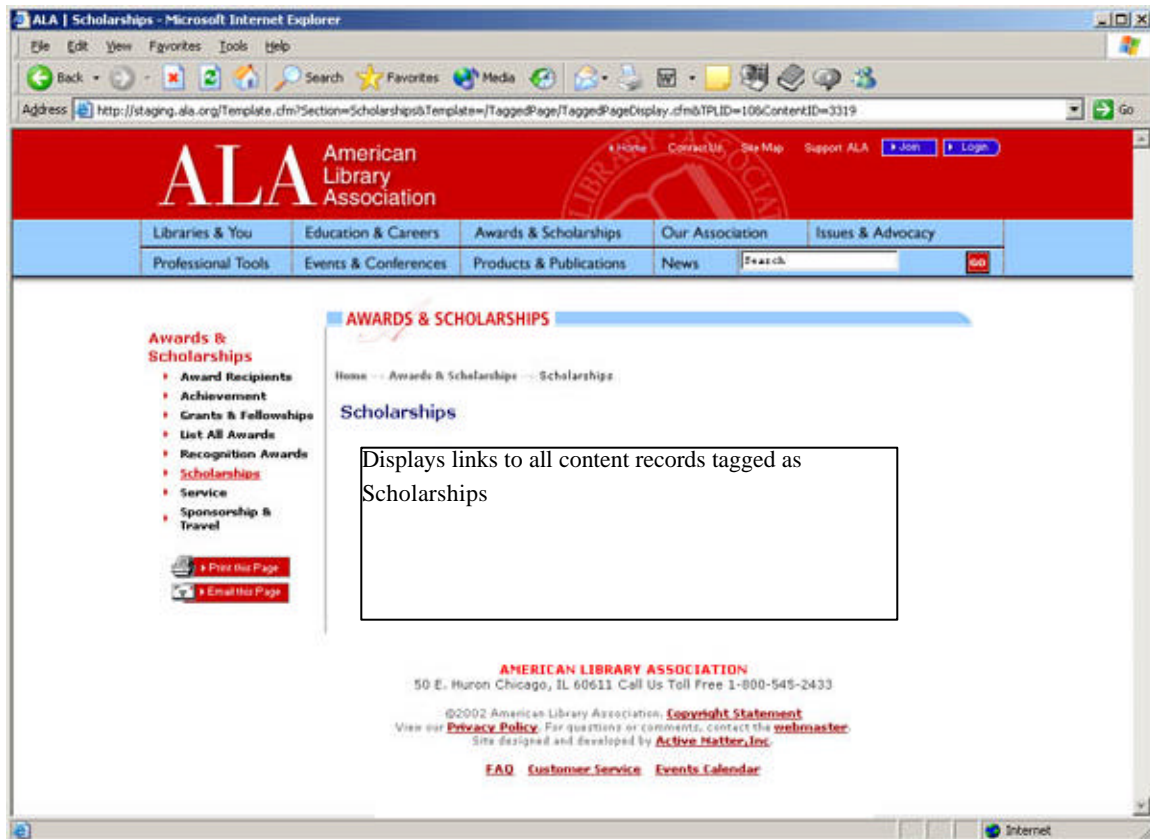
EDUCATION & CAREERS-→ AWARD RECIPIENTS PAGE:

This page is a simple list display of links to all appropriately tagged content records in alphabetical order.

AWARDS & SCHOLARSHIPS → SCHOLARSHIPS PAGE

This page is a simple list display of links to all appropriately tagged content records, displayed in alphabetical order.
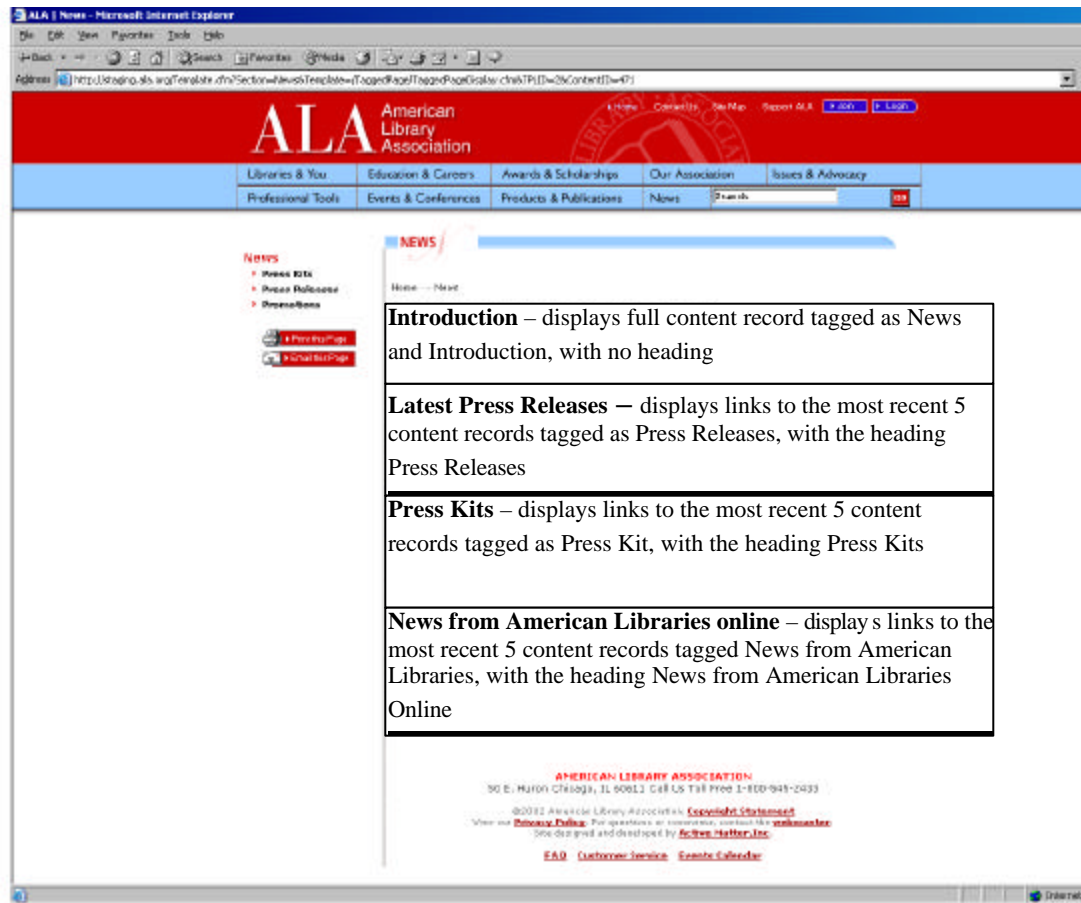
Professional Tools – Level Two Topics

Each section of the page will show links for up to four appropriately tagged items, followed by a "view all" link, which takes the user to a page with all items on the ALA/Division/Office sites that are tagged appropriately for that section.

Articles are sorted in reverse chronological order according to the Copyright Date, and ALA Related Programs are sorted in reverse chronological order according to the Event Date. All other sections are sorted both alphabetically and with a specially determined sort order.

This display covers the following navigation items under Professional Tools listed below. Substitute each of these item names for the phrase "PT Topic" above:

- Information Literacy
- Literacy & Outreach
- Buildings
- Disaster Response
- Equipment and Facilities Management
- Budgeting and Finance
- Fundraising
- Information Technology and Library Systems
- Human Resources
- Staff Development
- Planning & Assessment

- Public Relations
- Standards
- Statistics
- Acquisitions
- Cataloging and Classification
- Collection Development
- Collection Evaluation and Weeding
- Government Documents
- Interlibrary Loan
- Preservation
- Serials

- Special Collections
- Diversity
- Continuing Ed
- Education & Accreditation
- Equity of Access
- Censorship
- Copyright
- Ethics
- International Relations

Content Manager training for ALA

Each section of the page will show links for up to four appropriately tagged items, followed by a "view all" link, which takes the user to a page with all items on the ALA/Division/Office sites that are tagged appropriately for that section.

All sections are sorted in reverse chronological order, and all have headings that correspond to the bold type in the illustration to the left.

This display covers the following navigation items under Professional Tools→ Type of Professional listed below. Substitute each of these item names for the phrase "Prof. Type" above:

- Academic
- Government
- Independent and Consultants
- Library Advocates
- Multitype Library Cooperatives
- Public

- School
- Special
- Specialized Library Agencies
- State Library Agencies
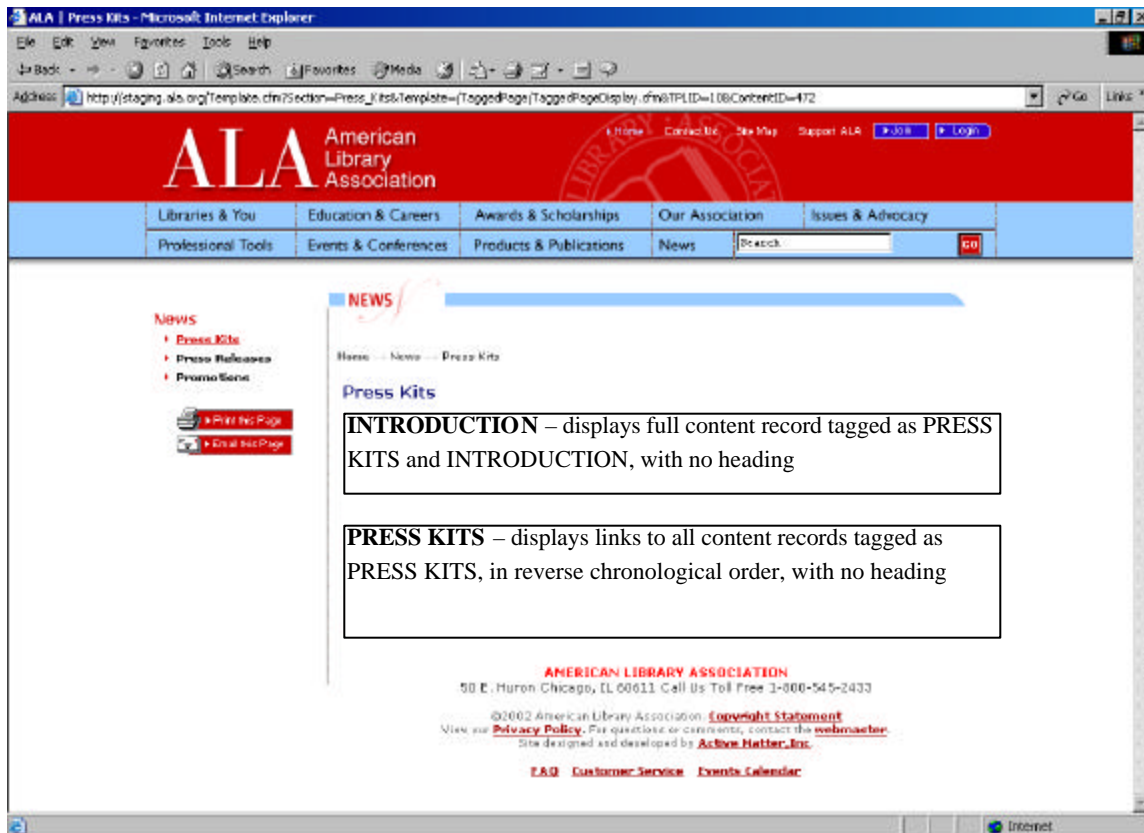- Trustees
- Vendors and Library Suppliers

News home page:

All items on this page display the list of links followed by an opportunity to "view all." All links display in reverse chronological order, with the most recent record first.

PRESS KITS PAGE --

This page displays a simple list of links to all content records tagged as "press kit," preceded by an introduction to be created by PIO.

News → Press Releases

This page displays all content records tagged as Press Release for the current year, organized by month. At the end of a calendar year, the press releases for the previous year are automatically moved to the Archive under Press Releases. Within each month, the list of links is organized by copyright date in reverse chronological order, with a secondary sort order being done alphabetically.

News → Promotions page