

SUBMISSION GUIDELINES

FOR WEBSITE CHANGES AND EDITS

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CONTACTS & ROLES

PERMISSION LEVELS

Access to edit the website is granted to Town of Carlisle staff. There are different levels of access, called permission levels, given to different staff members depending on their job responsibilities and amount of website training.

There are more permission levels included in the structure of the website than Carlisle uses. These guidelines will only include the levels used in Carlisle: System Administrator and Publisher.

SYSTEM ADMINISTRATORS

System Administrators have full access to all the back-end modules, pages, and user administration aspects of the website. This permission level is limited to three staff members. Limiting this level of access is important for security and work-flow consistency. The three staff members and their roles are:

System Administrator Role	Name	Email	Phone
Webmaster	Gretchen Gallimore	ggallimore@carlislema.gov	978-369-6136
Communications System Administrator	Aubrey Thomas	athomas@carlislema.ogv	978-371-6694

WEBMASTER

The Webmaster serves as the primary contact for website edits, training, and questions. Unless otherwise specified, all requests flow through them first. They are responsible for continuity of website content, style, and design. They train staff members and are the point of contact for public body chairs or their designee(s) for website changes. If the Webmaster is unavailable, requests should be addressed to both other system administrators.

COMMUNICATIONS SYSTEM ADMINISTRATOR

The Communications Systems Administrator serves as the primary contact for News Flash submissions. They approve News Flash items to appear under the "News & Events" or "Carlisle Spotlights" sections of the homepage. In the event of the Webmaster's absence, edits and questions are submitted to them and the System Administrator.

SYSTEM ADMINISTRATOR

The System Administrator (when enrolled) supports the Webmaster and Communications System Administrator. In the event of the Webmaster's absence, edits and questions are submitted to them and the Communications System Administrator.

PUBLISHERS

All other staff with access to edit the website have Publisher permissions. Publishers can work within assigned pages, modules, and/or categories. This allows a staff member to only have access to edit their department's content.

They can:

- Create, edit, publish, unpublish, or delete content on their assigned pages and module categories.
- Create and publish a page.

They cannot:

- Delete pages or module categories.
- Assign users or permissions.

PAGES

DEPARTMENTAL PAGES

"Departmental Pages" are webpages and subpages that can be edited by the associated department staff at Town Hall.

CONTENT

Page content can be edited by the departmental staff member(s) with Publisher permissions. If you are having trouble with the content appearing as you would like it to or you believe you should have other access, please reach out to the Webmaster.

If you would like to use a Widget you haven't used before, please reach out to the Webmaster for training.

ACCESSIBILITY

It is both a legal requirement and good practice to have a website that is as accessible as possible. To help keep our website accessible for people with disabilities:

- Use the built-in accessibility checker in the Editor widget
- Check documents before uploading, using the built-in accessibility checker in the program you used to create the document (Word, Adobe, etc.)
- Include alt text for all images and other visual aids (graphs, charts, tables). The alt text should reasonably describe the visual information. There is no word limit. A photo of the cranberry bog can simply be "Photograph of the Carlisle Cranberry Bog at dusk". A chart or graph description

should be detailed, explaining the data and conclusions being drawn with the visual aid. "Bar graph of cranberry bog use over time" is not sufficient alt text because it does not give the reader the same information as the bar graph.

INFO COLUMN

You will not be able to edit the right-side column of staff information. Edits to that section need to be made by a system administrator in a back-end module of the site. Please reach out to the Webmaster with any desired edits.

PAGE MENU

The left-side menu items can be rearranged by drag-and-drop. Subpages can use the menu of the parent page or a menu of its own subpages. If you would like to reorganize the page menu, please reach out to the Webmaster.

ADDING PAGES

Publishers may add (create) subpages to their departmental pages. If you have not created a page before, please reach out to the Webmaster for training.

DELETING, HIDING, OR UNPUBLISHING PAGES

Deleting, unpublishing, or hiding pages (not the content of the page but the entire page) is done by a system administrator.

WHICH ACTION DO YOU WANT TO USE?

Deleting (or Archiving) will entirely remove the page from the website. It will only be stored in the off-site (server) location of our website contractor CivicPlus. It will not be easy to get back and would probably require recreation.

Hiding a page hides the link to a published page, so it doesn't appear in any menu. The page is still published and, if someone has a direct link, the page can be accessed.

Unpublishing a page will place the page back in draft form and will not be visible or accessible on the front-end of the site. You will be able to edit and publish as normal.

SUBMISSION

To submit a page for unpublishing, hiding, or deleting send an email to the Webmaster with:

- Direct link(s) to the page(s)
- Action desired (unpublishing, hiding, or deleting)

That's it!

PUBLIC BODY PAGES

“Public Body Pages” are webpages and subpages that don’t have a specific department or staff member at Town Hall. All edits for these pages will be done through a system administrator. All submissions should be made in an email to the Webmaster with the content as described below. Examples are available in the index at the end of these guidelines.

CONTENT SUBMISSIONS

Requests for content changes are submitted to the Webmaster by email and should include:

- Direct link to the webpage
- “Original” text that is being switched out. The beginning and end of the section is sufficient for larger edits. Or indicate that you would like to create/add a new page.
- Exact text, as you would like it to appear. It will be copied and pasted.
 - Text can be in the body of the email or attached as a word document
 - Format of the text should reflect desired styles (bold, italics)
 - If available, it is helpful if you embed any links (to other pages or documents that already appear on the website or to external websites)
- If you would like to include images:
 - Can be in jpeg, png, or tiff format
 - Include the general location of where you would like that image to appear (top/bottom corner, center, wrapping or not wrapping text)
 - Alt Text for the image. This will be copied and pasted. The alt text should reasonably describe the visual information.
- Any documents to be linked, noting the text that you would like to serve as the link (what you would like people to click on)
 - If available, please use the program’s built in accessibility checker before submitting (Microsoft, Adobe, and Google have built-in checkers)
 - File names cannot include special characters. It is best practice to use only alpha-numeric characters, dashes, and underscores.
- If your content includes a visual aid, like a graph or chart:
 - Provide a detailed Alt Text description, explaining the data and conclusions being drawn with the visual aid. For example, “Bar graph of cranberry bog use over time” is not sufficient alt text because it does not give the reader the same information as the bar graph.

See Examples 1 and 2 in the index.

ADDING, DELETING, HIDING, OR UNPUBLISHING SUBMISSIONS

See “which action do you want to use?” on page 3 for definitions.

Requests for structural changes to pages are submitted to the Webmaster and should include:

- Direct link to webpage (if adding a subpage, direct link to parent page)

- Action desired
- If adding a subpage, include:
 - Page title
 - Content of page

NEWS FLASH (“NEWS & EVENTS” OR “CARLISLE SPOTLIGHTS”)

News Flash is the Module that populates content for the “News & Events” and “Carlisle Spotlights” sections on the homepage of the website. All updates to this section of the website will be completed by one of the system administrators.

SUBMISSIONS

News Flash updates are submitted to the Communications System Administrator by email and should include:

- Title: the text that will appear in bold
- Lead In: the text that will appear as regular text under the bold type; limited to 225 characters.
- Full Text: the text that will appear when someone clicks for more information.
- Image, if available, including Alt Text. An image will be chosen if none is provided.
- Direct links to pages or documents, if applicable

It is possible to link the News Flash item to a page or document rather than to the “full text” in the News Flash module of the website. To see an example, click “Take a Hike!” under “Spotlights” on the homepage. If you would prefer that option, include:

- Title and Lead In (this is the only text people will see before clicking)
- Direct link to be opened.
- Image, as above

WHICH SECTION?

Should your submission appear under “News & Events” or “Carlisle Spotlights”? The final determination will be made by the Communications System Administrator, but knowing the intention of both sections will help determine where you would like to request it appear.

“News & Events” is for timely items related to Carlisle town government functions. This can include events, but the Town should have a direct role in the sponsorship of the event.

“Carlisle Spotlights” is for spotlighting community aspects of Carlisle that do not necessarily relate immediately to functions of government or town hall. It is also for longer-term or open-ended items. See current items for examples. Other items that may appear are Trekker Award recipients, Trick or Treating or Old Home Day information, citizen awards, etc.

OTHER CHANGES

UPDATING A DOCUMENT

An updated version of a document that currently appears on the website will be swapped, so only the most recent version is visible to the public. If available, run an accessibility checker before submission (Microsoft, Adobe, and Google have built-in checkers). Requests are submitted to the Webmaster and should include:

- Direct link to the document that is currently on the website.
- PDF file of new version of the document
 - File name cannot include special characters. It is best practice to use only alpha-numeric characters, dashes, and underscores.

UPDATING LINKS

If content on your page links to an external website, like a page on the mass.gov site, you may need to update the link if the external site makes changes. It is good practice to check the links on your pages every few months to make sure they still work. Requests are submitted to the Webmaster and should include:

- Direct link to page where the external link appears.
- The text/content that serves as the link (what you click on)
- URL of the updated external link

STYLISTIC CHANGES

The style of the website is limited to the design of the current website. The color scheme and text styles are set. A different style or color cannot be chosen. There is some variability in layout and there are different widgets to better present types of content. Reach out to the Webmaster if there is a stylistic or aesthetic change you'd like, and she'll let you know the possibilities.

The style of the website is set this way so there is continuity across the site. The entire website is under one brand. It would look incredibly strange if one committee or department page looked entirely different from the rest of the website. It is mildly limiting but fosters brand cohesion.

EXAMPLE 1

EMAIL

Music Festival edits



Mark Levitan <mark@marklevitan.com>

To Gretchen Gallimore

i You replied to this message on 4/3/2023 1:40 PM.



Music Festival.jpg
8 MB



main festival page 040323.docx
18 KB

1. <https://www.carlislema.gov/1012/Carlisle-Music-Festival>

replace all copy with attached Word doc content

please add the attached graphic logo-style (it can be small)

2. <https://www.carlislema.gov/1013/Musician-Bios>

please change dates at top to
Friday June 23, Saturday June 24 & Sunday June 25, 2023

between "Festival information" links – replace all with **Coming Soon**

delete one of the [Festival information](#) links

please add the attached graphic logo-style (it can be small)

Thank you again!

FORMATTING OF WORD DOCUMENT

Carlisle Music Festival @Old Home Day

3 Days of Amazing Hometown Talent!

Friday June 23, Saturday June 24 & Sunday June 25, 2023

Family-friendly • Carlisle musicians • Diverse styles • Food & fun

Hold That Thought • Five O'Clock Shadow • Lloyd Thayer • Walk Like A Cow • Red Velvet Slide • Dale Joachim's Carlisle Jazz 3 • Nightflies • Tedesco Duo • The Hansen Brothers • Kenny Selcer & Steve Gilligan • Concord Women's Chorus • The Honey Steelers • Ravi Pathak • Carlisle Chamber Orchestra String Quartet • Judy Bose & Dan Lennon • Neighborly • Soundbites • Mark & Lee's Blues Thing • Chris Brenne & Parul Vakani • Lee Perlman • Carlisle Community Chorus

[Musician Bios](#)

The Carlisle Music Festival @Old Home Day is a celebration of the deep and diverse musical talent in our hometown, featuring both amateur and professional musicians with Carlisle connections, performing in a wide variety of musical styles.

Come on out to listen and support your local music community!

Friday June 23: Community Singalong & Open Mic

Featuring Carlisle Community Chorus

Main Stage @FRS Yard early evening, times TBD

Saturday June 24: Music at Old Home Day

Main Stage @FRS Yard 10:30 AM-2:15 PM – diverse lineup of outstanding musicians

Arts & Crafts Show @Union Hall 10:30 AM-12:30 PM – music to enhance the show

Book Swap @Gleason Library 10:30 AM-12:15 PM – vocal mastery & bluesy tunes

Sunday June 25 Music Event Under The Tent

Spalding Field Noon-7:30 PM

On Sunday, the Carlisle Music Festival @Old Home Day is an all-afternoon family-friendly party **under the big tent and on the lawn at Spalding Field**, featuring 9 talented artists.

Bring a blanket or low chairs, carry in a picnic or enjoy the food trucks, and make a day of it. Meet the musicians after their performances, and visit information tables showcasing Carlisle community organizations.

EXAMPLE 2

Cultural Council text change



Mark Levitan <mark@marklevitan.com>

To Gretchen Gallimore

 You replied to this message on 4/24/2023 8:46 AM.

<https://www.carlislema.gov/1012/Carlisle-Music-Festival>

please replace the musician list for these 2 sections only

Old Home Day Art & Craft Show

Union Hall, First Religious Society 10:30 AM - 12:30 PM

Note: the Art & Craft Show is open from 9 AM- 1:30 PM

10:30 Dale Joaquim

11:00 Ravi Pathak

11:35 Chris Brenne

12:05 Lee & Caleb Perlman

Book Swap, Friends of Gleason Public Library

Front lawn, Gleason Public Library 10:30 AM - 12:00 PM*

10:30 Soundbites

11:00 Chris Brenne & Parul Vakani

11:30 Mark & Lee's Blues Thing

**Canceled in case of precipitation*

Thank you once again!