

Creating CLP News Posts

Site Content Creators (SCCs) and Site Content Approvers (SCAs)

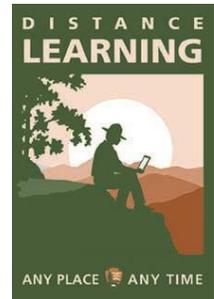


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Purpose

The purpose of this document is to provide instructions for Site Content Creators (SCC) and Site Content Approvers (SCA) who are creating or editing News posts on the Common Learning Portal (CLP) website. This document will provide:

- Instructions clarifying how to create and edit content
- Standardization of content creation processes to ensure the site content is consistent, high value, and appropriate.

Roles

User Roles

Roles available to help program areas manage the content on their landing pages are the Site Content Creator (SCC) and Site Content Approver (SCA). While it is ideal for content teams to utilize both roles in order to prevent content bottlenecks and better manage workload, for some content teams, one user may manage all of the team's workflow from the SCA role.

Role descriptions as they pertain to authoring CLP News Posts:

- **Site Content Creator (SCC)** - When authoring CLP News Posts: site content creators will create and edit news articles. Users in this role will be primarily responsible for writing the body text (following the formatting guidelines below).
- **Site Content Approver (SCA)** - When authoring CLP News Posts: site content approvers will review the draft news posts created by the site content creators. Users in this role will be primarily responsible for reviewing, editing, tagging, and publishing the content.



Content Teams

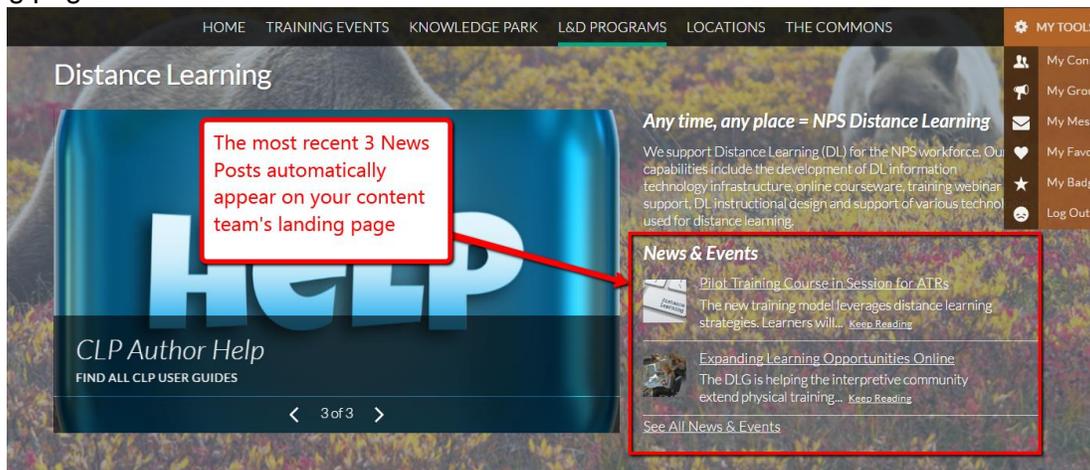
Site Content Creators and Site Content Approvers are assigned to Content Teams by:

- Program Area (for example, Cultural Resources)
- Region (for example, NERO)
- Training Center Location (for example, Stephen T. Mather Training Center)

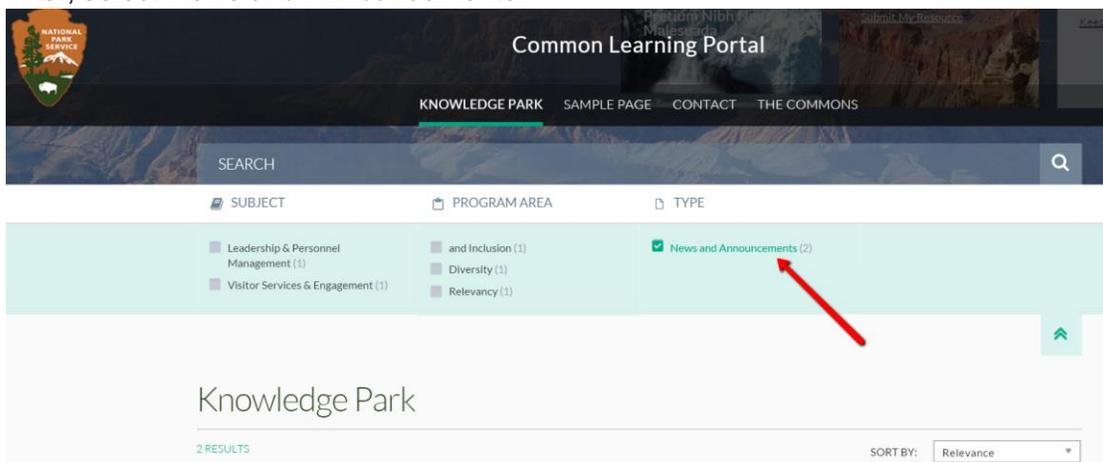
The CLP contains a unique landing page for each program area, region, and training center location. The content on those pages is managed by the corresponding content team.

What is a CLP News Post?

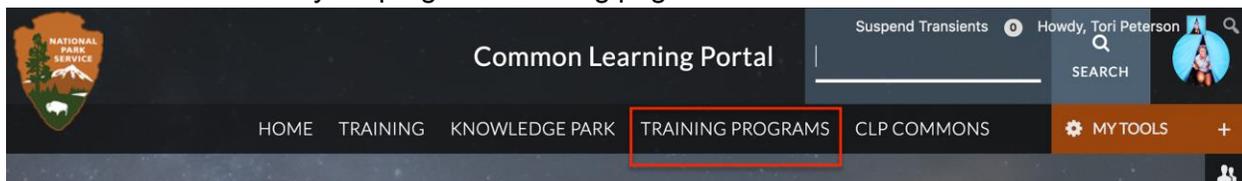
The most recently published CLP News Posts automatically display on your content team's landing page.



CLP News Posts are also found in the Knowledge Park (a filterable listing of vetted educational resources). To see a list of news articles, go to the Knowledge Park and under the *Resource Type* filter, select *News and Announcements*.

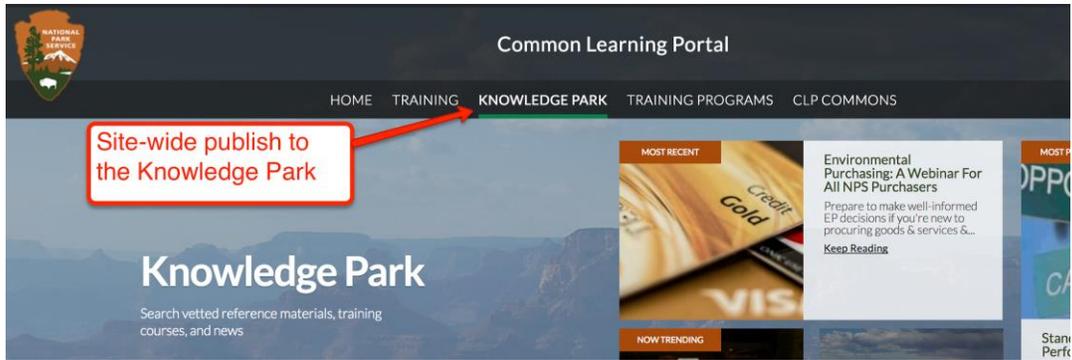


As a Site Content Creator (SCC) or Site Content Approver (SCA), you will create and/or Team Publish *News Posts* on your program's landing page.



Once you publish a *News Post*, a Master Content Approver will receive a system generated notification, review your *News Post*, and perform Site-Wide Publish so that the *News Post* is findable in the site-wide Knowledge Park.

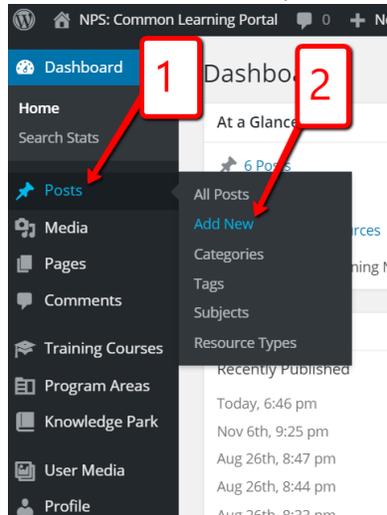
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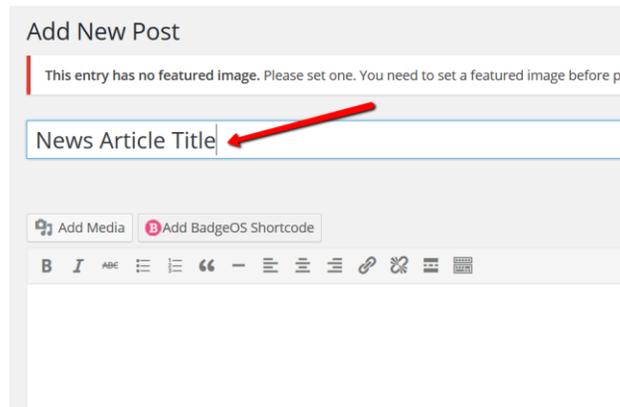
Technical User Documentation

Steps for SCCs and SCAs

To create a *News Post*, navigate to *Posts/Add New* in your WordPress [Dashboard Screen](#).



Enter the *Title* at the top of the form.



Enter the Description/Body Text of the News Post. For more details, see [Formatting Guidelines](#) below.



If you'd like the author of the News Post to be displayed to users, enter information into the two *Content Authorship Information* fields.

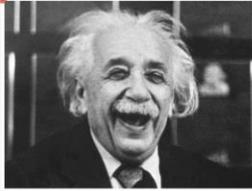
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- **Author's Name:** Name of the person who originally created the News Post (as you'd like it to display on the website)
- **Author Avatar:** Image of the author/content creator

Content Authorship Information

Author's Name
Name of person who authored the content outside of this site.

Author Avatar
Please upload a .png, .jpg, or .gif image that is at least 100 pixels high and 100 pixels wide. For best appearance, ensure the image is as high as it is wide, e.g.: 150 x 150.



The author name and image you enter will appear at the top of the published News Post.

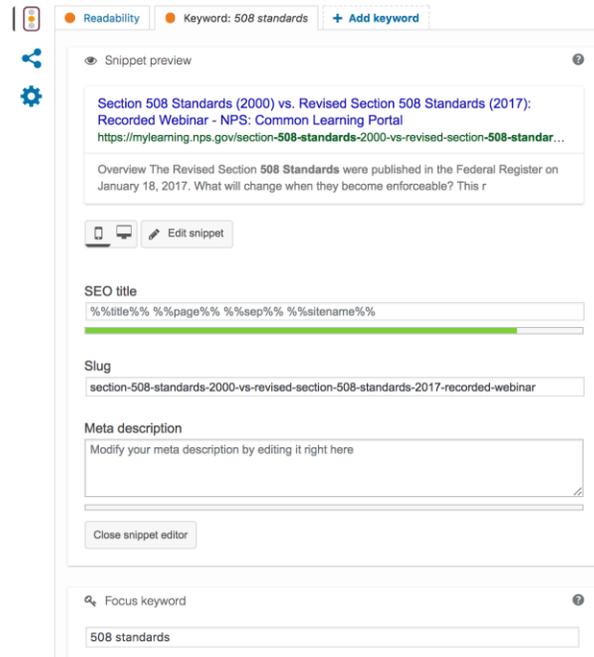


If you leave those author fields blank, nothing will display in that space at the top of the published News Post.



Update the Focus Keyword, SEO Title, and Metadata in the *Yoast SEO widget*. For more information, review the [SEO Guidelines](#).

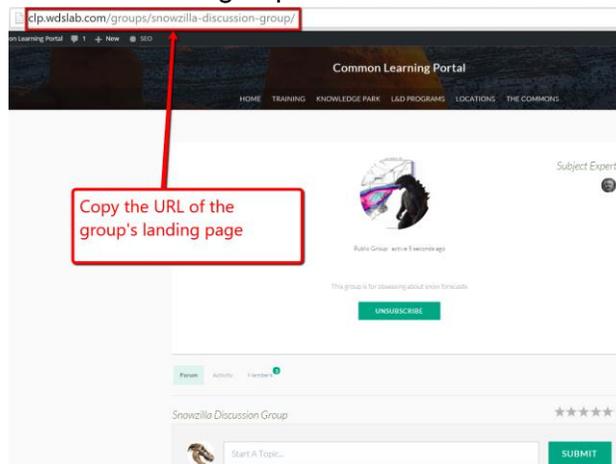
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Ask an Expert

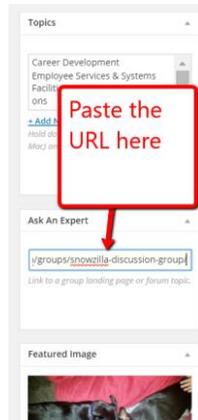
Optional: If there is a group in The Commons in which this news would be meaningfully discussed, you can create a direct link from the news to that group using the Ask an Expert Feature.

1. Copy the URL of The Commons group in which users could discuss this content.

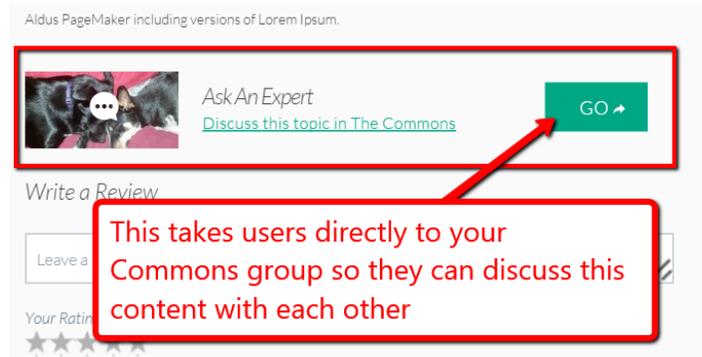


2. Paste the URL into the Ask an Expert field in the content.

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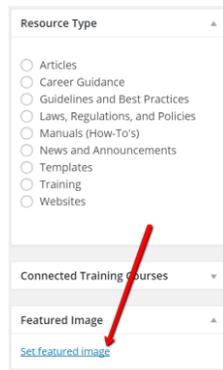
3. When the content is published, there will be an Ask an Expert link on the page. Users can click the link and will be taken directly to the group. NOTE: To avoid user confusion, only link to *public* groups using the Ask an Expert feature.



This takes users directly to your Commons group so they can discuss this content with each other

Featured Image

At the bottom right corner, set the *Featured Image* for this News Post (See [Image Guidelines](#) for more details).



Optional: Set the Hero Background Image for this News Post. The Hero Background Image should be the same as the Featured Image, but you will crop it differently. (See [Image Guidelines](#) for more details).

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Hero Background

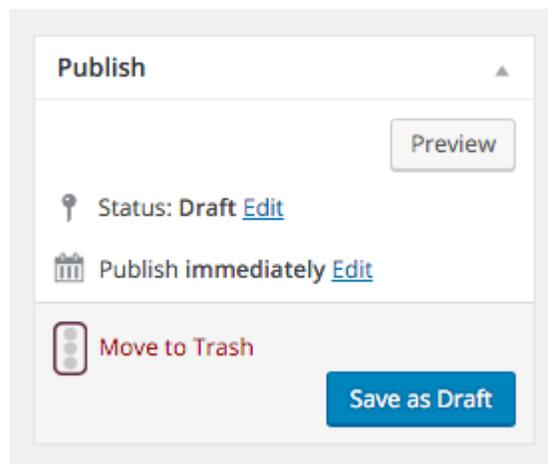
Add or Upload File

Recommended image size is ~1400-1900px wide and at least 440px high. If no image is uploaded here, the default image will be used.



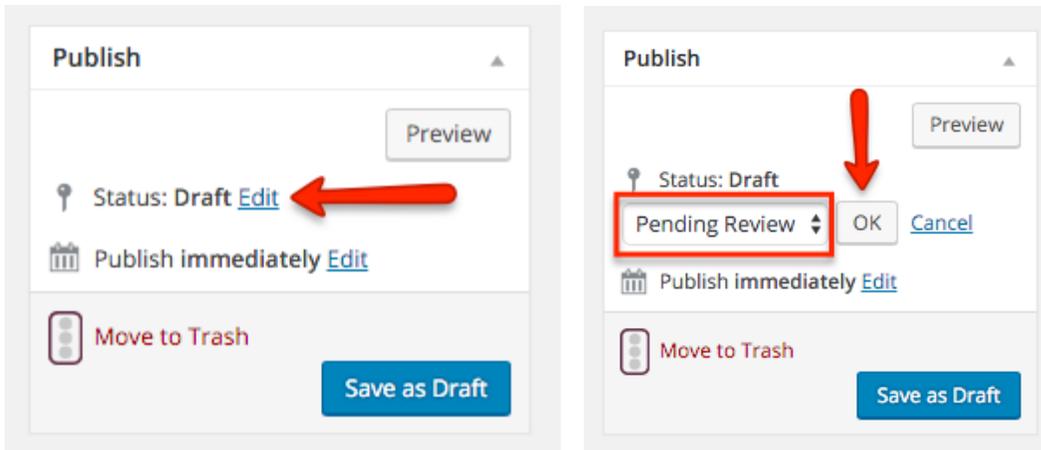
Save & Submit for Review

You can save your draft as often as you'd like (before submitting it for review) by clicking the Save Draft button.

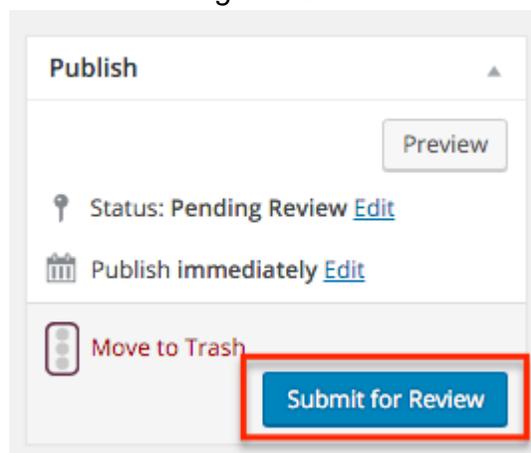


Once you are satisfied with your draft, click the [Edit](#) button and select the *Pending Review* option in the drop down list and click ok. This will send a notification to your content team's Site Content Approver. The person in this role will review, tag, and publish the content.

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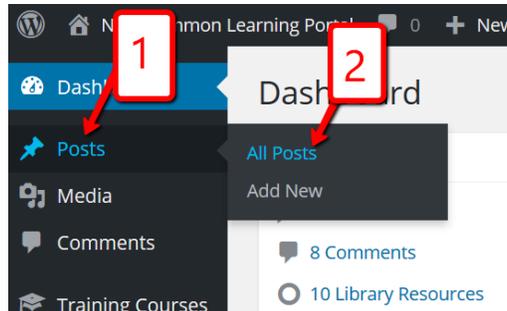
The status will change from *Draft* to *Pending Review*.



NOTE: Once you click the *Submit for Review* button, the *Save Draft* button will disappear because technically the content has been handed off to another team member. You can still save updates, however, by clicking the *Submit for Review* button again.

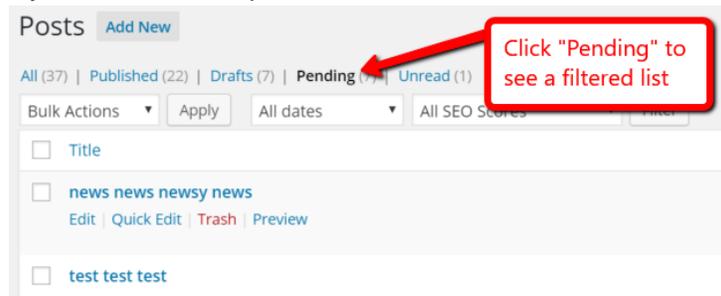
Additional steps for SCAs

After your SCC has created *News Posts* and clicked the *Submit for Review* button, Site Content Approvers complete a few more steps and then Team Publish the new content. First, navigate to *Posts > All Posts* in the Dashboard.



This will open a list of posts (on the CLP, all of these generic posts are *News Posts*). Click the *Pending* text link at the top of the list to see a filtered list of only those *News Posts* that are awaiting review by your content team. NOTE: The number next to the word drafts is the total number of draft *News Posts* currently on the CLP, but you will only see those *News Posts* which are assigned to your content team in the list (you may see fewer *News Posts* in your list than the number indicates).

Click on the title of any *News Post* to open and edit it.

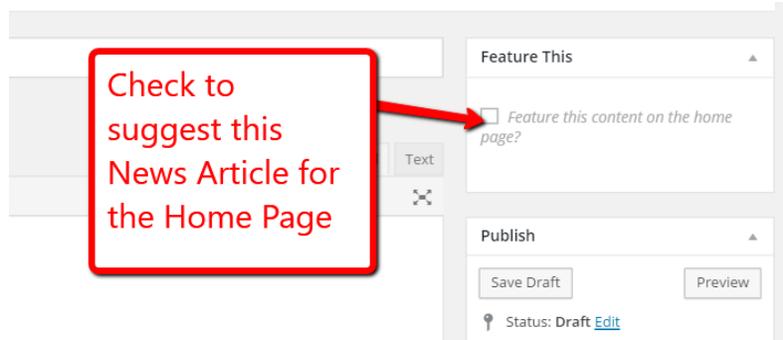


First, review the work of the SCC. Is the title accurate and descriptive? Does the body text correctly follow the formatting guidelines?

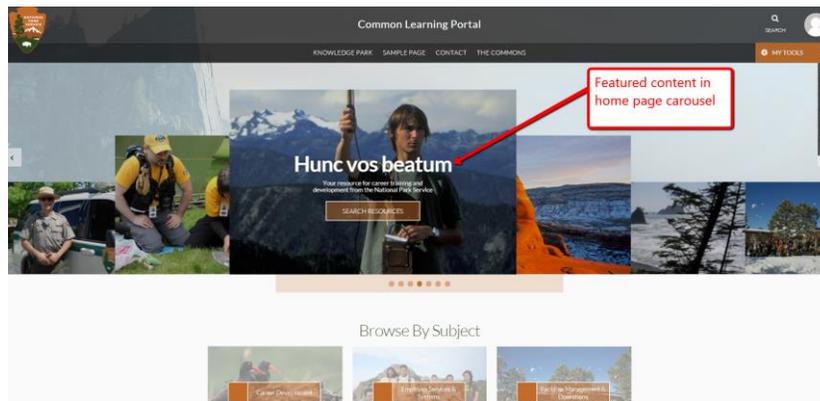


If this is an important or high profile library object, check the *Feature This* checkbox for this *News Post*.

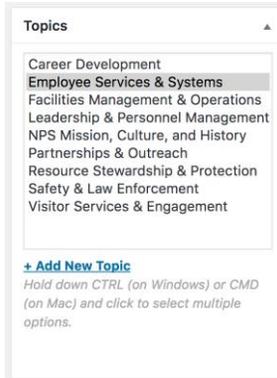
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This will alert the Master Content Approver to review this library object for inclusion on the Home Page.



Tag the library object to any *Topics* to which it is relevant.

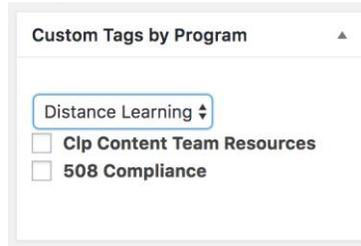


This information will allow for faceted search on the CLP website.



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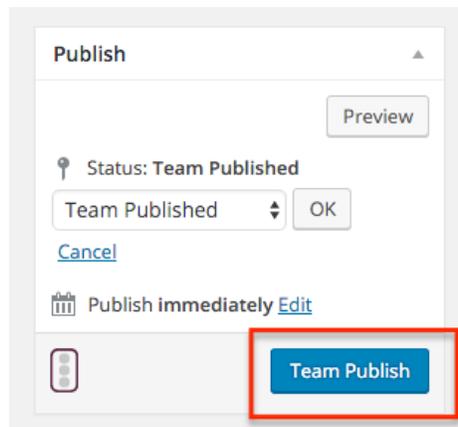
If your program area, region, or training center has created *custom tags* for your content, tag the News Post as appropriate here. NOTE: These tags will be unique to each content team so yours will not look exactly like the image.



Use the Publish widget to set the privacy settings for this News Post.

- **Team Publish:** Anyone can see this News Post once it's published
- **NPS Team Publish:** Only users who are logged in with an NPS account can see this News Post once it's published

After editing and previewing the News Post, click the *Team Publish* button at the bottom of the widget.



After Team Published by the SCA, the News Post will be available only on that SCA's program landing page. A secondary, site-wide publish is required by the Master Content Approver before the News Post is available in the Knowledge Park.



Formatting Guidelines

In addition to the Technical User Documentation found above, Formatting Guidelines provide standardization specifically for the content entered in the Description field to improve user experience by reducing cognitive load as users become familiar with standardized formatting and scanning becomes easier on the site.

Search Engine Optimization (SEO) will also be improved through the use of standardized headers. Search Engines give heavier weight to text which is found in headers, so placing meaningful keywords in headers improves search results.

In addition to standard header styles, bulleted text and short, scannable sentences should be used whenever possible.

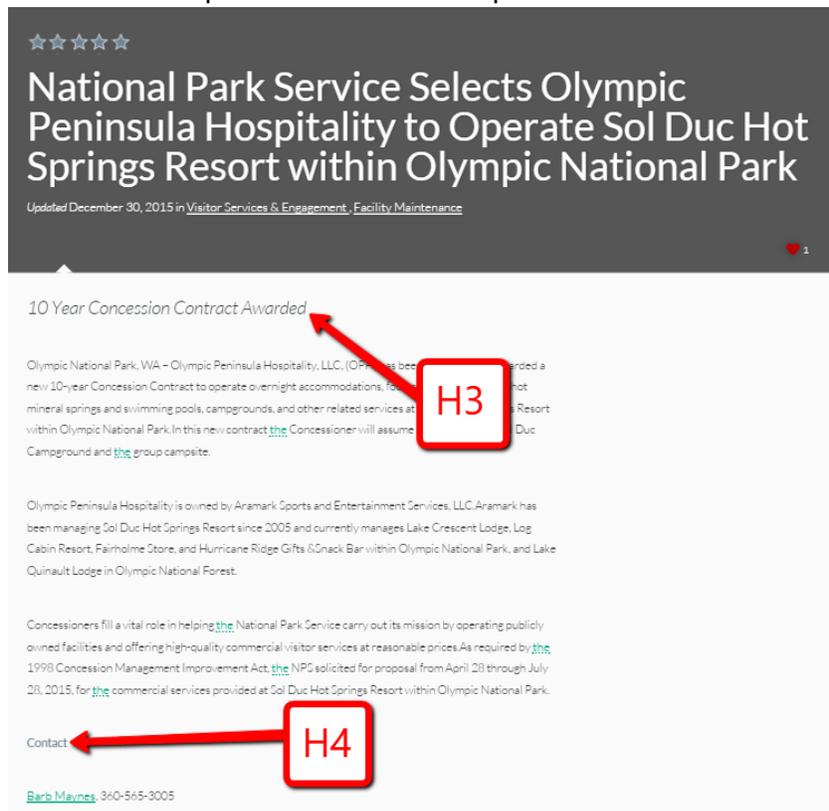
Formatting News Posts

There are generally two types of news posts - press releases and newsletters. The following are formatting guidelines for each.

Press Releases

For the purposes of the CLP, a press release is a public relations announcement issued to targeted publications (NPS staff and volunteers) for the purpose of letting them know about developments relevant to your CLP content team (program, region, or training center). Some press releases will continue on as InsideNPS announcements. Press releases published through the CLP should be relevant to the learning and development interests NPS staff and volunteers. Examples are notices of new courses, new educational partnerships, or upcoming application deadlines.

- **Subtitle:**
 - H3 Header style
 - Content of header: Short subtitle which summarizes the news in that section of the article. NOTE: The subtitle does not duplicate the title.
 - Optional: Add more subtitles for longer articles
- **Contact:**
 - H4 Header style
 - Content following header: Name, agency information, contact information if members of the public or media have questions about this news article



The screenshot shows a news post with a dark header and a light body. The header contains a star rating, a main title, and a date. The body contains a subtitle, a main paragraph, a secondary paragraph, and a contact section. Red arrows point from red boxes labeled 'H3' and 'H4' to the subtitle and contact section respectively.

★★★★★

National Park Service Selects Olympic Peninsula Hospitality to Operate Sol Duc Hot Springs Resort within Olympic National Park

Updated December 30, 2015 in [Visitor Services & Engagement](#), [Facility Maintenance](#)

10 Year Concession Contract Awarded

Olympic National Park, WA - Olympic Peninsula Hospitality, LLC, (OPH) has been awarded a new 10-year Concession Contract to operate overnight accommodations, food, hot mineral springs and swimming pools, campgrounds, and other related services at the Sol Duc Hot Springs Resort within Olympic National Park. In this new contract, the Concessioner will assume management of the Sol Duc Campground and the group campsite.

Olympic Peninsula Hospitality is owned by Aramark Sports and Entertainment Services, LLC. Aramark has been managing Sol Duc Hot Springs Resort since 2005 and currently manages Lake Crescent Lodge, Log Cabin Resort, Fairholme Store, and Hurricane Ridge Gifts & Snack Bar within Olympic National Park, and Lake Quinalt Lodge in Olympic National Forest.

Concessioners fill a vital role in helping the National Park Service carry out its mission by operating publicly owned facilities and offering high-quality commercial visitor services at reasonable prices. As required by the 1998 Concession Management Improvement Act, the NPS solicited for proposal from April 28 through July 28, 2015, for the commercial services provided at Sol Duc Hot Springs Resort within Olympic National Park.

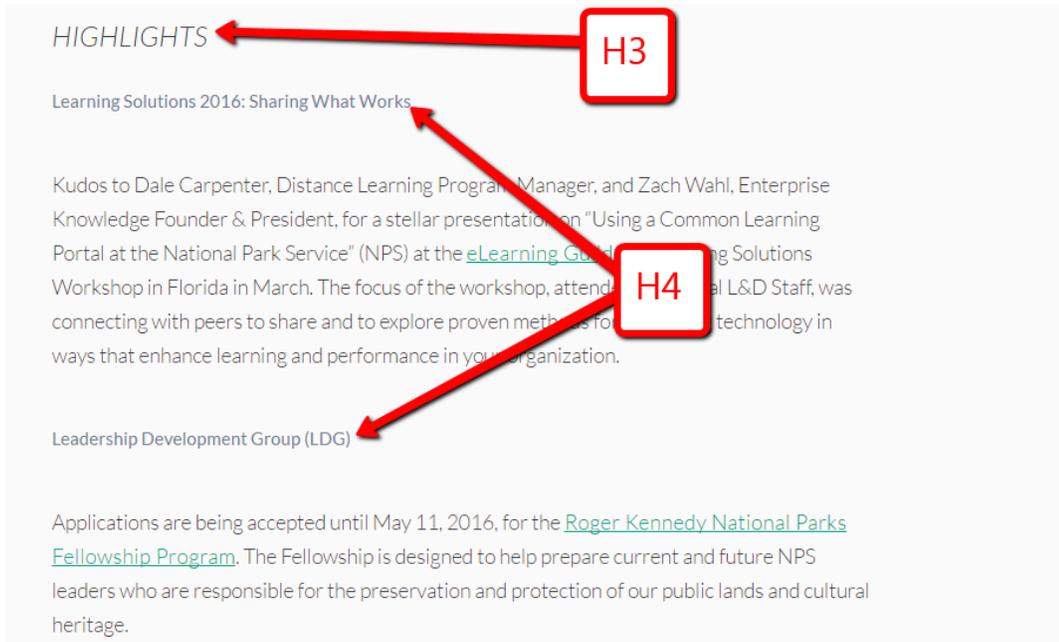
Contact

[Barb Maynes](#), 360-565-3005

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Newsletters

- **Author/Content Owner:**
 - Newsletters are frequently in the voice of one department. You may wish to use an custom image for the department in the author field (noted above) to emphasize the producer of the newsletter.
- **Non-Standard Headers:**
 - For your department's custom newsletter you may probably have headers (section titles) that are already your convention to use. Organize them into a series of headers applying a logical hierarchy. Start with H3 for the largest section headers and use H4s if it's necessary to break the content of your newsletter into even smaller chunks.



The screenshot shows a newsletter layout with several sections. A red box labeled 'H3' is positioned to the right of the word 'HIGHLIGHTS', with a red arrow pointing from the box to the word. Below this, the text 'Learning Solutions 2016: Sharing What Works' is followed by a paragraph of text. A red box labeled 'H4' is positioned to the right of the paragraph, with a red arrow pointing from the box to the start of the paragraph. Below the paragraph is the text 'Leadership Development Group (LDG)', with a red arrow pointing from the 'H4' box to it. At the bottom, there is another paragraph starting with 'Applications are being accepted until May 11, 2016, for the [Roger Kennedy National Parks Fellowship Program](#).' The text is partially obscured by the 'H4' box.