CONTENT MANAGEMENT SYSTEM USER GUIDE

McWane Inc.

For Generations

Updated 7/2023

Table of Contents

For Generations

2 Table of Contents
3 Glossary
4 Admin Navigation
5 Content Blocks
6 Content Block Layouts
7 Content Blocks Layout Options
8 Content Block Text Options
9 Adding Links and Documents
10 Content Block Videos
11 Image Editing
12 Image Dimensions
13 Positioning
14 Positioning (continued)
15 Misc. Document Library
16 Misc. Document Library Continued
17 Contact Form
18 News Articles and Press Releases
19 News Articles and Press Releases (continued)
20 Page Builder
21 Page Builder Continued

Glossary

For Generations

CROP TOOL
This tool allows users to crop an image to fit the required dimensions. Images that are smaller than the required dimensions will be stretched and distorted.

CONTENT BLOCKS
Content blocks are used primarily on general content pages. These blocks allow users to create pages using a variety of images, text, videos, and more.

FIXED DIMENSIONS
Each image loaded into the site has size and ratio restrictions for quality assurance. The dimensions will be listed to the left of an image upload button anywhere these constraints exist. The crop tool can be used to cut a larger image into the correct shape if it does not fit the proper ratio.

GENERAL CONTENT
Admin-driven content that is simple in nature, with fixed image options and MCE fields that vary in style and options. See “General Content Pages for a full list of available fields.

MCE
An editor for admin users to input and format plain text, which is then converted into the proper HTML for output on a website. Text formatting options vary depending on the site-wide structural context of each MCE field.

MODULE
A set of standardized features that can be used to construct varied areas of specialty content.

POSITION ICON
This icon  is used to identify items that can be positioned. To position an item, simply click and drag this icon into the proper place.

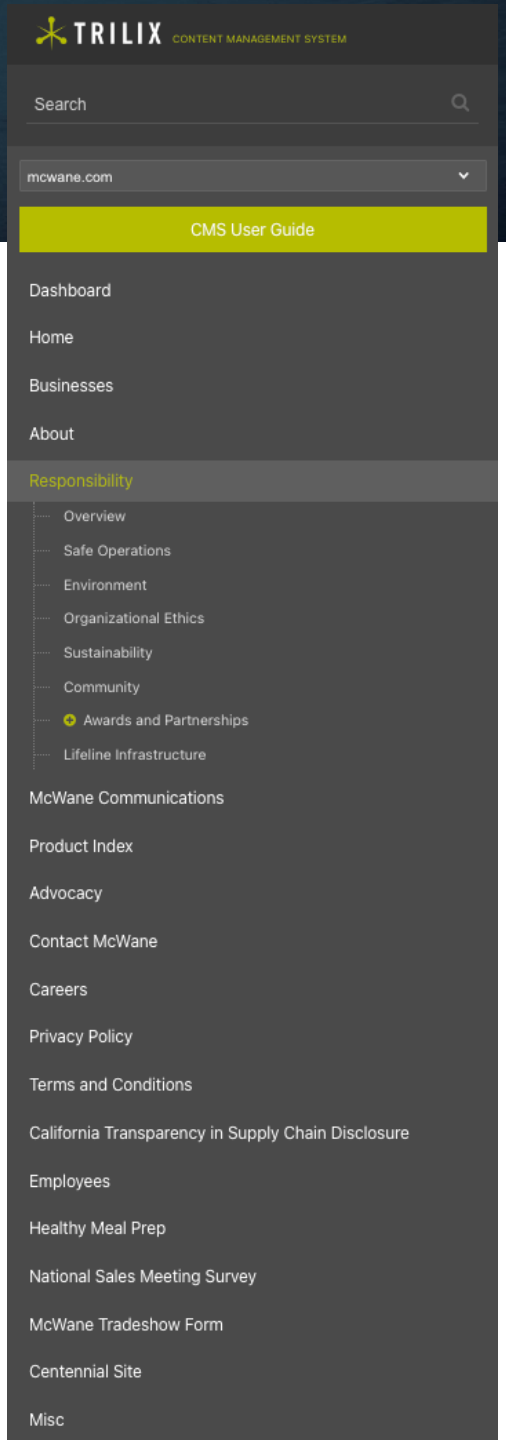
SPECIALTY CONTENT
Admin-driven content that is more complex in structure or appearance than General Content.

STATIC CONTENT
Content that is not admin driven, usually more complex in structure or appearance than General Content or Admin-driven Specialty Content. Static Content must be updated by the development team at Trilix.

Universal Information

All company admins will have the same general navigational layout on the left side of the admin. The layout will include the following:

- All sections of the website that are editable within the admin
- Sub-sections of each main section
- A search feature, enabling users to locate pages easily by typing in keywords
- Keep in mind, some sections may be located under the “misc” tab on the very bottom of the admin navigation



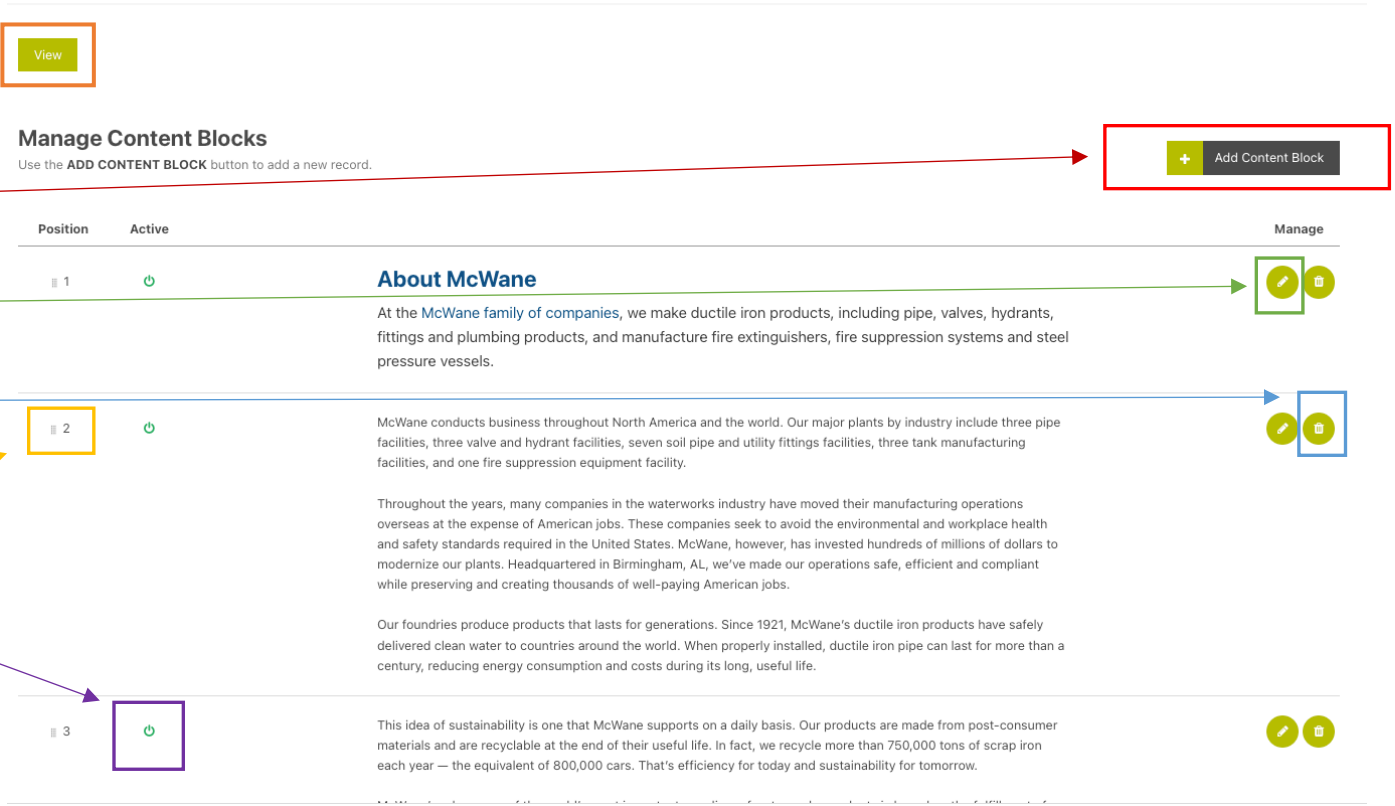
Note: Depending on your user permissions and site layout, your pages may be different than the screenshot shown.

Universal Information (cont.)

For Generations

All general content modules, unless otherwise noted, have the following capabilities on the main admin page for that respective section:

- View
  (Only available on Web 2.0 sites)
- Add Content Block
- Edit
- Delete
- Reposition
- Activate/Deactivate



Content Blocks

For Generations

General Content Block Layouts

You have several options for how to display your content blocks.

Note: Block system is only available in Web 2.0 admin



These include:

- **Quotes**
- **Videos**
- **Images with text adjacent**
- **Multiple ways to upload images**
- **Standard text**
- **External links**

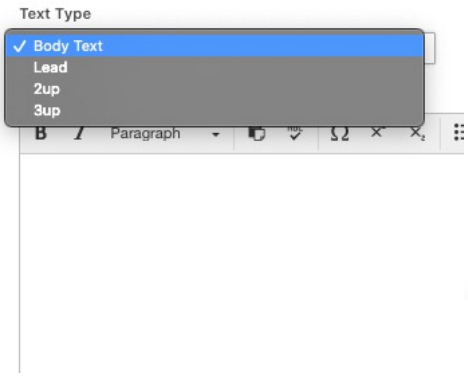
Content Blocks (cont.)

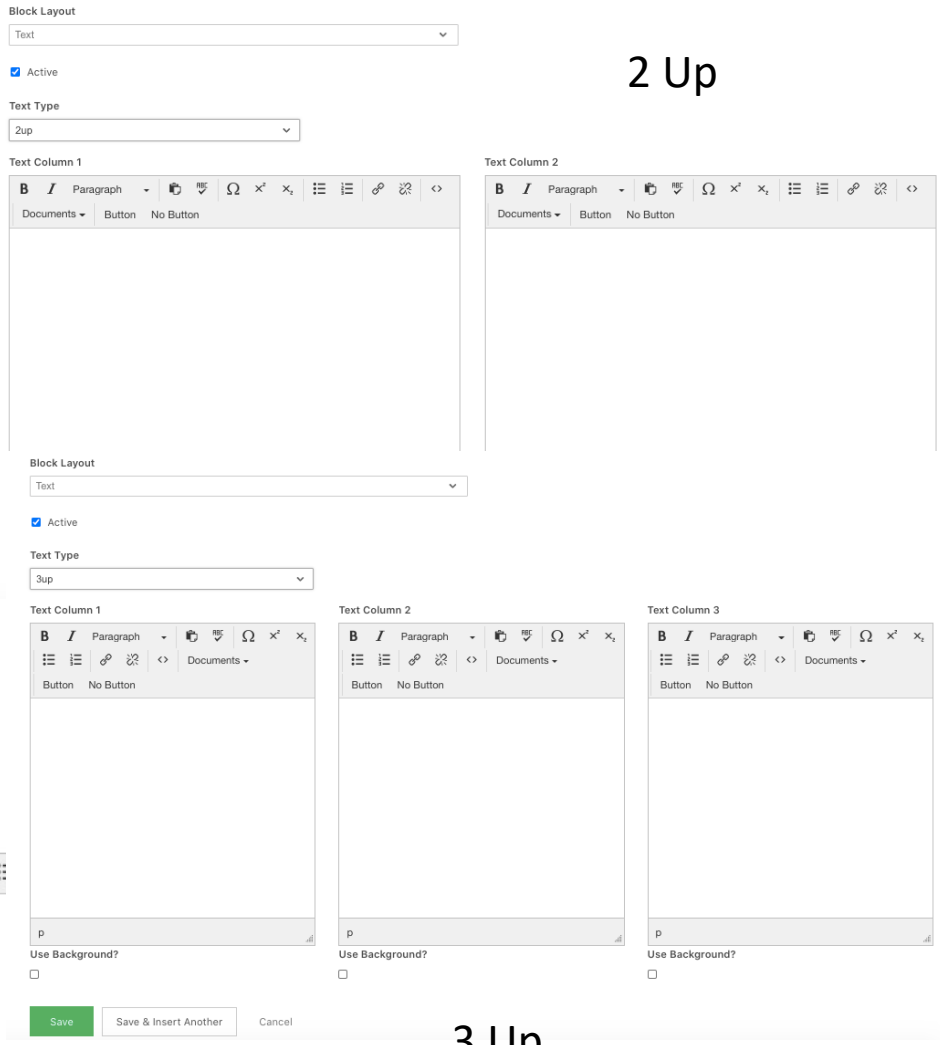
For Generations

Different Text Options

The admin gives you options on how to format your content. These include:

- **Lead - this should be used when leading off a page**
- **Body text - this should be used primarily for body copy in the middle of a page**
- **2 Up - allows for two text blocks side by side**
- **3 Up - allows for three text blocks side-by-side-by-side**





Content Blocks (cont.)

For Generations

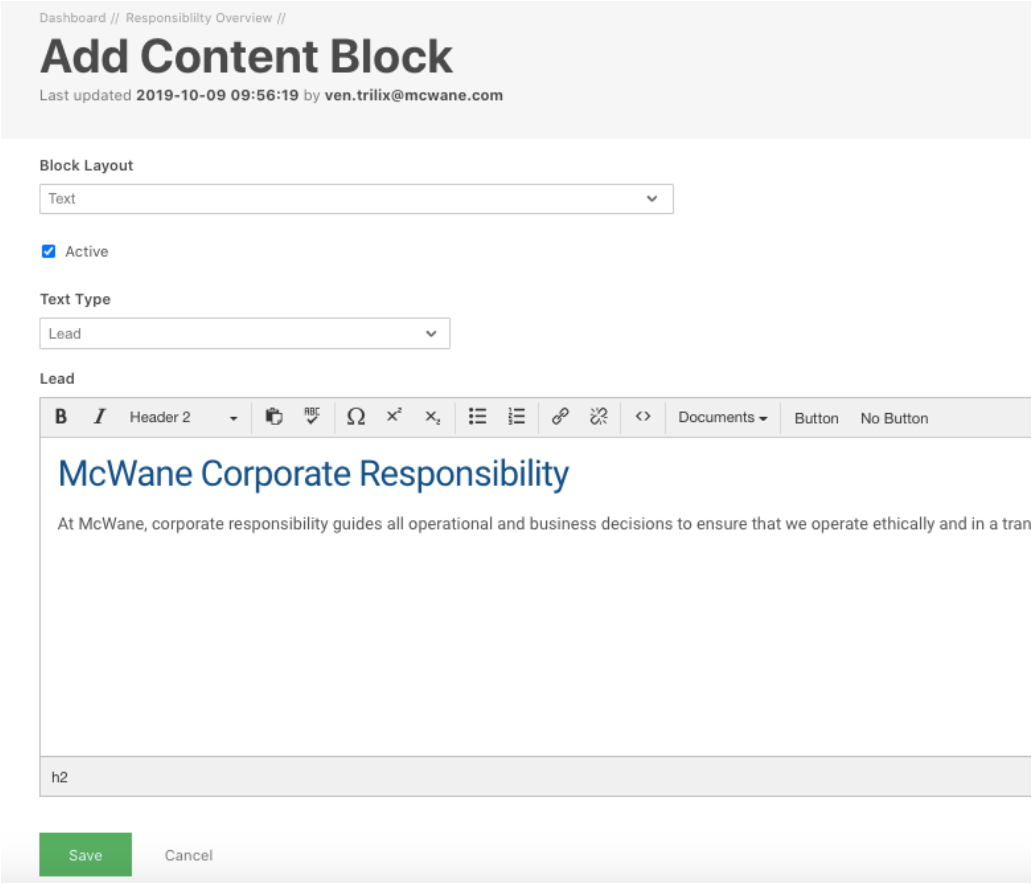
CONTENT AREAS (MCE)

Content areas, unless otherwise specified, will include the following text editing features:

- Bold
- Italicize
- Font size
  - Header 2
  - Header 3
  - Header 4
  - Paragraph
- Bulleted list
- Numbered list
- Link - Opens in new window (see next page)

May also include:

- Spellcheck
- Special character
- Superscript
- Subscript
- Remove link
- Buttons
- Source code
- Documents (continued on following page)



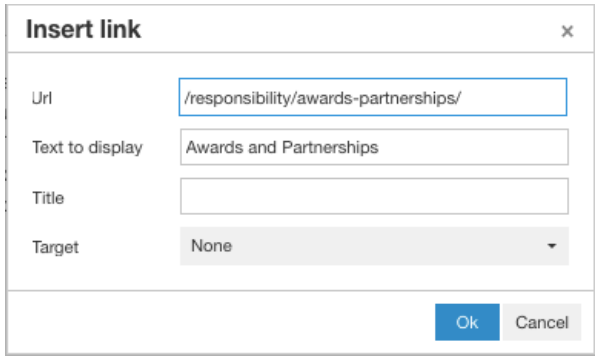
Content Blocks (cont.)

For Generations

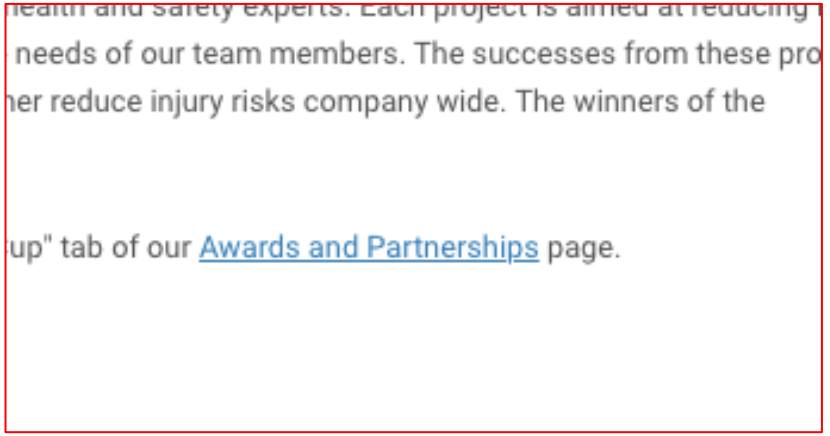
CONTENT AREAS (Continued)

Content areas, unless otherwise specified, will include the following text editing features:

- Link
  - Embed a link into the website copy using the link button.
  - Put the complete URL in the URL box.
  - Use “Text to Display” to choose how the link will appear within the copy.

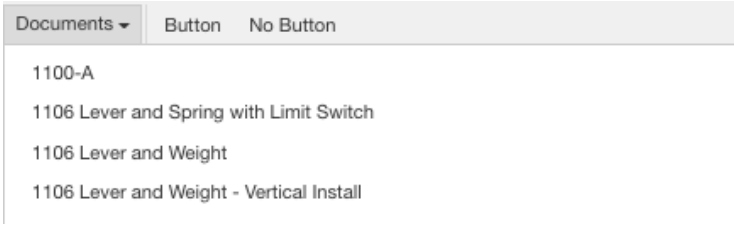


*appears on website as



Documents

- If you wish to add a document that has been uploaded to the document library, click the document button and choose from the dropdown menu.
- To learn how to upload a new document to the document library, see slide **13.**

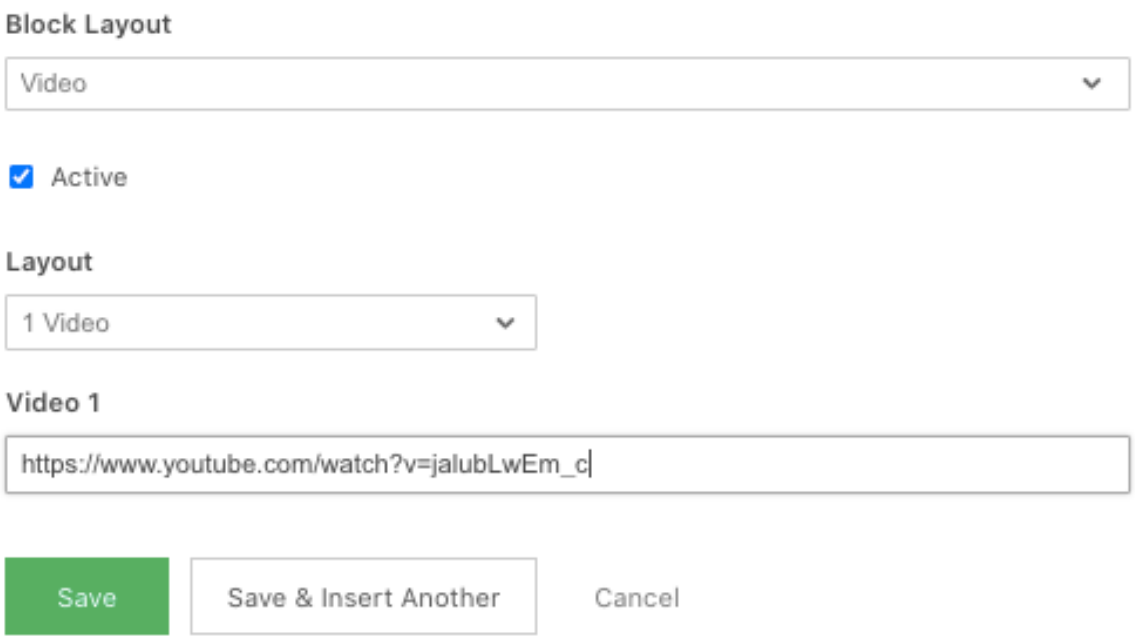


Content Blocks (cont.)

For Generations

Videos: Each CMS content block has the ability to add a video.

1. **Select the video block layout**
2. **Choose whether you want one or two videos**
3. **Paste the video URL from YouTube, Vimeo, or Wistia, then hit save**

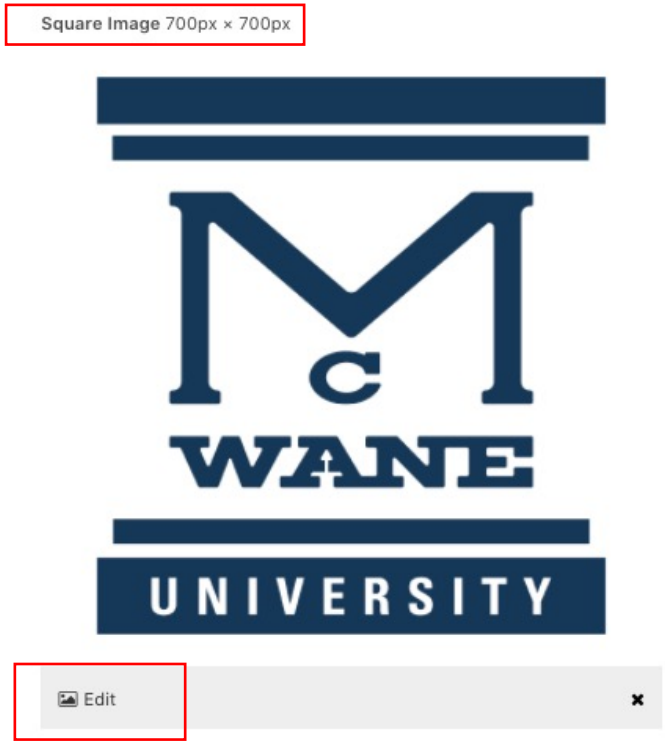


Images

For Generations

IMAGES

Any image, unless otherwise specified, will have fixed dimensions defined in their module. However, these images will be auto cropped by the CMS enabling an image, regardless of dimensions, to fit the given space allotted by the admin. This may cause certain images to be cut off, hence the importance of providing images that fit the given dimensions.



Each image editor tool contains the following options:

- Zoom in/out
- Undo/Redo
- Invert image
- Full screen image

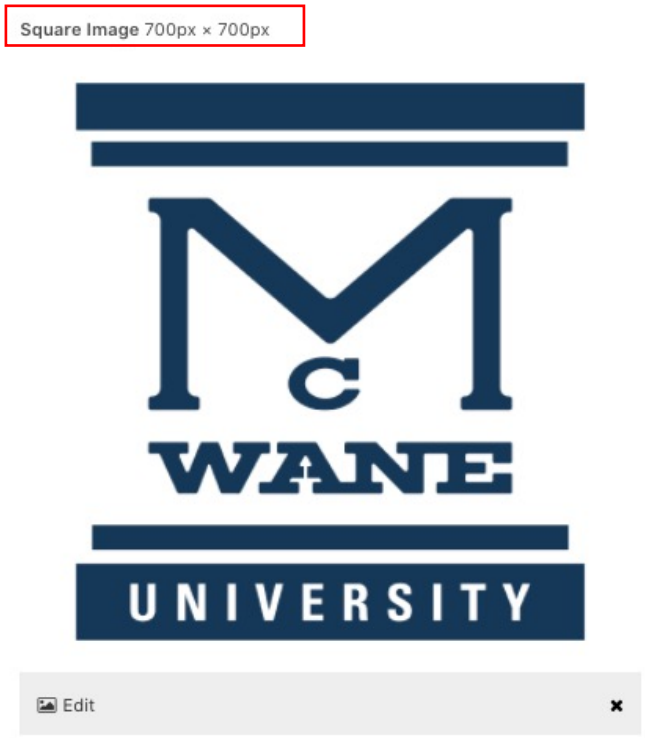


Images

For Generations

IMAGES (continued)

Any image, unless otherwise specified, will have fixed dimensions defined in their module. These images will be auto cropped by the CMS enabling an image, regardless of dimensions, to fit the given space allotted by the admin. This may cause certain images to be cut off, hence the importance of providing images that fit the given dimensions.



Dimensions for image content block Layouts alongside text:

- 700x700
- 700x560
- 560x700
- 400x200

Dimensions for image with no other text in content block:

- General Content Full size: 1100 x 575, 1300 x 900, 720 x 675
- Home Page features: 1500px x 550px

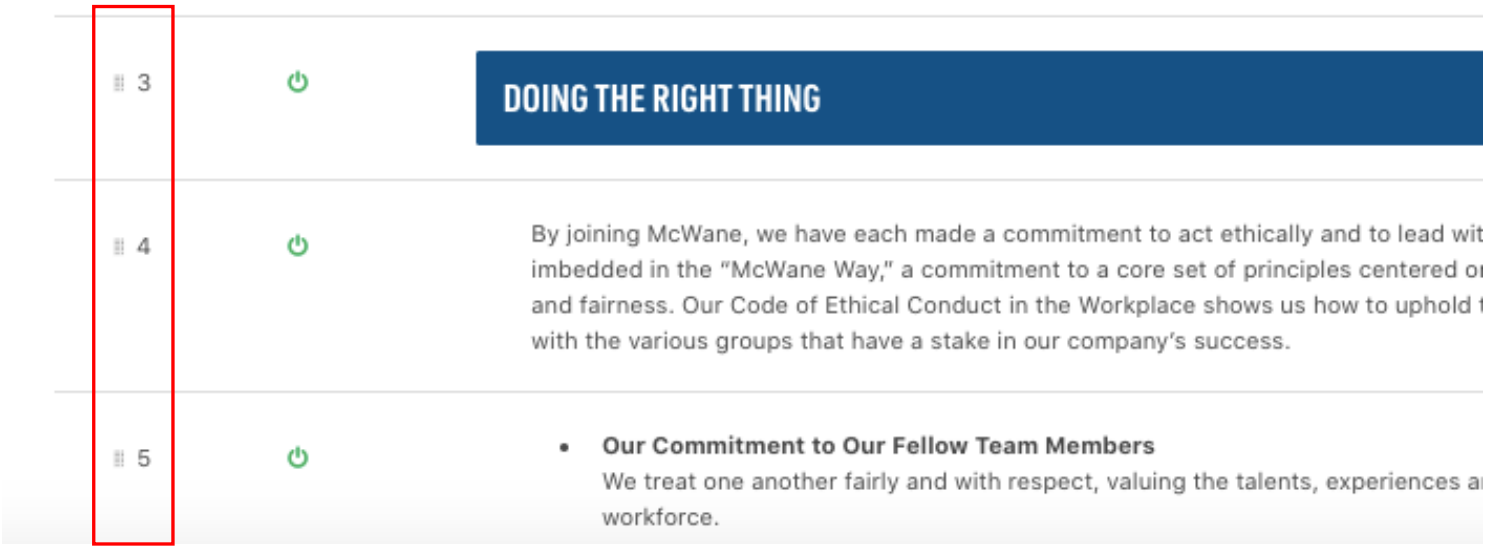
Universal Information

For Generations

POSITION

Items ordered by position are viewable as a list in the admin. To change the position of an item, drag and drop the position icon into the desired new position. These changes will be reflected in the admin, on the front end and anywhere the items appear in list form, and results will save automatically.

In the example below, you can see how the user could change the order by rearranging the content blocks.



Admin view. See next slide for front end (live) example.

Universal Information

For Generations

3. DOING THE RIGHT THING

4. By joining McWane, we have each made a commitment to act ethically and to lead with integrity. This commitment is imbedded in the "McWane Way," a commitment to a core set of principles centered on integrity, competence, respect and fairness. Our Code of Ethical Conduct in the Workplace shows us how to uphold this commitment as we interact with the various groups that have a stake in our company's success.

5.
- **Our Commitment to Our Fellow Team Members**
  We treat one another fairly and with respect, valuing the talents, experiences and strengths of our diverse workforce.
- **Our Commitment to Our Customers**
  We maintain the trust of our customers, providing the best products on the market and adhering to honest, ethical and legal practices in all that we do.
- **Our Commitment to the Marketplace**
  We deal fairly with our business partners and suppliers, acting ethically and upholding the law in everything we do.
- **Our Commitment to Our Company**
  We act honestly and transparently at all times to keep our company safe and strong.

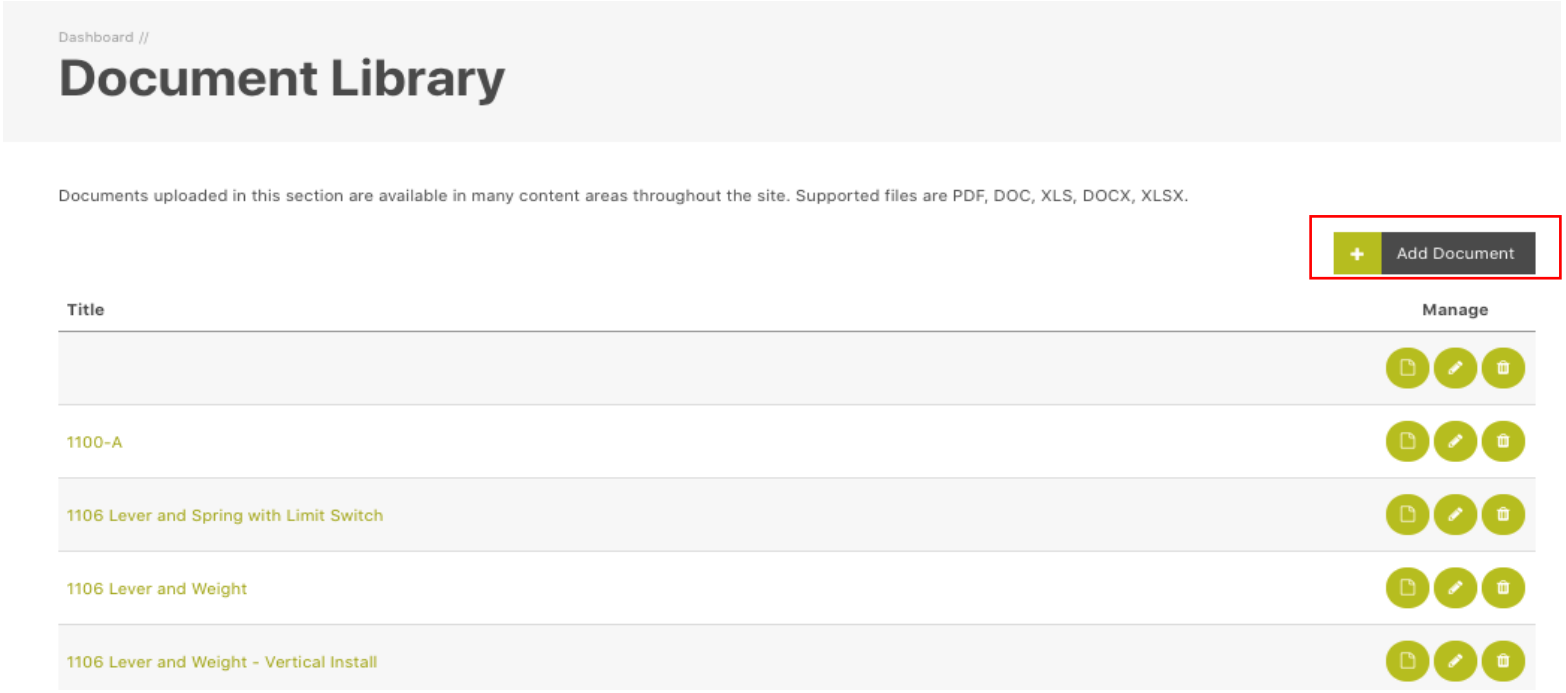
Live view. See previous slide for CMS example.

Misc. Tab (Document Library)

For Generations

DOCUMENT LIBRARY

- Adding a document to the Document Library can be done by clicking the Document Library page under the Misc. tab.
- By choosing “Add Document,” you can upload a document from your computer to be used later, on most other pages within the admin. You can also select and edit, view, or delete any previously uploaded documents in this section.
- Please note that items in the Document Library do not appear on the front end unless added elsewhere. See slide 9 for how to insert a document into a content block.

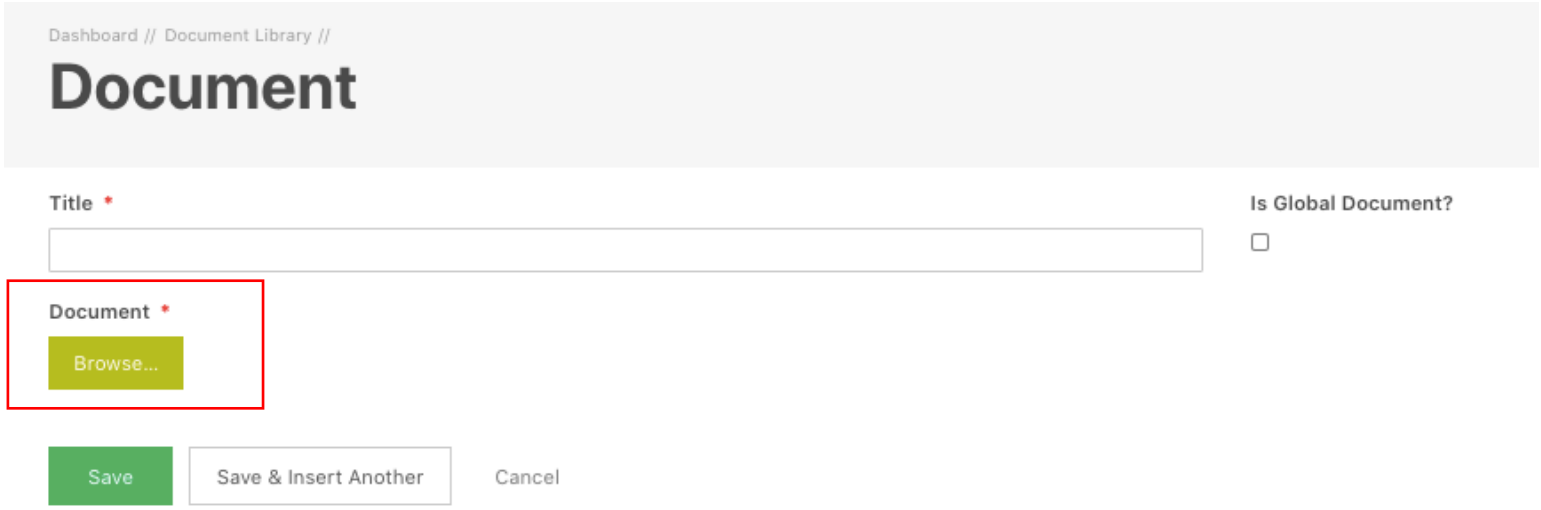


Misc. Tab (Document Library)

For Generations

DOCUMENT LIBRARY

- After clicking the “Add Document” button found in the previous slide, you will come to this page. You must title the document you are uploading.
- Once you’ve given the document a title, you can hit browse to locate the document you wish to upload.
- Hit save once you’re done, or “Save and Insert Another” to upload an additional document.
- The “Is Global Document?” checkbox only applies to Corporate’s website and should not appear within each individual company’s admin. This simply denotes whether a document uploaded here can be posted on all McWane company websites.

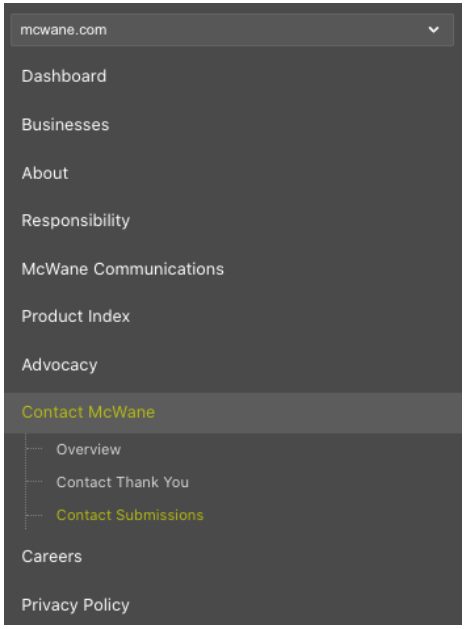


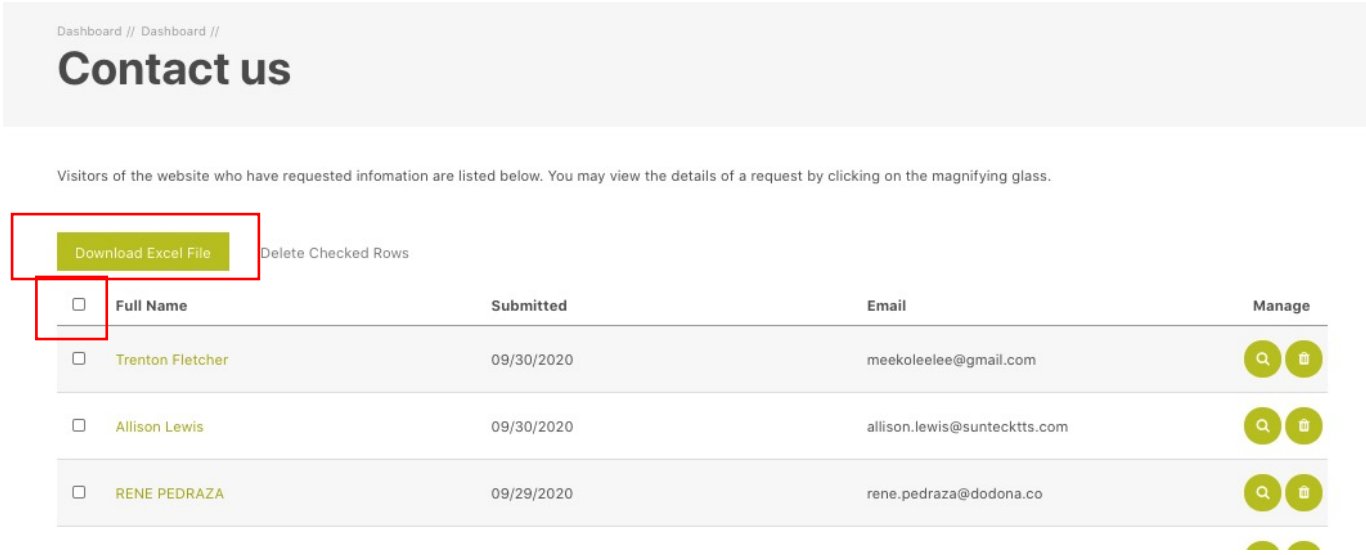
Contact Form

For Generations

CONTACT FORM

- Most websites will have a contact form within the “About” or “Communications” section. Under the “Submissions” tab, you may view anyone who has submitted their information or a question to your company. By clicking the person’s name or the “View” button, you can view the submission, along with the submitters email, phone number, name, and the message they submitted.
- If you wish to bulk download all or some submissions, simply check each submission you wish to download, and then hit “Download Excel File”. If you wish to download all submissions, hit the check box beside the “Full Name” column and hit “Download Excel File”.





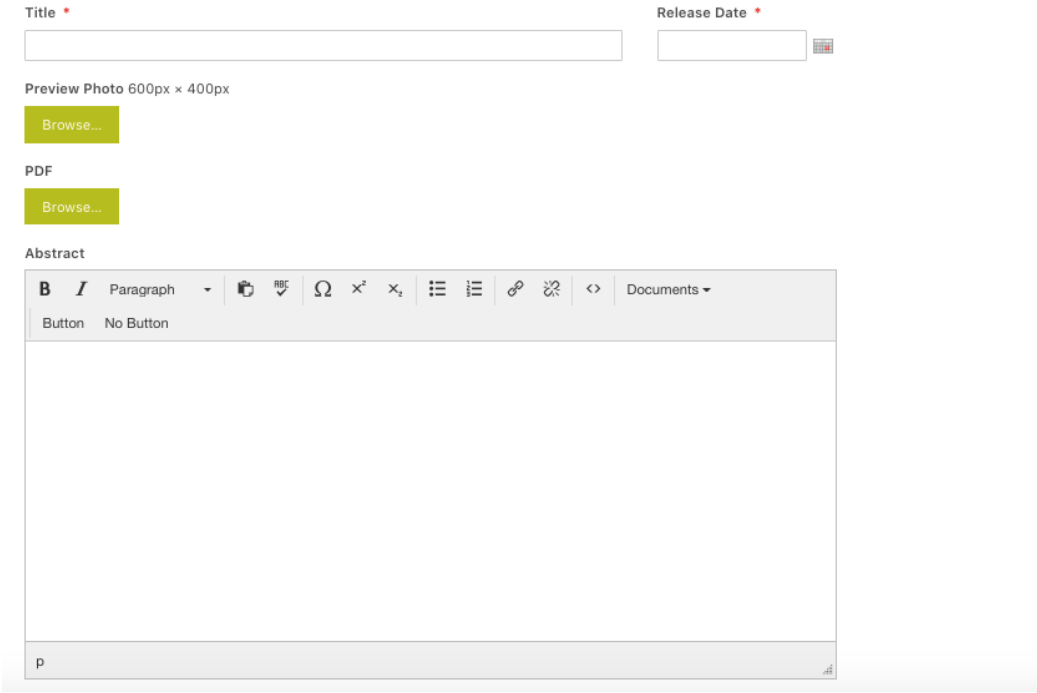
News Articles & Press Releases

For Generations

NEWS ARTICLES AND PRESS RELEASES

- Most websites will have a section to create news articles and press releases. To do so, find the News Article Entries or the Press Release Entries section on the left-hand navigation of the admin, then click “Add News Article”/Press Release.
- Give the article a title, pick your release date, and choose a preview photo and abstract if applicable. Note that the article or release will go live on the website on the release date chosen.
- **Abstract text will appear on the overview page, not on the article itself.**
- **Scroll to the bottom and hit save. Note: You can input your content after hitting save. View this on the next slide.**



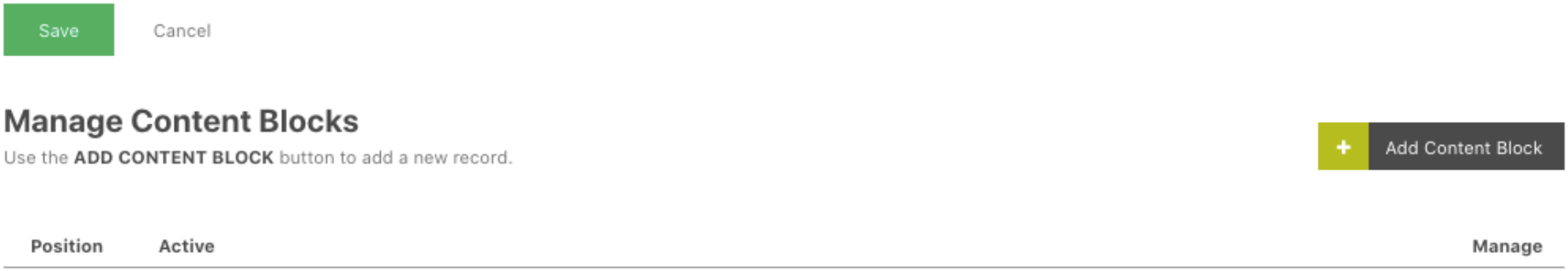


News Articles & Press Releases

For Generations

NEWS ARTICLES AND PRESS RELEASES

- Once the “Save” button is hit, you will have the ability to create your content blocks to form your article or release. For more information on content blocks, view slides 6-10.
- The content blocks are where to input all content for the article, NOT the abstract text mentioned in the prior slide.

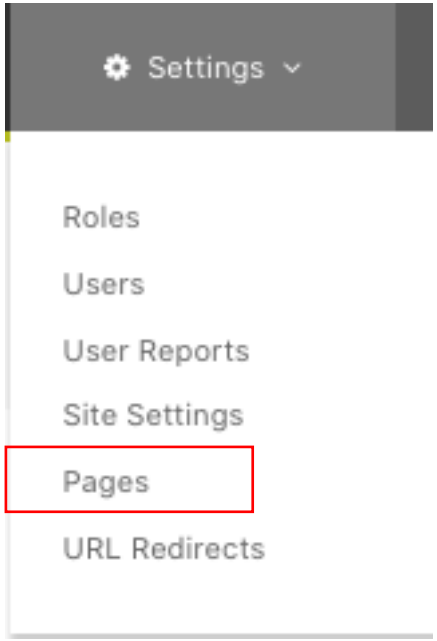


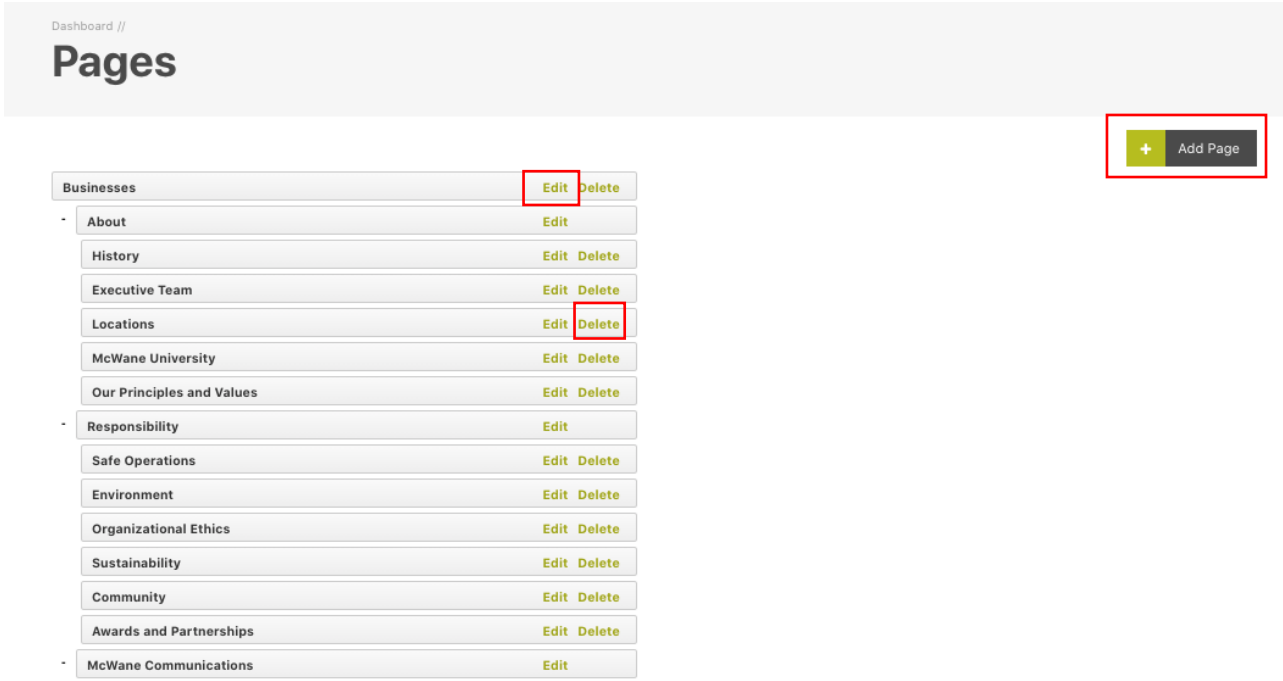
Page Builder

For Generations

PAGE BUILDER

- You can view, add, edit, or delete pages of your website using the page builder. **This is a very delicate tool, and changes can have major implications on your website, so please be cautious when using this section.**
- The page builder can be found in the upper navigation. When clicked, you will be brought to a page displaying each page from your website. You can click “Add Page”, edit a current page, or delete a current page from this tab, as well as rearrange the locations of pages by clicking and dragging. Please note that some pages will require internal edits if dragged to a different section, and the URL will be changed in any locations where this page is linked. This feature should be used infrequently.





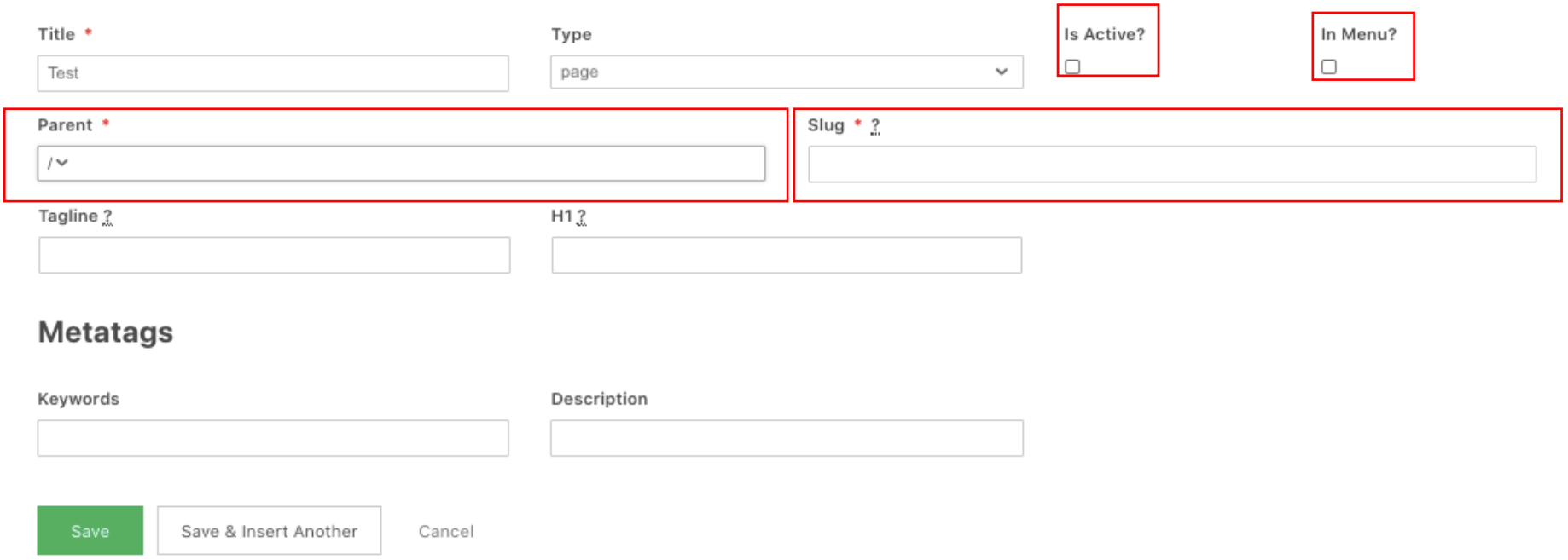
Note: You can not add or remove additional sections from the main navigation.
This feature is available on Web 2.0 admin only and is permission-based.

Page Builder

For Generations

ADDING A PAGE

- By clicking the ”Add Page” button in the previous slide, you will be brought to the menu below. Add a title, and then select “Page” and you will be brought to a more complex menu.
- The “Active” box, when checked, means that the page is live and can be accessed via direct URL. The “Menu” box denotes whether the page will be in the website’s navigation.
- The Parent field will bring up a drop down where you select where the page is housed within the website.
- The H1 header will almost always match the title of the page - as it controls what the large word is, within the header.
- The slug will be the last part of the URL. For example, if you are creating a “History” page under the “About” section, your slug would appear as “History” and the URL would include “companyname.com/about/history”.
- Once you’ve hit save, the page can be edited anytime in the menu in the previous slide.

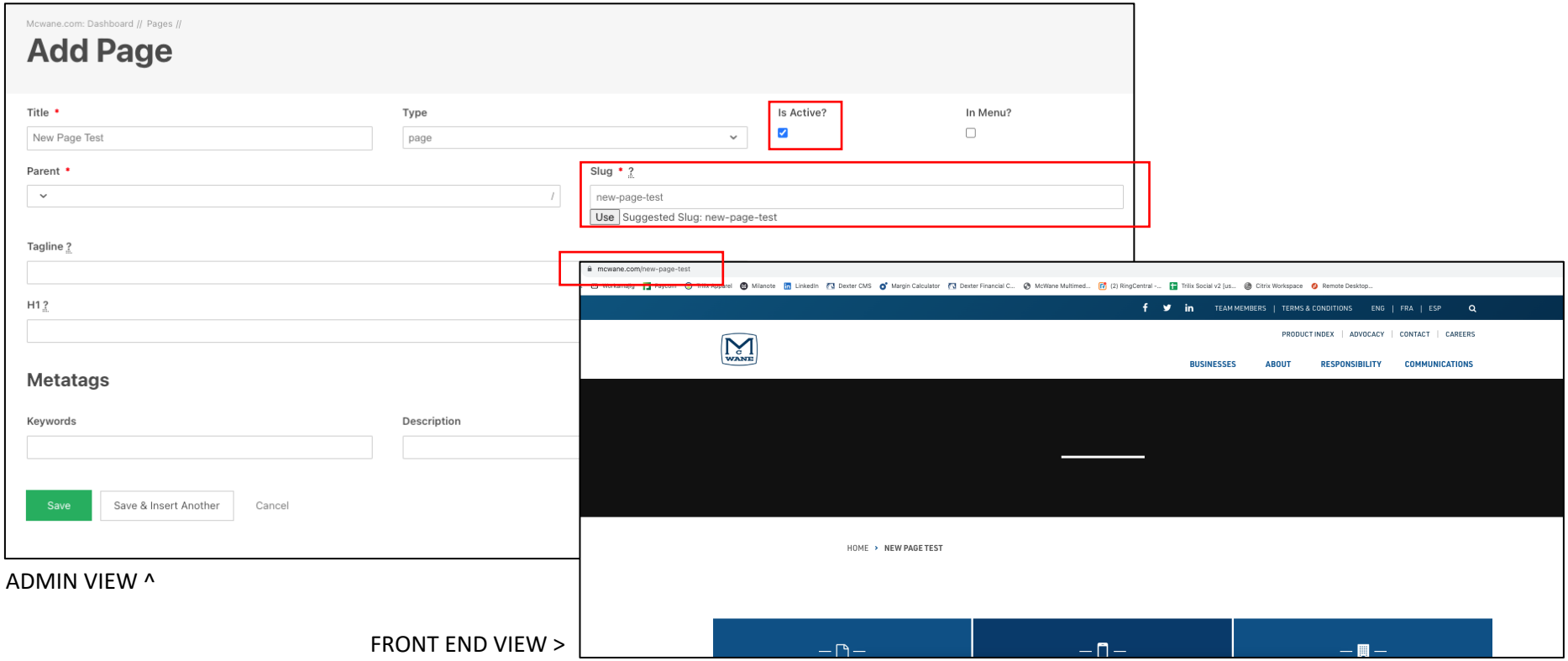


Page Builder

For Generations

PREVIEWING A NEW PAGE

- If you want to preview the new page you just built before fully adding it to the site you would check the ”Is Active?” box and **NOT** the “In Menu” box. That allows anyone to view it only by using the direct URL (i.e meaning the public won’t see it yet because they have no way to access).
- Once you have your Slug notated you can add that to the main URL to view page.
    - Example: the slug is new-page-test on the McWane.com site. Enter **mcwane.com/new-page-test** to view.
- You would just need to select the “In Menu?” box once you have the site completed to your liking and want it live in the navigation (see previous page for more details)



ADMIN VIEW ^

FRONT END VIEW >