FOXBRIGHT and WEB COMPLIANCE Basics

# Introduction

This guide will walk you through the basics of editing your web pages while also maintaining required compliance with federal guidelines for accessibility and ensuring people with disabilities can access the content on our sites.

Individuals with disabilities use assistive technology (AT) to help them understand the content on your web pages. Screen readers are one example of tools available to assist individuals who are blind, have low vision, or a learning disability. Screen reader and text-to-speech technology translate the words on the page and use a computerized voice to read the information aloud. In order to be accessible, web pages and documents (Word, PDF, Video files, Audio files) must work in partnership with assistive technology. This ensures that individuals with disabilities will have access to the content on your website.

All of the content on our website must follow the 508 compliance rules. You can check the accessibility of your webpages by running them through the WAVE tool - <http://wave.webaim.org/>

# Getting Started

Edit your webpages through the appropriate Content Management System (CMS) listed below.

Innovation High kentinnovationhigh.org/admin

Kentisd.org kentisd.org/admin

MySchool myschoolatkent.net/admin

Tech Center thetechcenter.org/admin

Transition Center kentisd.org/admin

Login: firstname lastname – or – firstnamelastname

Password: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (write your password here to remember it)

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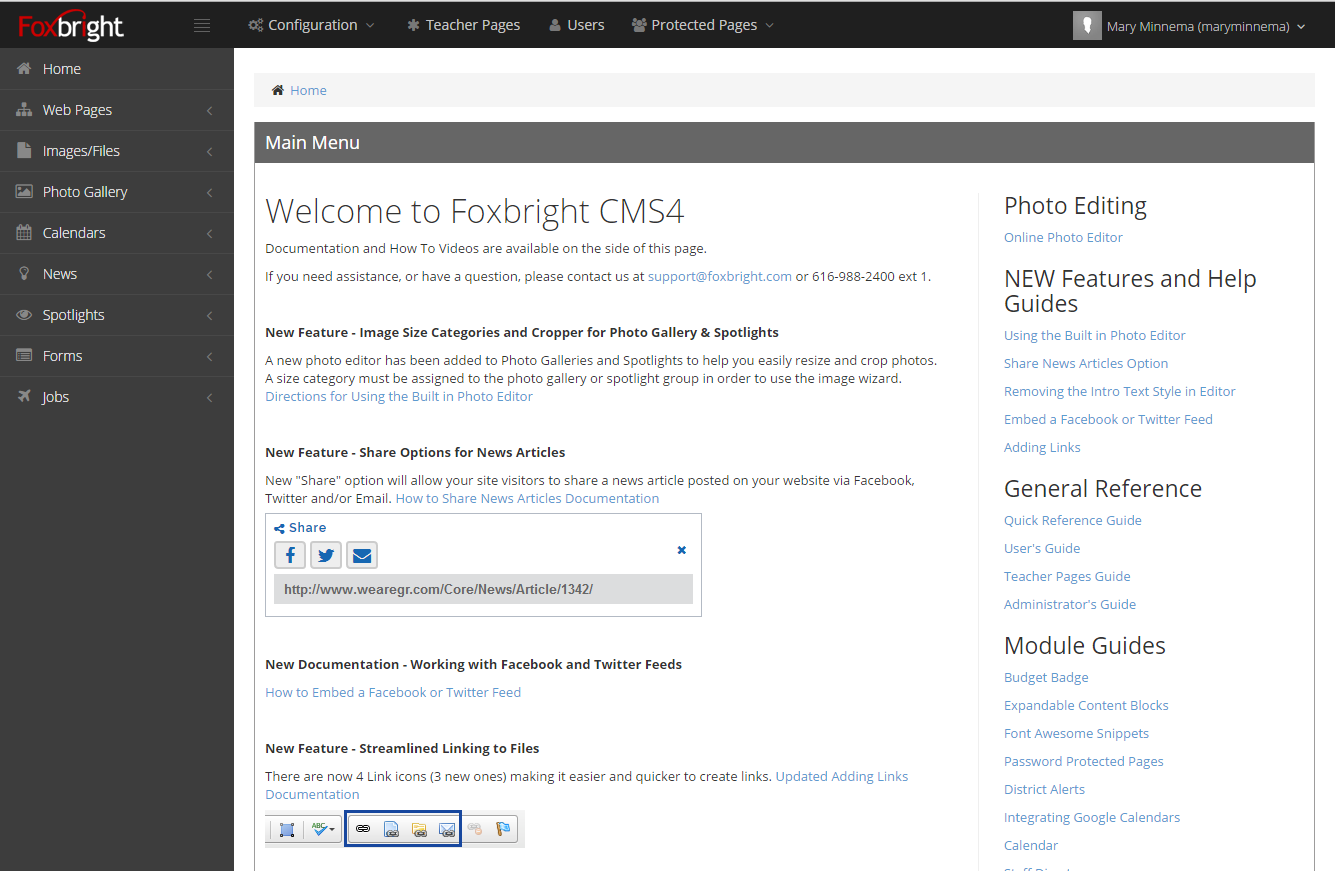
Tips:

* Use Firefox or Chrome to edit your website. Avoid Explorer.
* Email [helpdesk@kentisd.org](mailto:helpdesk@kentisd.org) to retrieve your login or reset your password and be sure to include the name of the website you work with.

## Home/Welcome page, navigation and help guides

Once you login you’ll see a screen similar to the image below.

* The center and right hand columns contain helpful tutorials and videos for a variety of features and modules
* The column on the left is your main navigation inside the CMS – it looks differently to each person based on access and permissions. Here you’ll find your pages, images, files, photo galleries, calendars, news modules and/or others



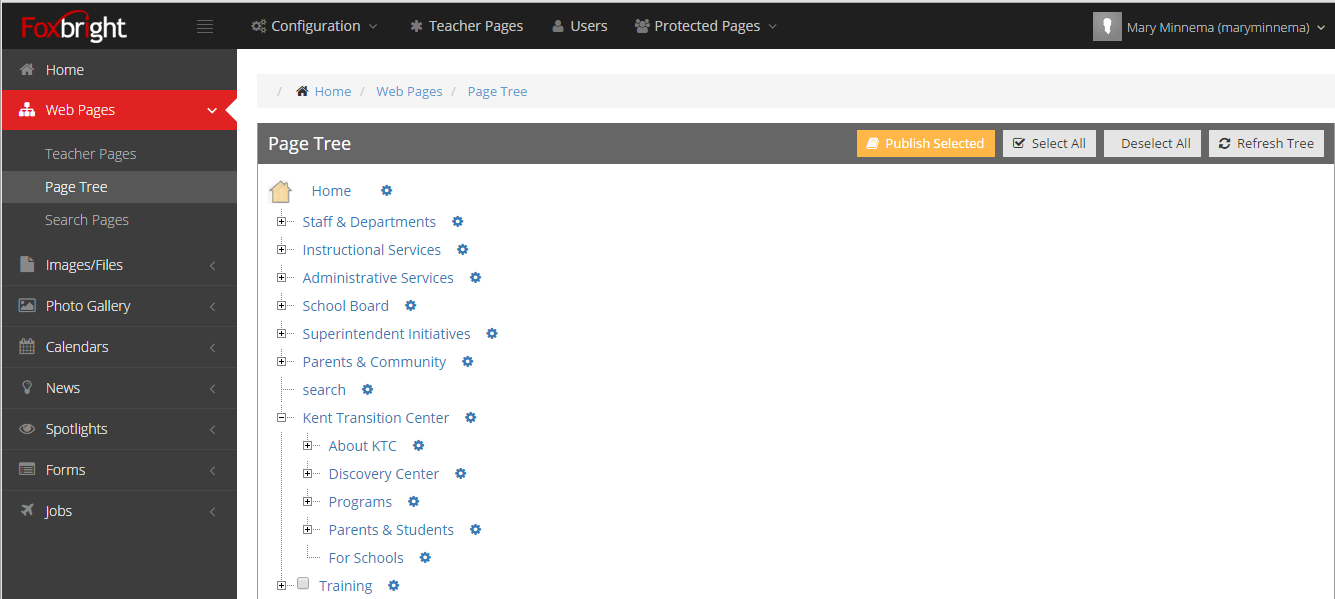
# Accessing Your Pages

Click “**Web Pages**” in the navigation column, then click “**Page Tree**” to see the pages you have access to.

A **“+”** in front of a page title indicates there are subpages. Click the **“+”** to expand the tree and see the subpages.

* Blue page title – You can edit the content on this page
* Orange page title – You cannot edit the content, but can edit one or more subpages
* Gray page title – The page and all of its subpages are currently hidden

Behind each page title is a gear icon . Click the icon to see a dropdown of your editing options for that page.



 Short Cuts

Edit – To edit page

Add Page – To add a sub page

Preview – To preview your page live

Goto Web Page – goes to your live site

Copy – Duplicate the page

Move – Reorder your subpages

Hide – Hides page, but does not delete it

Show – Makes a hidden page visible

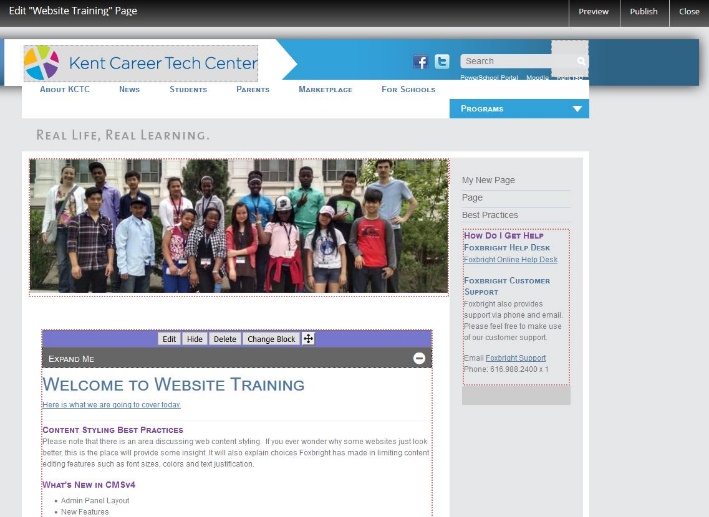
Delete – Deletes page permanently

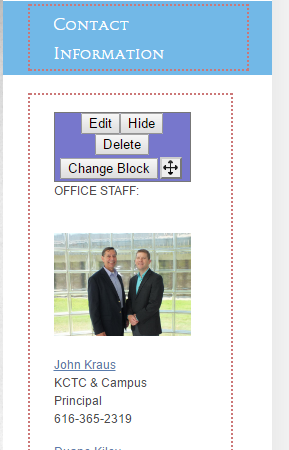
Settings – Change page settings like title

# Editing Content

Locate the page you want to work on and click the blue page title to enter edit mode

Once in edit mode you’ll see something similar to the images below depending on your site. Content is separated into several sections depending on your page setup and the modules it contains.

1. ****Hover your mouse over the content block you want to edit and several buttons will appear at the top of the box.

**Edit:** Select this to edit the content

**Hide:** Hides the box and content and gives you the ability to retrieve it later

**Delete:** Deletes the entire block and content permanently

**Change Block:** Allows you to change the block format to photo gallery, news, etc., and allows you to make the block collapsible (more on this later)

: Click this to move the box and content to a different location on the page

1. Click “**Edit**” to open the content editing popup window
2. Edit your page as necessary by typing or copying and pasting into the box

#### **Copy & Paste Options**

There are 2 options for copy and paste. Both strip out source formatting to help maintain consistency throughout the website and ensure only our installed and ADA coded fonts are used.

Option 1 – Paste as Plain Text

* Copy your source text and paste (ctl+v) directly into the active content block, or click the  icon
* Paste your text in the popup that appears and hit “OK”

*This method strips out all formatting and links.*

Option 2 – “Paste From Word” (or other source)

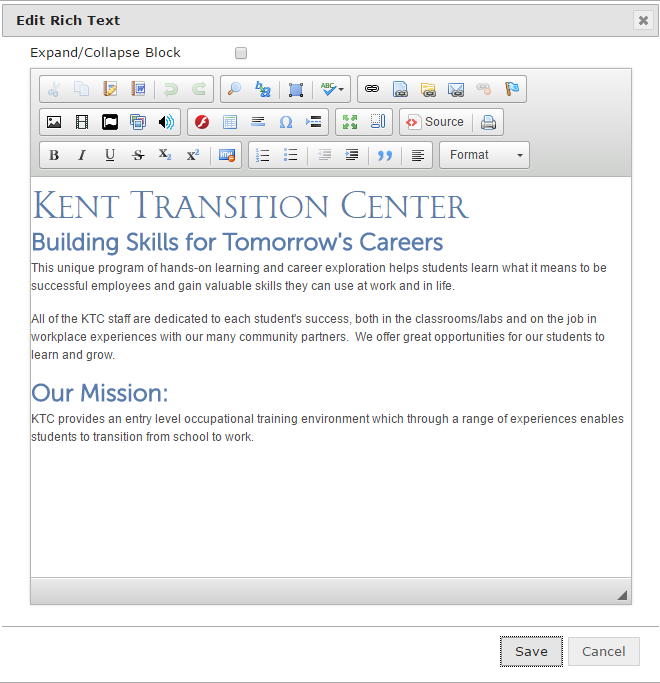
* Copy your source text and click the  icon
* Paste your text in the popup that appears and hit “OK”

*This method maintains source font coding (ie. H1, H2, H3, body) and replaces it with the CMS font of the same code and maintains links. Fonts that are not coded will default to body/paragraph text.*

1. Format your text using the built in fonts found in the “**Format**” dropdown

### ADA Text Guidelines

Use the installed fonts to organize and structure your content. The fonts are coded to create a hierarchy and their proper use is required for AT to navigate a page. This allows the visitor to quickly review the content. **Heading styles are designed to separate content and to be used in the order listed below.**



Page Title\* <h1>

Heading <h2>

Subheading <h3>

Heading 4 <h4>

Heading 5 <h5>

Heading 6 <h6>

We also have paragraph and intro paragraph fonts for the body of the text. Use these for blocks of text. **DO NOT** use a heading for a block of text.

## Headings(isd.org)**:**

Page Title (H1)

Heading (H2)

Sub Heading (H3)

**Heading 4 (H4)**

Heading 5 (H5)

Heading 6 (H6)

Paragraph-Use for blocks of text

Intro Paragraph – May use for paragraph under main title

**\*Every page MUST have an H1**, in order to be compliant. **H1 may only be used once on each page**.

The screen reader will create an outline of the page content based on the heading levels. Using heading levels out of order will cause the content to get mixed up (e.g. H2, H4, H3, H2).

1. Click **“Save”** to save your changes. *Note: clicking “Cancel” or the “x” in the upper right corner of the editing block cancels your changes*
2. When you are done editing your page click **“Preview”** in the top right corner of your window to see how your page will look when it’s live
3. When you are finished editing, click **“Close”** to return to your Page Tree.

Tips:

* To single space between lines, hold shift + enter
* Avoid underlining text – it looks like a link and confuses visitors
* Use ctl+z to undo individual changes
* Make sure your page has an H1 (Page Title)
* Use headings in order to separate content

# Adding Links

1. “**Edit**” a content block
2. **Highlight** the text that is to be linked and follow the appropriate steps below and follow ADA Guidelines

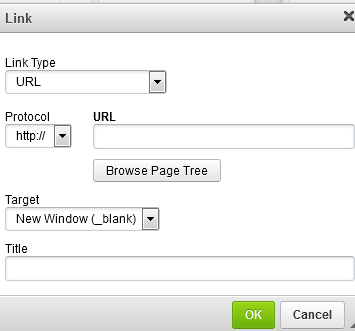
### ADA Link Guideline –

**Make sure your link text properly describes the link destination.** **DO NOT use “click here” or “read more.”**  
Assistive technology, including screen readers, compiles a link list for the user to quickly scan all the links on the page. Using descriptive text properly explains the context of the link.

#### **For example**

Non compliant: “Click here to read about our program.”

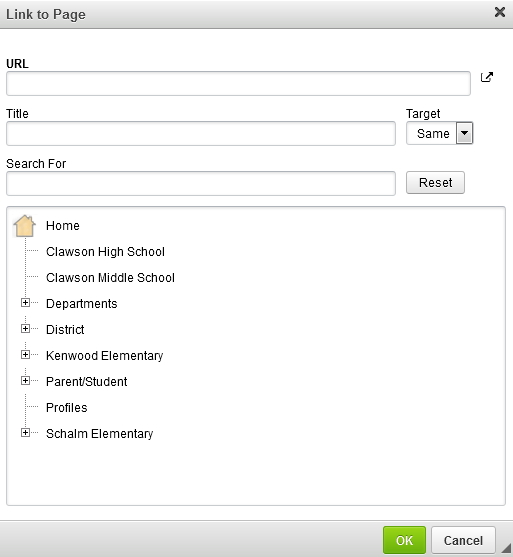
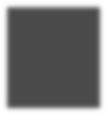
Compliant: “Read About Us to learn more about our program.”



#### ***Adding Links to Other Websites (External Link*)**



1. **Open a new tab** and go to the website that you want to link to
2. **Copy that site’s URL** from the address bar
3. Go back to your CMS tab and click the first link button in the toolbar
4. **Paste the link** (from step 4) into the URL field
5. Click “**OK”** and the highlighted text is now linked to an external website



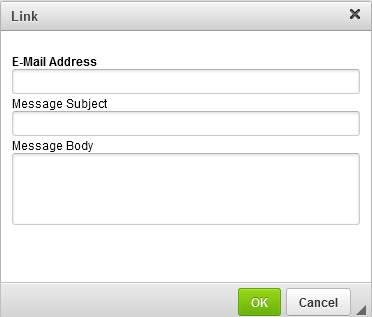
#### **Link to a Page on Your Website**



1. Click the **Link to Page** button
2. A window displaying a page tree will open
3. Find the page you want to link to by navigating the page tree and click on its title
4. A link to that page will be added to the URL field in the add link dialog box
5. Click “**OK”** and the text will be linked to an internal website

#### **Creating a Mail-to Link**





1. Click the **Link to Email** button
2. Type the E-mail Address that the link should send a message to in the **“E-Mail Address”** field
3. If you would like the email to have a specific subject, type that in the **“Message Subject”** field
4. If you would like the email to contain specific text, add it to the **“Message Body”** field
5. Click “**OK**” and the mail-to link will be added to the highlighted text

#### **Linking to a File or Document**



1. Click the **Link to File** button to see display a list of files
2. Filter the list by selecting a **File Category** from the dropdown list or by using the **Search For** field
3. If the file hasn’t been uploaded yet click **“Add File”** at the bottom of the box
4. A Window will open allowing a file to be uploaded to the website
5. Choose where to store the file by selecting a **“Category”** from the dropdown
6. Select the file from the computer and click open
7. Give the file a name so that it can be found at a later time. Also add a description following ADA guidelines (see page ??? for more)
8. Click **“Save”** and a link to the file will be added to the link URL field
9. Click **OK** and a link to the file will be added to the highlighted text.

### ADA Document/Link Guideline-

**We recommend all documents uploaded to the website be PDF format.**

Foxbright provides a link on all pages to download a PDF viewer so visitors can open the document. **If you use other formats** such as Excel, Word, PPT, etc., you will need to manually add a link on the page to download the appropriate viewer.

**Make sure that linked documents are accessible, including those from third parties and partner organizations.**

# Adding Images and Documents to a Web Page

#### 3 Steps to Adding an Image –

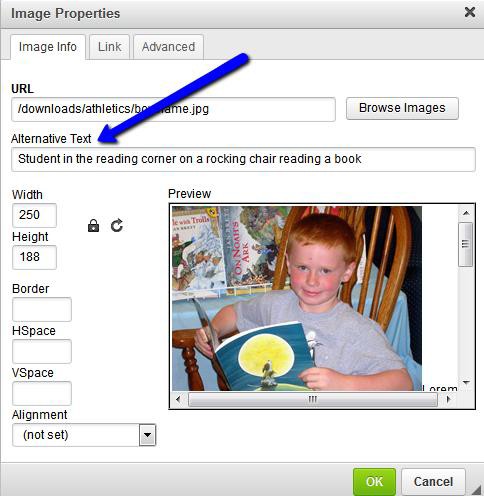
1. Prep the image and resize it to a proper size for use on the website (600 pixels wide or less – See below for instructions on how to use Foxbright’s free online editor)
2. Upload the image to the website
3. Insert the image on the page

#### 2 Steps to Adding a Document –

1. Upload the document to the website
2. Insert a link to the document on the page

### ADA Image Guidelines –

#### **Alternative Text**

**Images with Content or that Communicate Meaning**

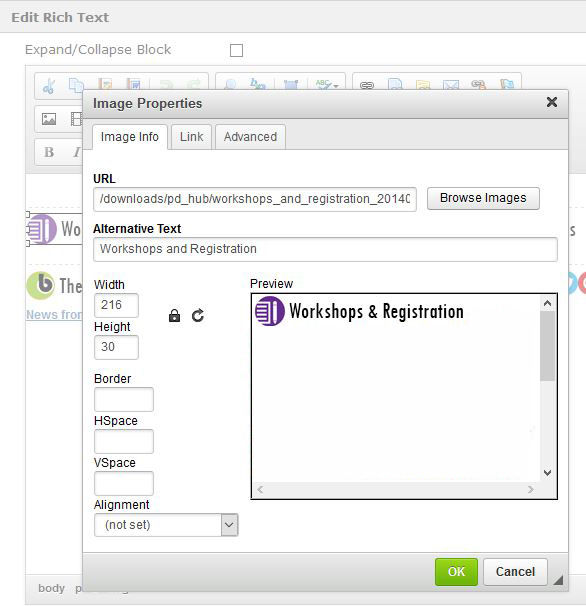
You must provide appropriate Alternative Text, or description, for all images that communicate a message or have meaning. Be sure to populate the Alternative Text field as you insert images.

* The Alt Text needs to describe the image so that someone who can’t see it can understand the meaning
* **If there is text included on an image**, that text should be included in the Alt Text
* **Alt Text for infographics** must include all information included and a description of the graphics/graphic look
* **Do not** use the phrase “image/picture/graphic of” unless it is critical

**Decorative Images**

Leave the Alt Text field blank for purely decorative images (ie. a photo of a flower), images already described by the surrounding content, or images with captions. A blank Alt Text tells the screen reader to ignore the image because it’s not important for understanding the content.

**Images Used as Links**



If an image is used as a link, make sure the Alternative Text describes the graphic *and* the link destination.

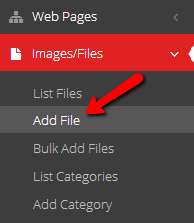
* If the image contains text, the text is usually appropriate Alt Text
* **Do not** include phrases like “link to” or “click here to go to…” – AT knows this is a link

Extensive Guide to Alternative Text

[**SSA Alternative Text Guide**](https://www.ssa.gov/accessibility/files/SSA_Alternative_Text_Guide.pdf) https://[www.ssa.gov/accessibility/files/SSA\_Alternative\_Text\_Guide.pdf](http://www.ssa.gov/accessibility/files/SSA_Alternative_Text_Guide.pdf)

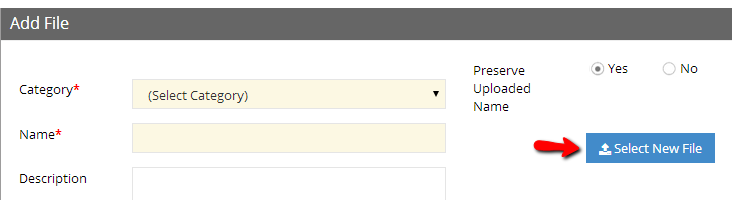
[**WebAIM Alternative Text Basics** http://webaim.org/techniques/alttext/](http://webaim.org/techniques/alttext/)

## Uploading an Image or Document

These steps are used to upload photos, PDF files, Word Documents and other files that you would like to link to from the web site.

#### **Single File**

1. Click **Images/Files** from the left navigation
2. Click **Add File**
3. Select the Category where you want to save the image/file
4. Give your image a Name and a brief Description
5. Click **Select New File**, and browse to the image/file on your computer

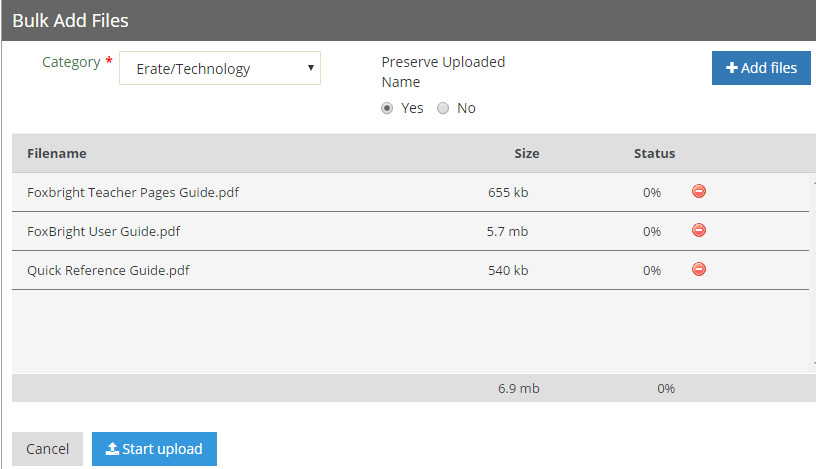


1. Click **OK** to select the file. The file will now appear in the window
2. Click **Save**

***Note:*** *You can also upload an image at the same time as adding it to a page, thus skipping the above process.*

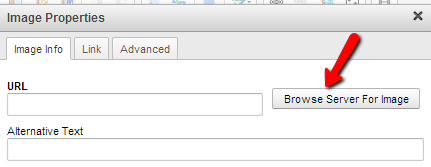
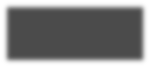
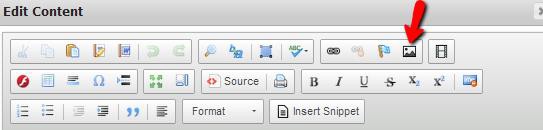
#### **Upload Multiple Files**

1. Click **Images/Files** from the left navigation
2. Click **Bulk Add Files**
3. Select the Category where you want to save files
4. Click on “**Add Files**” to browse to the file location.
5. Click **“Start Upload**”



## Inserting the Image on a Web Page

1. Click **Web Pages** from the left navigationand choose **Page Tree**
2. Find the page you want the image on, click the page title or the gear and select **Edit**
3. Click the **Edit** button for the content block you would like to add the image to
4. Place your cursor where you would like the image to appear
5. Click the **Image** button
6. Click **Browse Server for Image**



1. Search for your image by name or use the **Select Category** to filter the results by category
2. **Select the image** by clicking on either the image name or the thumbnail image   
   ***Note:*** *If you need to upload a new image, select* ***Add Image*** *at the top of the browse image window. Choose the category to put the image in, give it a name and Alt Text description and click* ***Select New File*** *to find the image on your computer. Click* ***Save*** *to add the image to the list of images.*
3. Resize your photo if necessary by clicking and dragging a corner anchor box
4. Clicking the **Link** tab will allow you to make the image a link to an external page or a page inside the website
5. Click **Add**
6. The image will now appear in the Content Area

## Inserting/Linking to a Document on a Web Page

To include a document on a page, you must link to it. You cannot insert the actual document on the page.

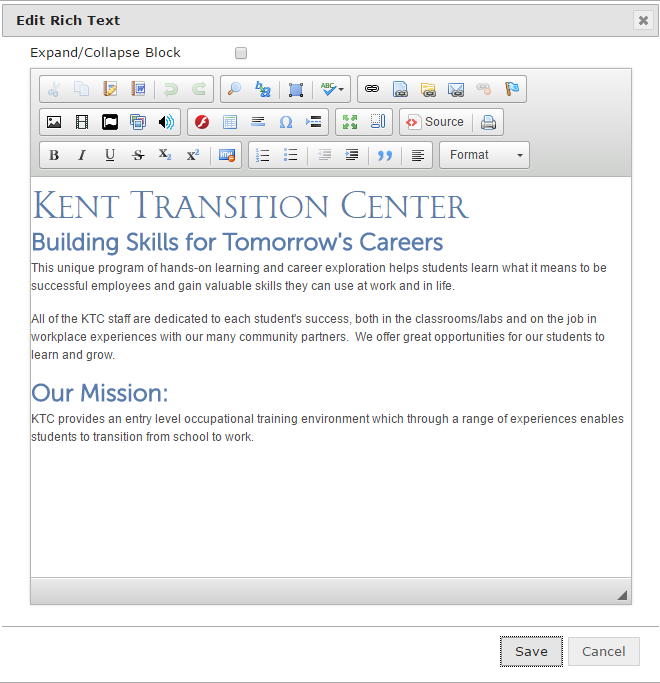
**Follow the steps for Linking to a Document on page 5**.

**Make sure any document you link to is accessible.**

# Expandable/Collapsible Blocks

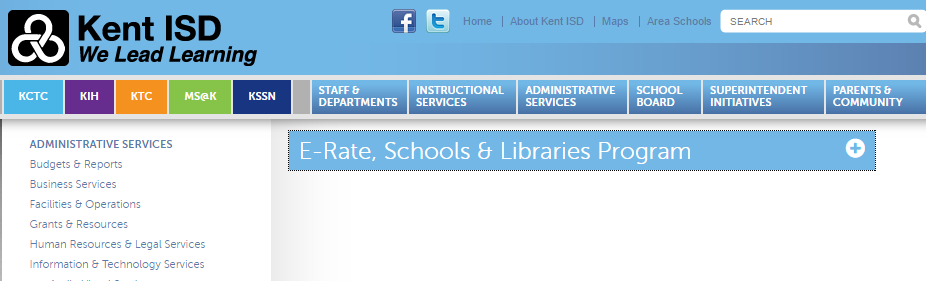
Use expandable blocks to help organize content on your pages for easy scanning and to avoid scrolling. Any “Rich Text” block can become an expandable/collapsible block by checking a simple box.

1. **Edit** the web page you’re going to work on
2. **Edit** the content block you want to make collapsible and the box below opens
3. Click in the “**Expand/Collapse Block**” check box

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1. A title box will appear – type the **title** you want people to see and hit **Save**

When someone views your web page this is what they see.



Plus sign (+) expands

Click the plus sign (+) and the block expands. Click the minus sign (-) and the block collapses again.

This is a great option to use when you have a lot of information on one page.



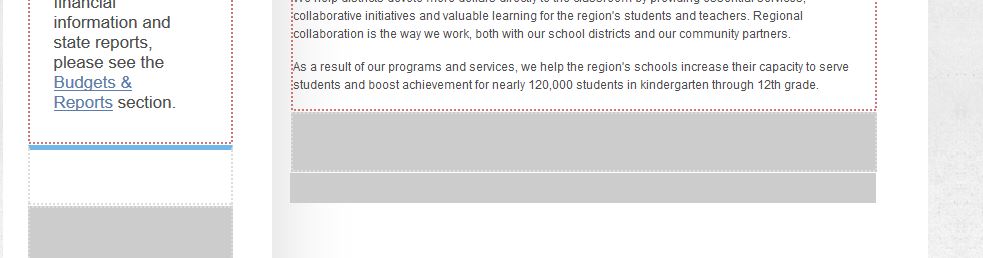
Minus sign (-) collapses

# Adding Content Blocks

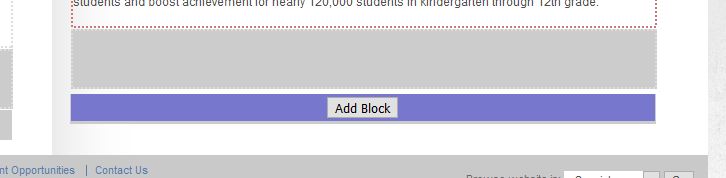
Segmenting content into different content blocks can be an efficient way to organize content. You can have lots of content blocks on one page. Organizing content into multiple blocks can be especially useful when you only need certain content to be accessible at specific times. You can “hide” and unhide individual content blocks as needed.

To add a content block –

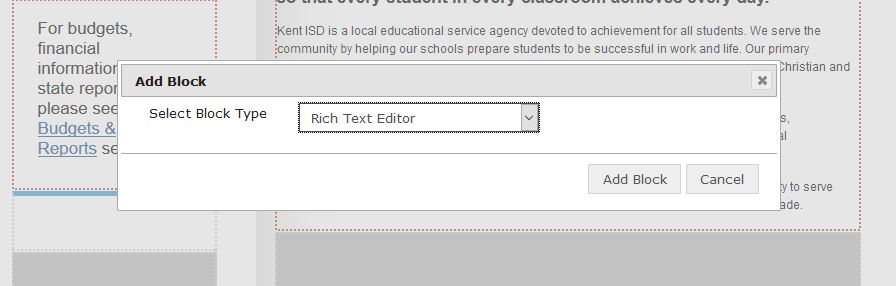
1. **Edit** the page you’d like to add to
2. **Hover** over an empty gray bar (usually found above or below your existing content)



1. Click “**Add Block**”



1. Select the type of block you’d like to insert – ie. Rich Text, Calendar, Photo Gallery, etc.
2. Click “**Add Block**”
3. The editing box for the type of block selected will appear. Complete other settings or add content and click **Save**



# Adding and Deleting Pages

Some editors have the rights to add and delete pages.

## Adding Pages

Any page that is added will also be added to the appropriate navigation.

1. Go to your **Page Tree** and find the page you want to add a subpage to
2. Click the **gear icon** next to the page title
3. Select “**Add Page**” from the dropdown
4. Type the name of the subpage in the Page/Menu name field and hit tab to fill in the other fields

**Optional:** In the Keywords field, type in words or phrases that describe the page but might not be obvious from the title. This helps people find your page when searching our site. You may also add a “Meta Description” if you like. The meta description is the short summary seen under Google search result. It should be 150 characters or less and give a compelling reason for someone to visit your page.

1. Scroll to the bottom of the page and click **Save**  
   **Note:** New pages will show in your Page Tree but will not be visible to the public until they are Published

## Deleting Pages

1. Go to your **Page Tree** and find the page you want to add a subpage to
2. Click the **gear icon** next to the page title
3. Select “**Delete**” from the dropdown
4. Click “**Delete Page**” to confirm your action – this will also delete all subpages
5. “**Publish**” the change to official delete the page  
   Note: You can bring your page back by choosing “**Restore**” from the gear dropdown

# Using Video (or Audio) on Your Website

Videos cannot be uploaded to the website. You may link to videos on external website or embed them on your page. Keep in mind that embedded video **MUST** follow ADA guidelines regardless of whether you produced the video or obtained it from a third party.

### ADA Video Guidelines

**Video and audio files must have closed captioning and/or a transcript** and appropriate Alt Text.

Closed captioning is a text version of the speech and sound in the video. It’s displayed over the video and can be turned off or on by the video player.

Transcripts are a written account of the audio or video and are provided in a separate file. Transcripts should contain additional descriptions, explanations or comments that might be helpful – ie. laughter, an engine revving. A link the transcript document should immediately follow the embedded video or audio.

It’s highly recommended to provide BOTH captions and transcript for video.

## Adding Captions to Your Videos

YouTube and Vimeo both provide different ways to create and add captions to video. Here are some resources to get you started –

Captions in YouTube - <https://support.google.com/youtube/answer/2734796?hl=en&ref_topic=3014331>

Captions in Vimeo - <https://vimeo.com/help/search?q=closed+captions>

How to create a closed caption file for YouTube - <http://www.wikihow.com/Write-Closed-Captions-for-YouTube>

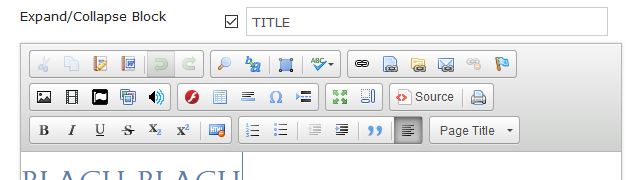
**To Link to a video on an external website**, follow the instructions on **Page XYZ** for linking to an external website

**To Embed a video on your webpage**

1. Upload your video to a web hosting service like YouTube or Vimeo
2. Follow that server’s steps for closed captioning
3. Double check the accuracy of the captions and make changes as needed
4. Retrieve the embed code
5. Skip to step 6

**OR**

1. **Save your video** in a location where tech staff can access it – the U drive or a Google drive
2. **Email** the Helpdesk at [helpdesk@kentisd.org](mailto:helpdesk@kentisd.org) requesting the video be uploaded to the Kent ISD YouTube account. **Include** the video title as it should appear, attach a transcript if you have one, ask for captioning to be applied, supply a link to the file’s location and provide any other information you’d like to share
3. You’ll be contacted if there are any questions and the video will be uploaded
4. You’ll receive an email with the video’s embed code
5. Inside the CMS, **Edit** the page and content block where you’d like the video to appear
6. Place your cursor where the video should be
7. Click the **film strip** icon in the editing toolbar



1. Paste the video’s embed code into the box and click **OK**
2. Immediately following the video player add text to link to your transcript file
3. **Upload** and **link** to the transcript
4. Click **Save** in the editing box

Note: It may take a few minutes before your video appears and it may load slowly whenever you reenter editing mode of the page it’s on.

# Publishing Pages

In order to make changes to a page “live” you must publish the page.

When you are done editing be sure to click **Preview** in the upper right corner to see how your page really looks and to check links

When everything is in order, click **Publish**. The page will publish and you’ll be taken back to the Page Tree

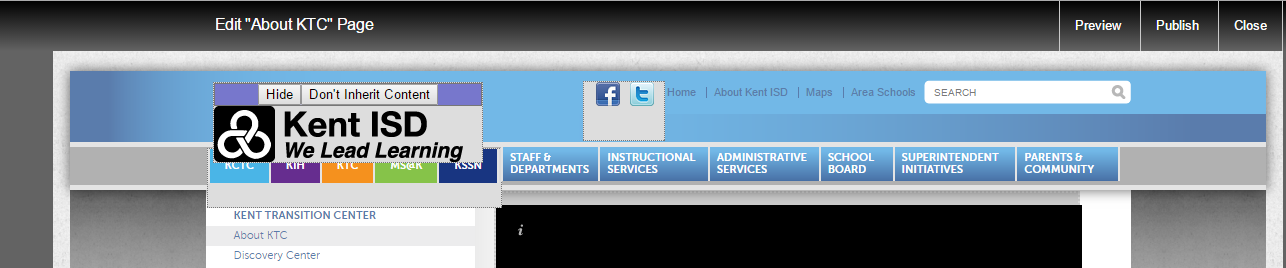
**OR**

Click **Close** in the upper right corner to return to your page tree

Click in the small box in front of the page title (you can select multiple pages)

Click “**Publish Selected”** in the upper right corner

Your pages are now live!



## Resizing Your Image Using Foxbright’s Photo Editor

Before you use an image, you should prepare it for use on the website by resizing it to the width of the Content Area. This step is important. If the image is too large, it will break the template or slow the download speed of the web page.

If you don’t have photo editing software you can use the web site Foxbright’s photo editor at [http://photos.foxbright.com](http://photos.foxbright.com/)

1. Open an internet browser and go to the website [http://photos.foxbright.com](http://photos.foxbright.com/).
2. Click **Open Image** and browse to your image
3. Select your image and click **Upload this image**
4. Click on the **Resize Tool** to resize your image

***Note:*** *If you are unsure what a button in the photo editor does, hover over it and a pop up description will appear.*

1. Enter the desired **width** for your image. For most content areas, widths of 600 pixels or less are best. The height will be calculated automatically based on the width you entered
2. Click **Apply**
3. Click **Save to Disk** in the upper left hand corner of the screen
4. Click **Save File** to save your image back to your computer