

Quick Reference Guide

Setting up and managing a blog

University of South Australia

1 Introduction

This guide assumes that you have a website which has been made by a UniSA student and converted to the Content Management System (CMS) used by *Sustainable Online Community Engagement*.

A blog is an area of a website where designated members of your group can publish information on topics or events and anyone who visits your website can add a comment. Comments need to be approved by the Administrator of the blog before they will be published on the site. Before setting up a blog, ensure that your organisation will have someone prepared to regularly monitor, approve or delete comments and reply to these.

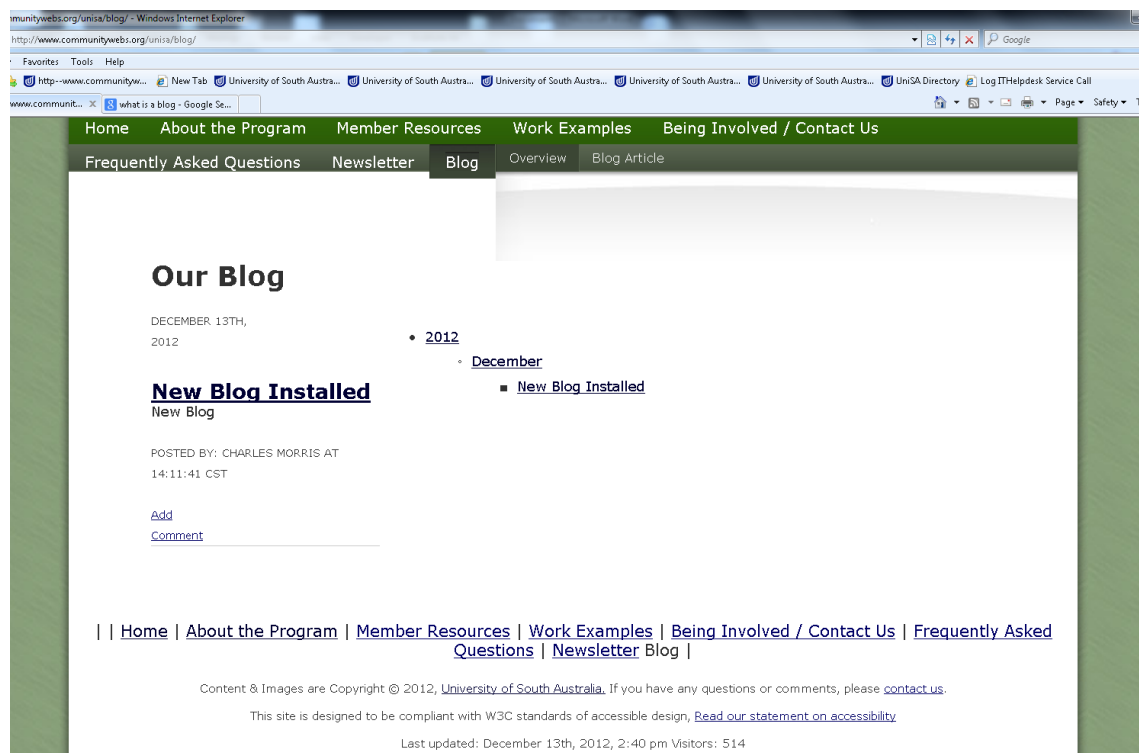
You can set up different categories of blogs. The standard category used is **General**, but you could have multiple blogs on your site each with a different category.

2 Setting up the blog

To set up a blog contact soce@unisa.edu.au with your name, organisation, and the name of the blog. Please also provide the contact details and email addresses of

- the person who will manage the blog and approve or delete comments
- the group members authorised to publish initial posts of information on the blog.

When your blog has been set up it will look similar to our demonstration blog, pictured below.

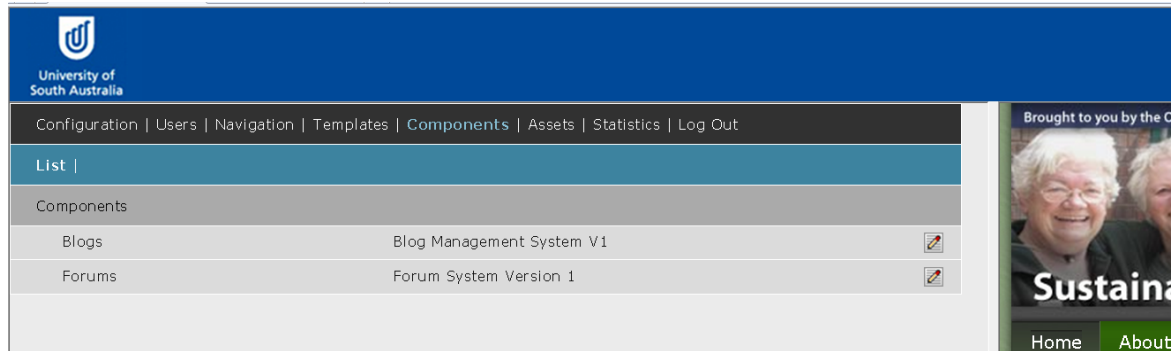


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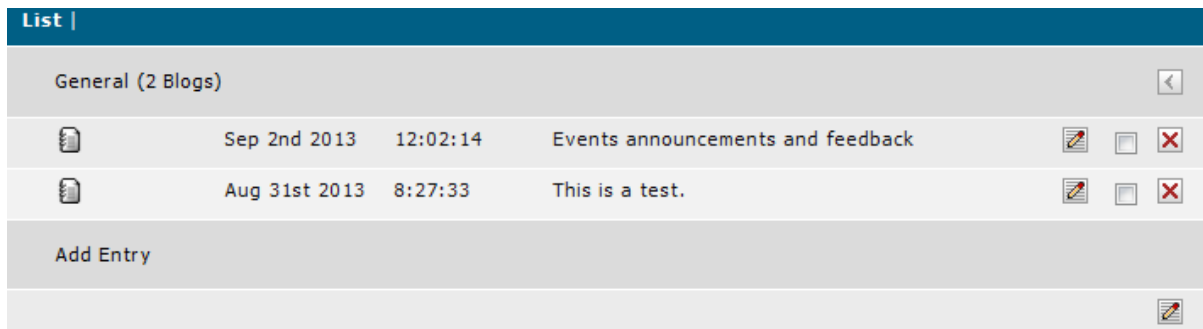
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The blog is managed in the **Components** section of your website. This is only accessible to people who have a **Supervisor** editing account for your website. Enter this by logging into your editor account.



3 Blog entry

Once you open your blog category (e.g. 'General') you will see each blog entry that has been made under that category.



You have the option to edit or delete an existing blog entry or create a new one. To create a new blog entry, click the **Edit Icon** next to **Add Entry**. 

The following form appears:

The screenshot shows the 'Blog Entry' form. The form includes the following fields:

- GUID: 06f6c2c7-b644-5b69-b280-000062b9128a
- Category*: [] Or General [v]
- Date*: October [v] 9th [v] 2013 [v]
- Time*: 13 [v] : 41 [v] : 56 [v]
- Active:
- Article: []
- Subject*: []
- Summary: []

At the bottom, there is a rich text editor toolbar with icons for bold, italic, underline, link, unlink, list, and other text formatting options.

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Under the heading **Blog Entry**, the following fields appear on the form:

Category: In **Add Entry** you can set this blog entry or article to an existing category or assign it to a new one, thus creating that new category.

Date: By default the current day's date will be supplied for the article. You can change this by selecting either a past or future date.

If you choose to supply a future date to a blog article the system will not display the article on the website until that date. Using this system you can easily publish several blogs ahead of time when you are leaving on holiday and as each date roles around the blog will publish itself on your website.

Time: Time works exactly the same as date. By default it shows the current time of day as set by the server.

Active: Only blog entries marked as **Active** will be displayed on the website. You can leave a blog inactive while you are editing it, and once it is ready to be displayed to the public check the active box and save the article.

Under the heading **Article**, the following fields appear on the form:

Subject: The subject of this article. This will usually appear as a <h1> heading on your article page.

Summary: This is the summary used by the main blog page, or month list. This is usually a one paragraph summary of the article but can be longer or shorter as needed.

Content: This is the content of the article itself. This can be formatted as XHTML and can contain text, images, video etc.

Under the heading **Images**, the following fields appear on the form:

Main Media: This section is designed to facilitate video blogs or VLOGs.

Submedia: A second media category for certain types of blogs (as above).

Under the heading **Author** the following fields appear on the form:

Name: This is the name of the author. It will be displayed on the summary and in the blog article. It can also serve as a hyperlink that will allow users to email the author.

Email: This is the email address of the author and is optional.

Source URL: If you provide a URL here the blog article will forward to that URL instead of displaying the content. This is useful if your blog article is published elsewhere and you do not have permission to republish, or if the blog itself is in PDF or another format.

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Under the heading **Headers** the following fields appear on the form:

Title: The title of the article. This will be used by the XHTML <title> element and will also appear as a hyperlink to the main article on the summary page. It is very important to provide a good and useful title to your article as this has a large effect on the Search Engine Optimisation (SEO) of your article and will help search engines index it.

Description: The description of your article will be applied to the metadescription tag. This is very important for getting your page indexed properly by search engines.

Keywords: Keywords are used by some search engines. Their use has diminished recently but the system still provides for their use. It will apply any content here to the keywords metatag.

Priority: This is used by search engines to help them determine how important this page is on your site.

Frequency: This sets how frequently you would like search engines to index your blog page.

All mandatory fields are marked with *. Once you have completed your blog entry, click on the blue disk icon.

4 Blog comments

The blog system has a comment system embedded into it.

Visitors to your blog will be presented with a **Leave Comment** form similar to the following:

Leave Comment

Name:*

Email Address:*

Comment:*

Enter the first three letters:* QGNHZV

The basic elements of the form are self explanatory (name, email address, comment).

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We also include a system to help prevent robots and spambots leaving messages. A random set of letters is provided and the user must enter only the first three. This is very simple for users but unfamiliar to spambots.

Once the user fills in the form the comment will be emailed to the supervisor editor for approval.

The comment will not appear on your website until an administrator has had the opportunity to read and approve the comment. There is also an option to delete the comment.

In the blog system you will find an indicator that tells you that a comment is awaiting approval, to the left of the blog subject.



indicates that there are no pending comments.



indicates a comment is pending.

Clicking on the relevant icon opens the commenting administrative system, from where you have the option to validate or delete the comment.

5 Contact for help desk and further questions

In the first instance please email alice.dodd@unisa.edu.au and she will assist you or forward your query to the appropriate person.