



## **Wordpress Microsite Administrator Guide**

**PI & EComms Sub-Committee**

**Alcoholics Anonymous GB**

**A guide for editing Region and Intergroup Microsites**



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## Introduction and Scope

A new Wordpress Website for Alcoholics Anonymous GB was launched in May 2024 to replace the previous website on the SilverInk platform. The new site maintains the provision of Regional and Intergroup Microsites where information specific to an Intergroup or Region can be published to facilitate communication between these service entities and members of the Fellowship. The Wordpress platform includes a comprehensive Content Management System (CMS). This is a tool that makes it easy to manage important aspects of your Microsite - like content- without needing to know anything about programming. This makes managing a Microsite accessible to anyone with a general knowledge of digital technology and applications such as word processing.

This guide is intended for members of either a Region or an Intergroup who have been appointed as a Microsite Administrator

### Purpose of the Microsites (please read carefully before proceeding)

The intent for Microsites is to provide a space for a Region or Intergroup to make service information available to members of the Fellowship. Examples of information which may be displayed include listing the @aamail.org email address for Liaison Officers, Service opportunities at Intergroup or Region, updating the dates, times and location for Service Meetings or any other information directly relating to a particular Region or Intergroup.

Region sites can be reached from the AAGB website Home page by navigating to the Members page and then selecting Region Pages, or directly using the URL - <https://www.alcoholics-anonymous.org.uk/regions/>

The Region Microsite page lists all sixteen Regions as well as a section for the four National Conventions. Selecting a Regional Microsite will take you to the Home page for that Region where you can access Region specific information or navigate through to any of the Intergroup Microsites that are associated with that Region. In some cases, an Intergroup may prefer to direct visitors to a separate website rather than use the Microsite facility. If this is the case, visitors will be directed away from the AAGB website.

Regions and Intergroups have the autonomy to create content to suit their needs. However, please keep the AA Traditions in mind when creating pages and content for your Microsite. It is suggested that Microsite Pages contain information specific to the Region or Intergroup rather than duplicate information which is already available elsewhere on the AA GB Website. Also keep in mind that personally identifiable information such as names, phone numbers or personal email addresses should not be published on a public facing Microsite.

Although a Microsite is public facing, it is highly improbable that people new to AA will “find” your Microsite when looking for support to stop drinking. Therefore, investing time and effort into creating and posting messages directed toward still suffering alcoholics is unlikely to find an audience. Therefore, it is suggested that Microsite content is tailored for existing members of the Fellowship and those doing service at Intergroup and Region.

Another thing to keep in mind is that information should be concise and as brief as possible. Complex pages with multiple text boxes, images or mixed content will make the pages unwieldy to view and difficult to navigate. Also keep in mind that most of the Microsite visitors will use a mobile device. This makes keeping page information succinct and accessible on a smaller screen even more important.

## Media Library

Each Microsite is provided with a media library where you can upload images, documents and graphic files for use on pages in the Microsite.

**IMPORTANT:** As a Microsite Admin, you are unable to remove/delete images from the library. Therefore, it is important to make sure the Media Library does not grow too large. A large Media Library will impact the performance of the Microsite.

There are some important things to keep in mind when adding files to the Media Library

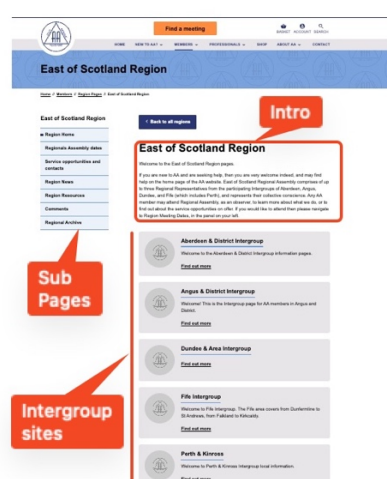
- Image files should be JPEG or PNG format
- Documents should be in PDF format
- The maximum file size is 2 MB
- The maximum image dimensions should be 1600 x 1200 pixels
- Image resolution should be 300 dpi

## Getting started

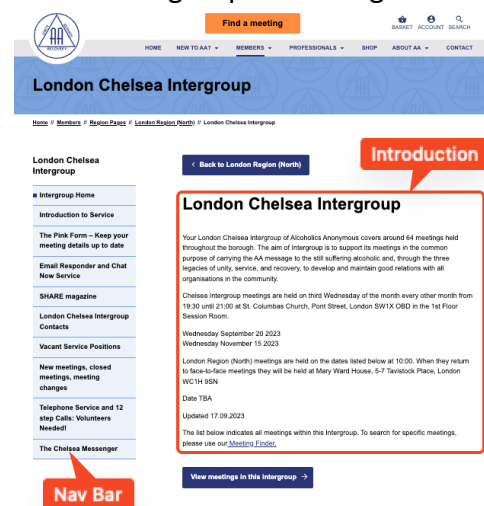
### Review the Microsite

It is a good idea to review the current Microsite to familiarise yourself with the contents and structure. The Microsite will have a Homepage and one or more sub-pages. Examples of a Regional Microsite page and Intergruop Microsite page are shown below:

#### Region Home Page



#### Intergruop Home Page



The Microsite Homepage serves as an introduction to your Region / Intergruop. Some information is automatically displayed. For Regional Microsites, the Home page lists each

Intergroup affiliated with the Region. There is a navigation bar on the left of the page which allows you to navigate through additional Region-specific sub-pages.

Selecting an Intergroup from the Region page will take you through to the default page for that Intergroup.

This page is an introduction page for the Intergroup and lists Intergroup specific sub-pages in the Navigation bar on the left-hand side of the page. Located below the introduction is a link to all the AA meetings affiliated with the Intergroup. Clicking on the link brings the meeting tiles to view. This list of Intergroup meetings can also be downloaded as a printable PDF list

Navigate around the Homepage and subpages to familiarise yourself with the contents of each page. Check the accuracy of the existing information presented to you. Note any details which are out-of-date and require updating and/or amendment.

If you are new to the role of Microsite Administrator, your Intergroup / Region and outgoing ECLO / RECLO should be able to give you a brief on how the Microsite has been used and any developments envisaged for the Microsite in future. If the service post has been vacant, it may be useful to speak to the Chair and/or Secretary of the Intergroup / Region to get an understanding of what content they may want to see on the Microsite.

### Logging on to your Microsite

Once you are familiar with the details and layout of the microsite, it's time to log-in.

The URL for the Microsite Content Management system, is :- <https://www.alcoholics-anonymous.org.uk/wp-login.php>

Secure access to each Microsite is managed through the provision of a Microsite Manager account on the AA GB website. This will include a username and unique password. The username should be an @aamail.org service email address and, where possible, it is recommended that the Region or Intergroup ECLO email address is used for the Microsite Manager account. This promotes continuity and makes account management much easier.

Log in credentials may have been passed to you from the previous Microsite Manager. If so, please change the password as soon as possible when you have rotated into the Service Post. This is recommended as best practice to maintain site security following service post rotation.

If you have the username and password, you can change the password by following these steps

1. Login to the Wordpress CMS
2. From the left-side menu, select Profile
3. On the Profile page, scroll down until you find the Account Management section
4. Select **Set New Password**

Enter your new password, or select the automatically generated password (Please remember, that your Microsite Security is only as good as your password strength)  
At the bottom of the Profile Page, select Update Profile to save your new password  
Make a note of your new password and use it next time you sign in to the Wordpress CMS

If you have the @aamail.org email address without a password, you can reset the password from the log in page by clicking on the “Lost your password?” link below the log in box. This will send an email to the mailbox associated to your service email address. Please make sure you have access to this mailbox before requesting a password reset.

Once you have a valid username and password, you can log in successfully by entering your log in credentials and completing a standard security “Captcha”.

If you haven’t been passed the necessary Microsite login credentials, you can request them from the Helpdesk link on the AA GB Website: <https://www.alcoholics-anonymous.org.uk/members/helpdesk/>. Choose the “Other

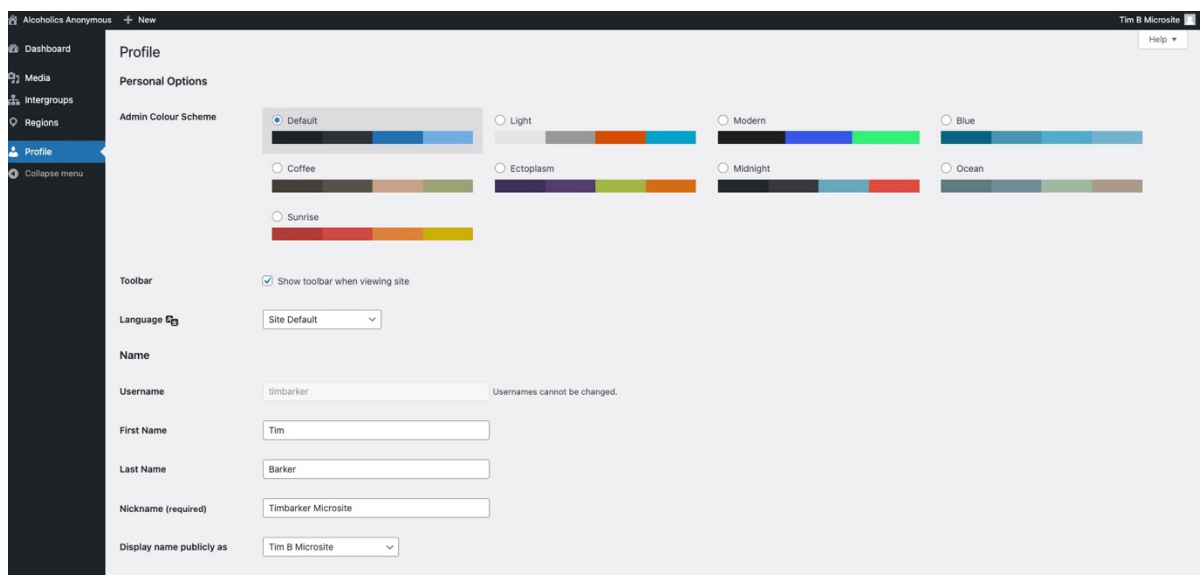
Matters” in the selection accordion.

## Editing Microsite Pages

### Access Region or Intergroup pages

Your user account will give you CMS permissions to access just your Region/Intergroup pages – select whichever is appropriate.

(Guidance from this point will focus working with an Intergroup Microsite but the steps are the same for a Regional Microsite also.)

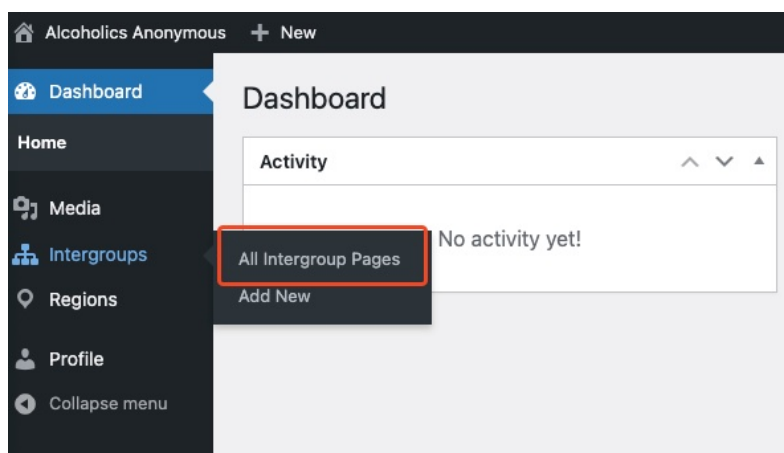


In the top left-hand corner of the account screen, you will see the option labelled '*Alcoholics Anonymous*'.

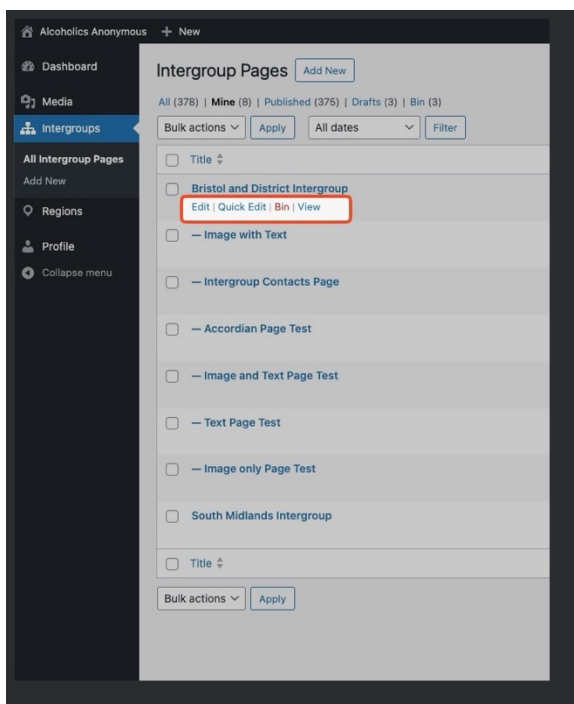
When viewing a web page clicking on this link will allow you to select your '*Dashboard*'.

When in Edit Mode clicking on the '*Alcoholics Anonymous*' will give you the option to visit the Website or go straight to the AA Shop

Your '*Dashboard*' link is also used to access the pages for your Intergroup and/or Region Microsite, depending on the permission that have been assigned to your account.



Select the *All Intergroup Pages* to see a list of all the pages for your Intergroup. The Existing microsite pages will be displayed as a list with the Homepage at the top of the list.



Selecting the page name, or the Edit link below the page name will open the page in Edit mode so you can make changes.

The **Bin** option is used to delete a page.

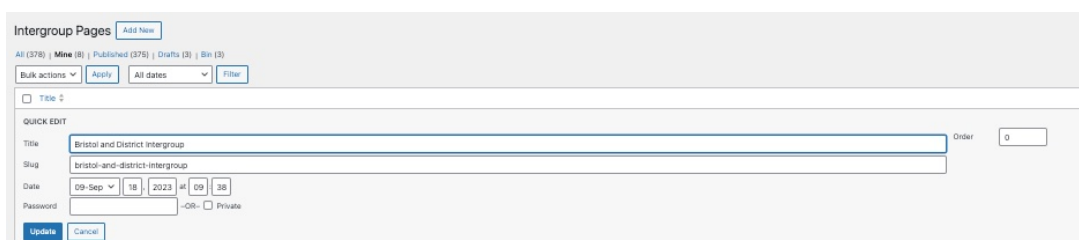
However, this delete option is **NOT** available for a standard Microsite Manager.

If you need to delete a page, please contact Helpdesk on the AA GB Website:

<https://www.alcoholics-anonymous.org.uk/members/helpdesk/>

Choose the “Other Matters” in the selection accordion.

### *The Quick Edit function*



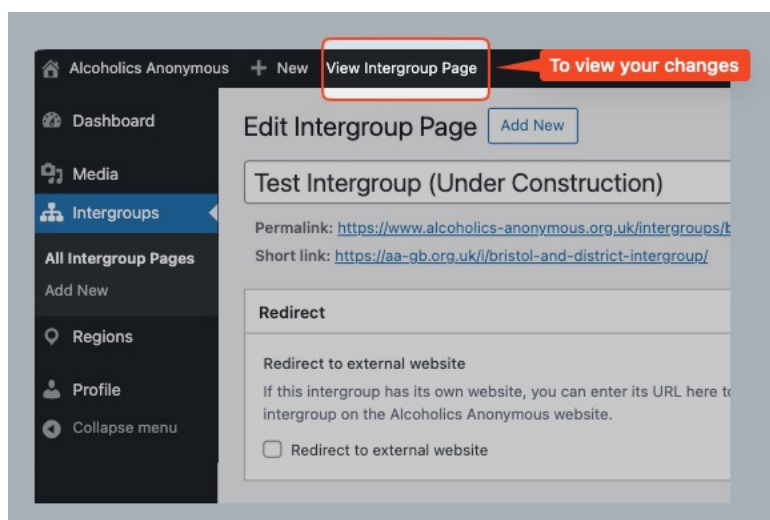
The *Quick Edit* link allows you simple access to high level information on the page. In practice, editing the page title is the most common information to edit here.

You can also update the value in the *Page Order* box. The value set in this control manages the hierarchy of the pages listed in the Microsite. The homepage should always have the Order entry of zero (0). More information on the Page Order control is available below. Selecting *Edit* mode will open the microsite page and give you editorial access to all the components of the page.

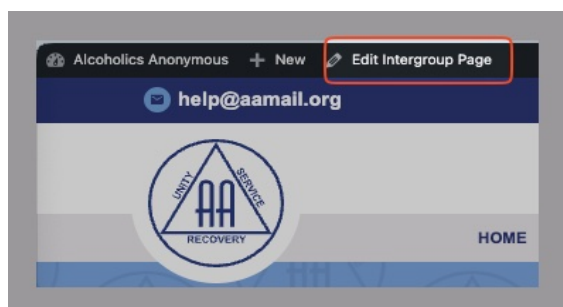
As a Content Management System (CMS) Wordpress is extremely flexible and accessible. It is recommended to use the default settings for page attributes and elements until you are comfortable with how the CMS works. Most of the components you see on a page are configurable in one or more ways. As a rule of thumb, when editing a Microsite page, it is suggested that making small incremental changes and checking the result, before moving on to the next action, is the recommended approach as this reduces the potential for editorial mishaps which may then require rework.



Each time you make a change, click on the Update button in the Publish Control to save your change and make it visible on the Microsite page. You can then view your change by selecting the 'View Intergroup Page' at the top left of the Edit screen.



To switch back to the Edit page, click on the 'Edit Intergroup Page' in the same location.

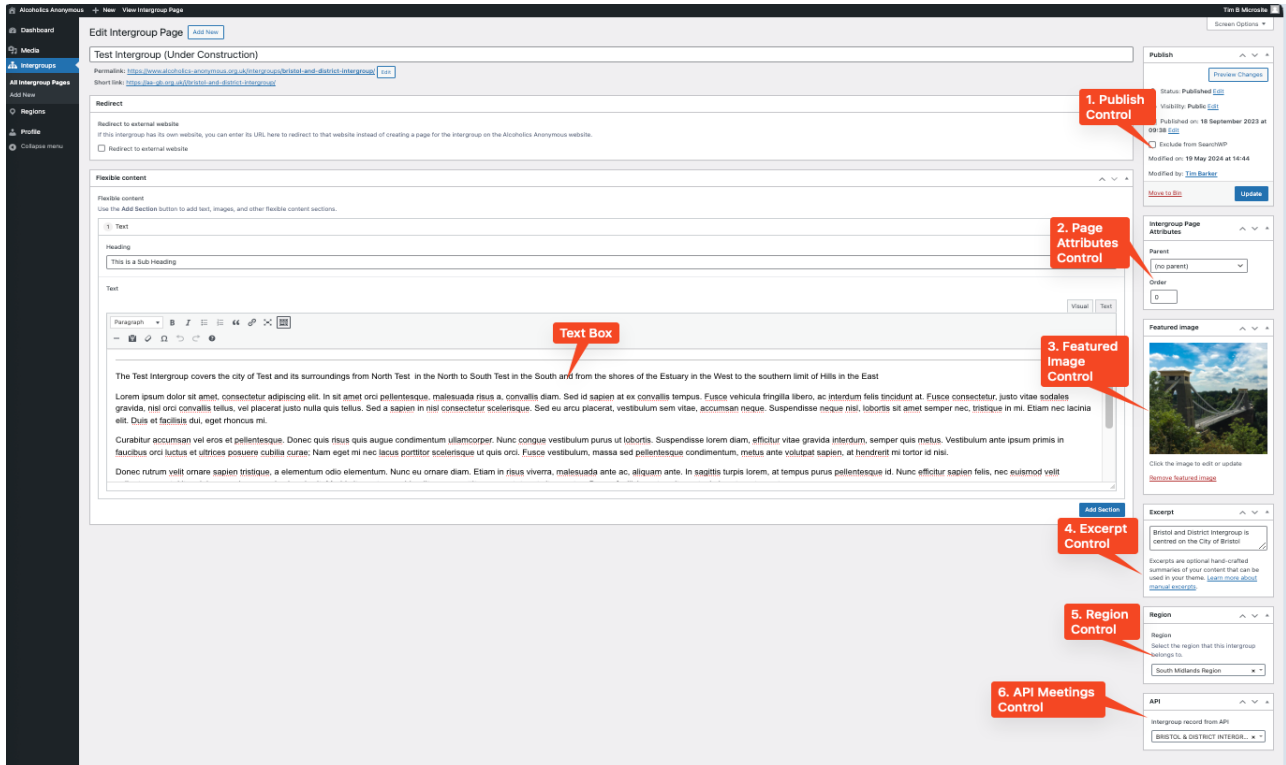


## Editing a Microsite Page

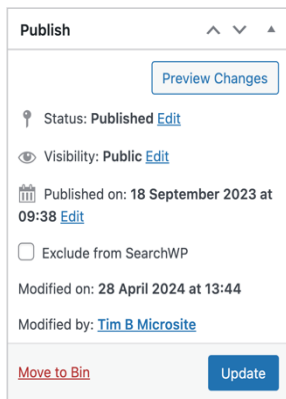
The general layout of the Edit Mode is shown below. The editable elements are in the body of the page, in this case a simple Text Box. Additional Control elements are listed down the righthand side of the page.

## Key Editorial Control Elements identified

This image shows the main page control elements. The Controls are described in more detail below.



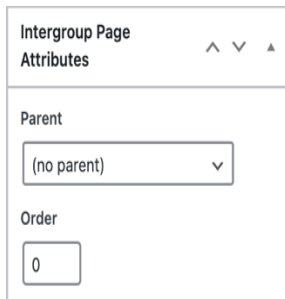
### 1. Publish control – this control manages visibility of the page and the publication of changes



- Preview Changes – a user view of the page
- Status: should be **Published** – the page is available
- Visibility: should be **Public** – page is visible to all visitors
- Published on: Date of original publication
- Modified on: Date of the last change to the page
- Modified by: Last person to update the page
- **Move to Bin:** option not available for Microsite Users
- Update Button – this will publish any changes you make so they are viewable on the Microsite page

It is possible to use the Publish Control to put the page into Draft mode whilst you are editing it but this is not necessary.

2. **Page Attributes Control** – this important control manages the relationship of the page you are editing to the Microsite parent page. There are two elements:-



**Parent** – sets the page directly above the page you are editing. The Parent selection dropdown for the **Intergroup Homepage** should always be left blank.

Subsequent Microsite pages should reference the relevant Intergroup

**Order** - Numeric values entered here control the hierarchy of the pages in the Microsite.

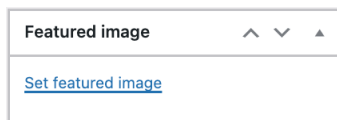
The Homepage for an Intergroup Microsite will always be the top level with an Order of 0 (zero). The position of subsequent pages in the structure is controlled by entering an increasing “Order” value. It is recommended to allocate order values to subsequent pages in increments of 10.

For example,

- Homepage = 0
- Page 1 = 10
- Page 2 = 20
- Etc

Changing the order value on a page will alter the hierarchy of pages within the Microsite.

3. **Featured Image control** – this allows you to select an image from the media library which will be displayed as a thumbnail on the Parent Region page



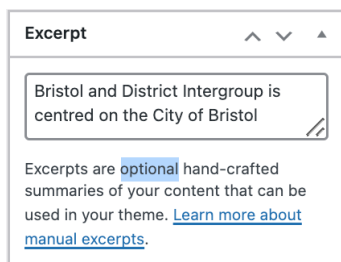
Click on the “Set Featured Image” link to select an image from the Microsite Image library. When an image is selected you can set the caption or description for the image



Once an image is selected, the image is displayed in the control. Clicking on the image will display any metadata which is associated with the image when it was uploaded to the Media Library

You can remove the Featured Image using the link in the Control

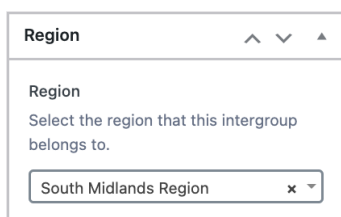
#### 4. The Excerpt control – the Excerpt is a summary description of the Intergroup



The screenshot shows a control titled 'Excerpt' with a header bar containing expand, collapse, and refresh icons. Below the header is a text area containing the text 'Bristol and District Intergroup is centred on the City of Bristol'. At the bottom of the control, there is a note: 'Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)'

The Excerpt control allows you to add a short description of the Intergroup which will be shown on the Region Home Page. It is suggested that the excerpt provides a description of the geographical area covered by the Intergroup.

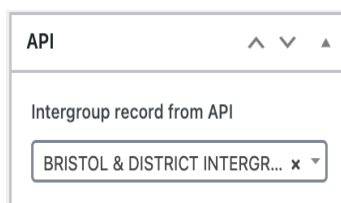
#### 5. The Region control



The screenshot shows a control titled 'Region' with a header bar containing expand, collapse, and refresh icons. Below the header, the text 'Region' is followed by the instruction 'Select the region that this intergroup belongs to.' Below this is a dropdown menu with 'South Midlands Region' selected and a close button (x) to its right.

This control links the Intergroup to the Parent Region. Make sure your Region is selected from the dropdown. You should not have to change this setting

#### 6. The Meeting Link control

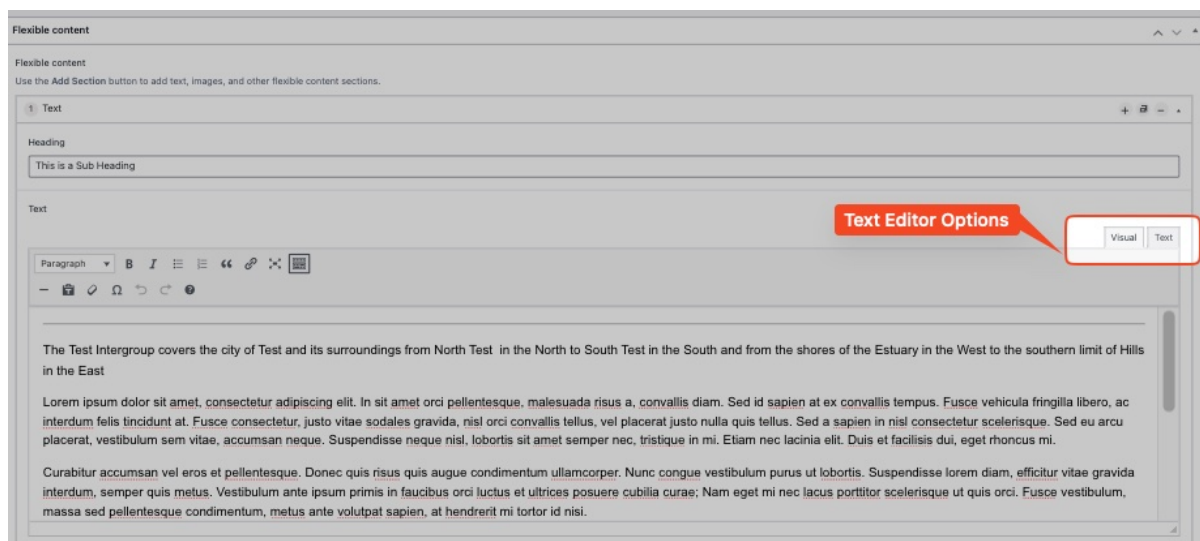


The screenshot shows a control titled 'API' with a header bar containing expand, collapse, and refresh icons. Below the header, the text 'Intergroup record from API' is followed by a dropdown menu showing 'BRISTOL & DISTRICT INTERGR...' with a close button (x) to its right.

This control uses the built in Application Programming Interface (API) to link the Microsite to the meeting database and display the AA meetings in the Intergroup on the Microsite. This control should be set when the Microsite is created. If your meetings are not showing, select your Intergroup from the dropdown. Intergroups are sorted alphabetically.

## Common CMS Editing Features

### Text Editing Section



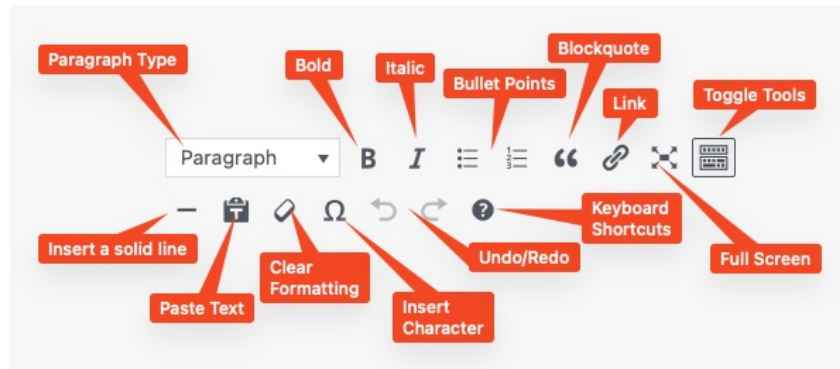
Creating and editing Text is carried using a CMS Text Editor. Two options are provided via the tabs at the top right of the Text Editor – ‘Visual’ and ‘Text’

- The Visual tab provides a WYSIWYG (What You See Is What You Get) editor (like a word processor but more basic) entering text is fairly straightforward. You can do most normal word processor-type operations. It is recommended that you carry out most work on the Microsite using this WYSIWYG editor.
- The Text tab provides you with an HTML editor. HTML is one of the software languages used to create web pages and gives you full control of the page. CAUTION, if you don't know what you are doing DO NOT use the Source tab as changes can be difficult to undo/fix.

### Text Formatting Tools

The Text Formatting Tools allow basic formatting of text added to the Text Box in the Visual tab. This set of tools is available wherever there is a Text Box within the Microsite.

The appearance of text in the CMS is controlled via <tags>. Wordpress provides 12 quicktags to format text for use in the Visual tab. These quicktags are identified in the screenshot below.



## Adding HyperLinks to a page

Hyperlinks can be added to a Flexible Content depending on the type of content being added. Adding a HyperLink is done in the same way, regardless of where it sits.

Hyperlinks should be kept to a minimum to ensure simple navigation of the website

Linking to a page that exists in the AAGB website is preferred

Linking to an external website should be done with care to ensure that AA Traditions are maintained

Links to an external website should be set to open in a separate browser tab (see below)

A disclaimer should be added to an external link to clearly notify the person clicking on the link that they will be leaving the AAGB website.

Links

Create one or more button-style links.

Create the Link

Link Style

Select Link Icon

	Link	Style	Icon
1	<a href="#">Select Link</a>	Default	- Select -

Add Link

## Steps to create a HyperLink

Insert/edit link

Enter the destination URL

URL

Link Text

☐ Open link in a new tab

Or link to existing content

Search

No search term specified. Showing recent items.

Image only Page Test	INTERGROUP PAGE
Text Page Test	INTERGROUP PAGE
Image and Text Page Test	INTERGROUP PAGE
Accordion Page Test	INTERGROUP PAGE
Intergroup Contacts Page	INTERGROUP PAGE
Image with Text	INTERGROUP PAGE
SMR Suggested guidelines for Regional Secretaries	REGION PAGE
Regional Privacy Policy	REGION PAGE
Officer Contact Details	REGION PAGE
Electronic Services	REGION PAGE

Cancel Update

1. URL - Add the URL for the link
2. Add a Description for the Link
3. External Links – tick this box to open the external link in a new Browser Tab
4. If linking to an existing page, select the page from this list.

## Link Style

Links

Optional button-style links, displayed below the text content.

	Link	Style	Icon
1	AA World Service Website <a href="https://www.aa.org">https://www.aa.org</a>	<div>✓ Default</div> <div>Meeting Finder</div> <div>Outline</div>	earth.svg

Add Link

The link style can have one of three settings

**Default** – displays a solid link button on the page.

AA World Service Website

**Meeting Finder** – should only be selected if an additional Meeting Finder button is required on the Microsite

**Outline** – Displays an outline link button on the page.

AA World Service Website

## Link Icon

This allows a specific Icon to be selected to show on the link button

## The Intergroup or Region Home Page

By Default, the Intergroup Homepage is a General Text page.

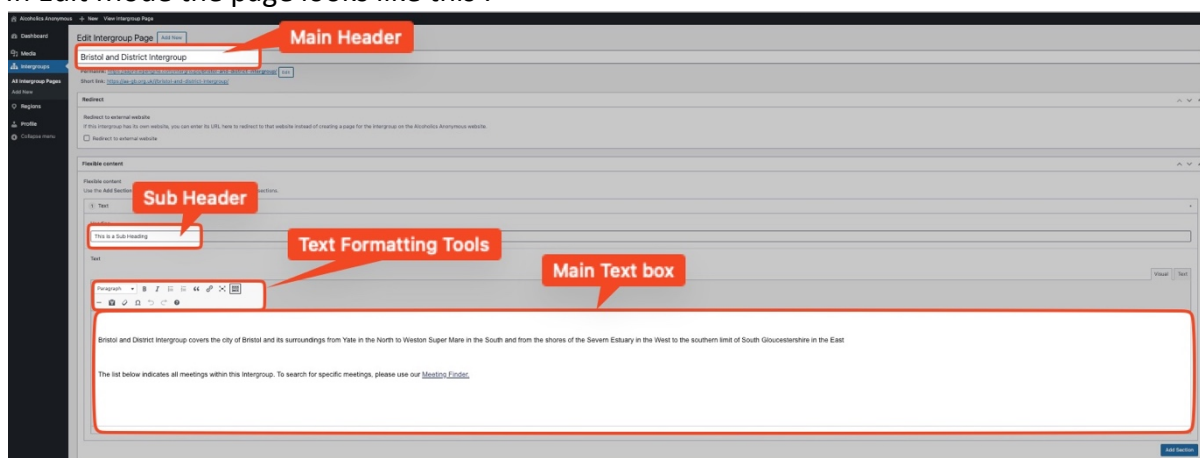
In Published Mode, the page looks like this:-



The Main Header is shown in two places on the page. The Main Header is also shown as the Intergroup Header on the Parent Region Page

Main text provides an Intergroup summary. It is recommended that the main text is limited to 2 or 3 paragraphs so that page length is kept to a readable length without requiring page scrolling.

In Edit Mode the page looks like this :-



Page Header - Each page should have a Page Header as this will show in the navigation bar for each Microsite.

The Page Header also allows you to search for that specific page, so it is useful to follow a consistent naming convention



## Intergroup or Region Events

If your Intergroup or Region has an event entered in the AAGB Events Calendar, an Events page will automatically be created in your Intergroup or Region Microsite and the event(s) displayed. You do not need to make a separate entry for your event

## Additional Microsite Pages

Each Microsite on the new Wordpress Website was initially populated with information migrated across the SilverInk CMS. The number of pages for each Microsite remained the same as at the time the data was migrated.

Updates carried out to the SilverInk Microsite after the data migration will not have been brought across and will need to be re-created. Please contact the Helpdesk on the AA GB Website: <https://www.alcoholics-anonymous.org.uk/members/helpdesk/> and choose the “Other Matters” in the selection accordion.

In the new Wordpress website, each Microsite can have a Homepage and maximum of 9 additional pages. Flexible content can be added to any of these additional pages and the range of content allows for information to be presented in a variety of ways. Typically, 5 or 6 additional pages should provide ample opportunity to present Region or Intergroup specific information.

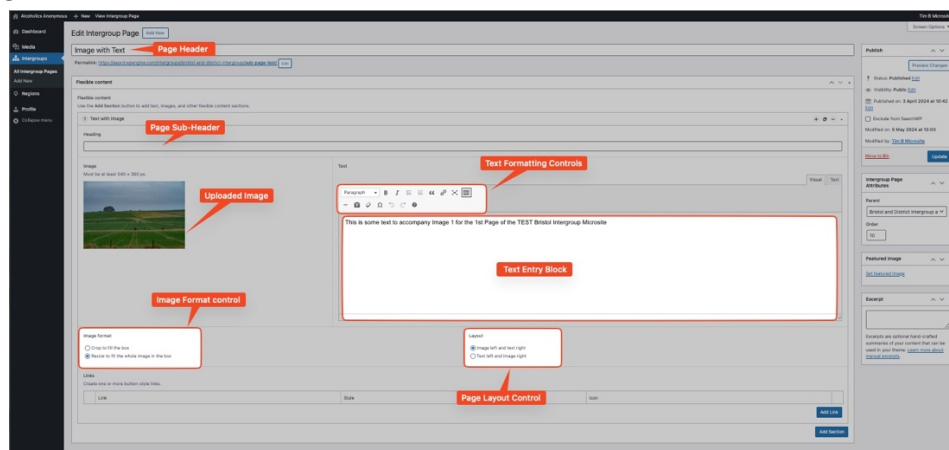
The different flexible content options for additional pages are described in the following pages.

## Flexible Content 1 – Image with Text

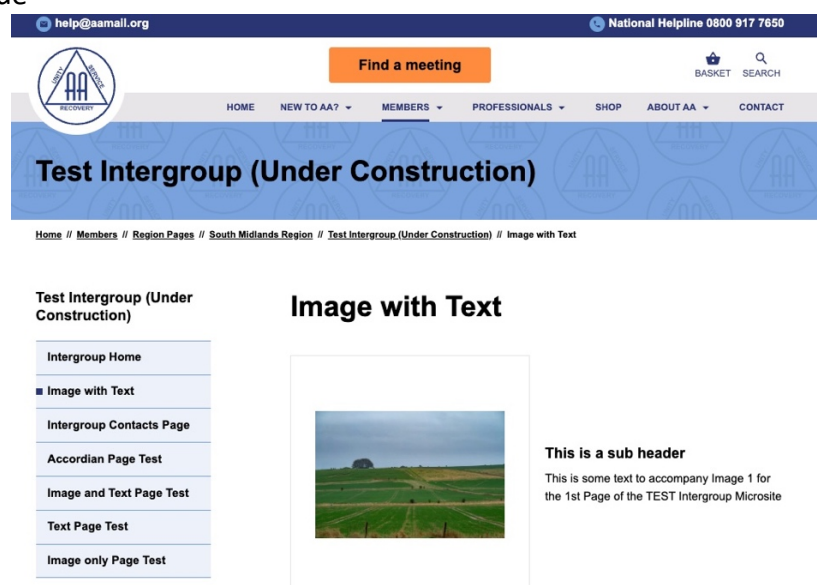
This page allows an image to be displayed on a page with some accompanying text.

- The Page Header is displayed in the Microsite Navigation bar
- The Heading can be used as the Title, or Sub-Header, for the image
- The Text Box can contain the body text relating to the image
- The Image is where the uploaded image is located.
- The image should be a minimum of 540 x 360 pixels and a maximum of 1600x 1200 pixels.
- Clicking on the image when uploaded allows you to add a caption or description for the image
- The Image Format control affects how the image is displayed on the page
- The Page Layout Control changes the order of the Text/Image

### Edit Mode



### Published Mode



## Flexible Content 2 – Intergroup/Region Contacts Page

The Contacts Page allows you to create a list of contact details for officers in Service Posts.

Additional Contact Details sections can be added for each service post.

A brief explanatory note can be added for each entry.

It is recommended to only use service emails and roles in this section i.e. Intergroup Chair - [intergroup.chair@aamail.org](mailto:intergroup.chair@aamail.org).

Phone numbers should not be displayed on this public facing page.

### Edit Mode

The screenshot shows the 'Edit Intergroup Page' interface. The 'Page Header' section is at the top. Below it is the 'Contact Details' section, which contains three rows of form fields for 'Intergroup Chair', 'Intergroup Secretary', and 'Intergroup Treasurer'. Each row includes fields for 'Name or Role', 'Email address', and 'Telephone number'. There are also 'Add new Contact Section' and 'Remove a Contact Section' buttons on the right side of the form.

### Published Mode

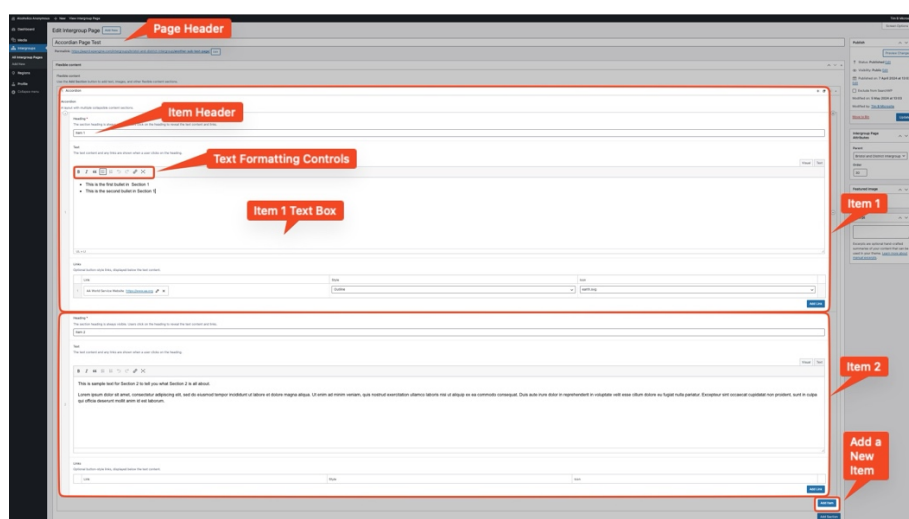
The screenshot shows the 'Intergroup Contacts Page' in published mode. The page has a header with the AA logo and navigation links. The main content area is titled 'Test Intergroup (Under Construction)'. Below this, there is a table with contact details for 'Intergroup Chair', 'Intergroup Secretary', and 'Intergroup Treasurer'. The table includes fields for 'Name or Role', 'Email address', and 'Telephone number'. The page also features a sidebar with a list of links and a footer with the AA logo and contact information.

## Flexible Content 3 – Accordion Page

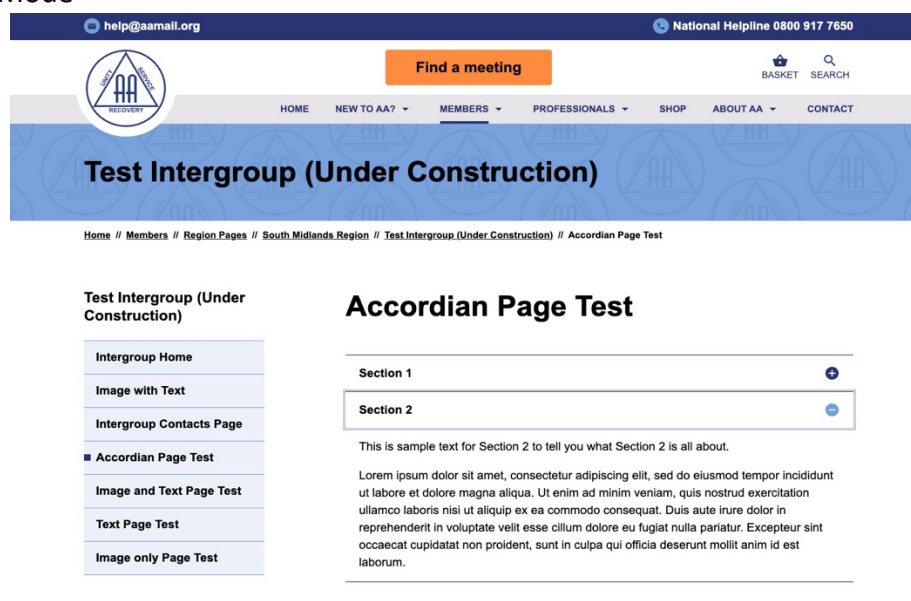
The Accordion section is a fantastic way to display a variety of different information in an interesting way. The configuration of the items allows information to be displayed on-demand. This approach allows different sections of information to be displayed independently and helps keep the page succinct and easy to read, especially useful for pages with a lot of textual information.

- The display will show a visible item heading. Additional information is revealed by expanding the section to show the text box for that item.
- Multiple items can be added to the page
- Only one item can be expanded at a time

### Edit Mode



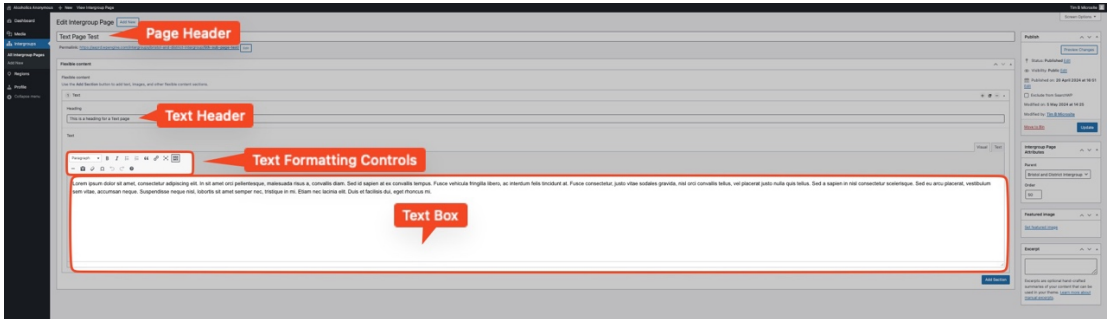
### Published Mode



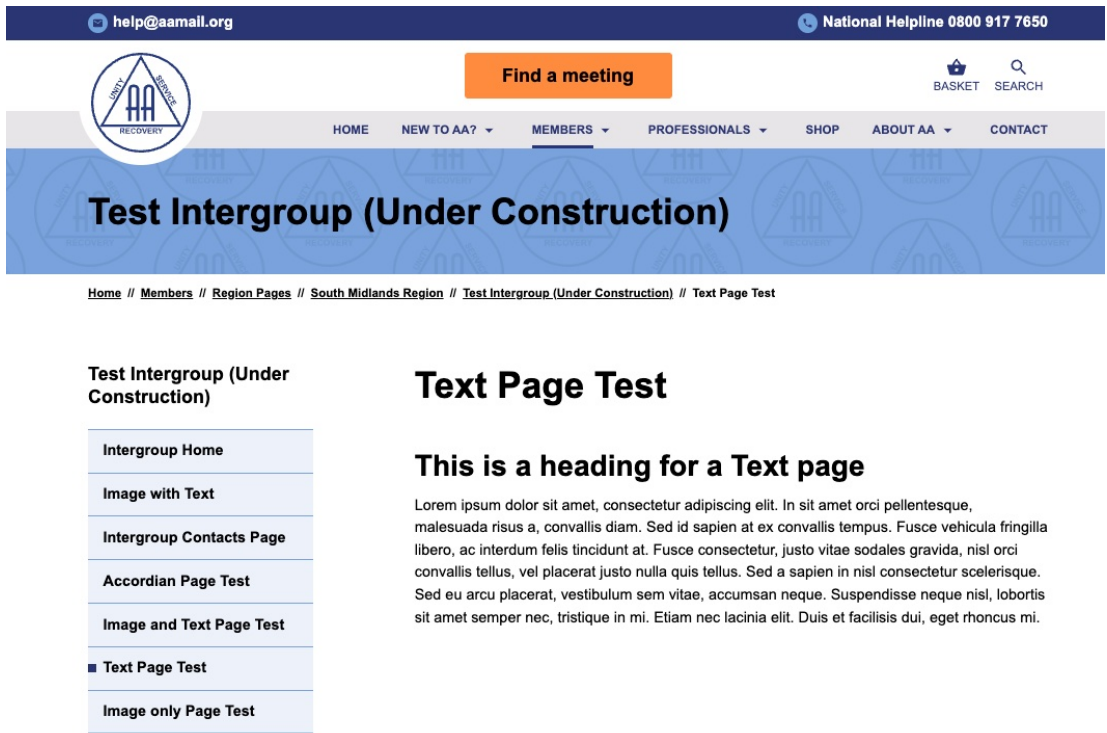
## Flexible Content 4 – Text Page

This is a simple page with a Text Box and a Text Header. It allows a block of text to be displayed with a simple heading.

### Edit Mode



### Published Mode



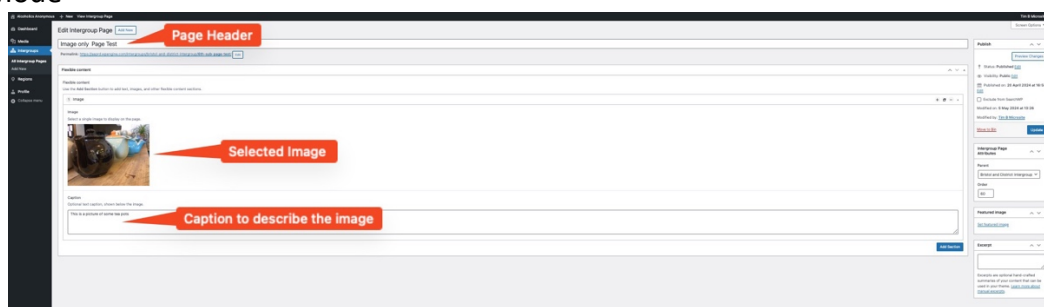
## Flexible Content 5 – Image Only page

The Image Only page is a simple image page which allows presentation of an uploaded image.

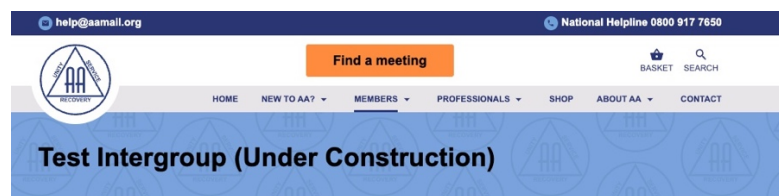
Once uploaded, clicking on the image allows you to edit the image Title, Caption and Description.

There is also an *[Alt Text]* field associated with an image. You can use this to provide additional information for an image which improves accessibility for sight impaired visitors to your Microsite. The *[Alt Text]* is used by screen readers, which are browsers used by people with a visual impairment for example. These screen readers tell them what is on the image by reading the *[Alt Text]*

### Edit Mode



### Published Mode



#### Test Intergroup (Under Construction)

Intergroup Home
Image with Text
Intergroup Contacts Page
Accordion Page Test
Image and Text Page Test
Text Page Test
■ Image only Page Test

#### Image only Page Test



This is a picture of some tea pots

## Miscellaneous

### Hints and Tips

- If you cut and paste text from another document (i.e. a MS Word document or Google doc) or web page, the Wordpress formatting system may not be compatible and have unexpected results in the CMS editor. You can get round this by using the 'Clear Formatting' tool from the Text Formatting Toolbar
- Click on the Update button frequently, and especially if you are taking a break.
- Make small changes then Update and check the appearance of the change on the page before moving on to the next change.

### Do's and Dont's

- DO Use JPEG's an PDF's when uploading files to the Media Library
- DO follow the Family Look to maintain a consistent appearance across the website ('Family Look Design Guidelines' can be found in the AAGB website Document Library)
- DO keep information on Microsite pages as succinct and brief as possible
- DO use a variety of Flexible Content to make the Microsite attractive and interesting to read

### Troubleshooting

- If your Intergroup Microsite doesn't appear in your Region Page, make sure the correct Region is selected in the [Region Control](#) on your Intergroup Home Page
- If the order of your Microsite Pages is out of sync, check the [Page Attributes Control](#)
- If the button to display the list of meetings in your Intergroup is not visible, check the [API control](#)
- If a new page doesn't appear in your Microsite, check you have selected the appropriate Parent in the Intergroup [Page Attributes](#) control

## Document Version Control

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