

Microsite Administrator Guide

PI & EComms Sub-Committee

Alcoholics Anonymous GB

A guide for editing Region and Intergroup Microsites

Introduction

A microsite is available to use by each Region and Intergroup to provide general information and contact details specific to the Region or Intergroup. Examples of information which can be displayed include listing the aamail.org email addresses for Liaison Officers, Service Opportunities, Calendar of Events or anything else which a Region or Intergroup might want members of the Fellowship to know about.

Each Microsite comes with a Home page. For Regions, the Home page lists the Intergroups that are included in the Region. An Intergroup Microsite Home page lists Groups affiliated with that Intergroup. Up to 8 additional pages can be added to these two default pages.

Please keep in our Traditions in minds when creating pages or content for your Microsite. Also keep in mind that a Microsite is Public Facing so personally identifiable information such as names, phone numbers or personal email addresses should not be published.

Getting started

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

Secure access to each Microsite is managed by a username and password. You will need these credentials before you can log in to the microsite. These may have been passed to you from the previous Microsite Admin. If you are a new Administrator, it is good practice to reset your password when starting this service post.

If you haven't been passed the necessary credentials, you can request these by email from ecsc@aamail.org or via the Helpdesk link on the AA GB Website.

To when you have :-

- A valid username and password for your Intergroup Microsite
- a shortcut to your Microsite

Take a look at your Microsite

Before doing anything else, take a look at your Microsite and see what's already there. It might look something like this:

The screenshot shows the Alcoholics Anonymous Great Britain website. At the top, there is a navigation bar with links for Home, About AA, AA Meetings, Shop, Members, Professionals, Media, and Contact. Below this, there are several utility boxes: 'Call our National Helpline 0845 769 7555', 'Search the AA site' with a search input field, and 'Find a Meeting' with a location input field and a dropdown for 'Any day'. The main content area is titled 'Ayrshire & South West Scotland Intergroup' and includes a breadcrumb trail: 'You are here > Home > Members > Regional & Local Websites (new) > South West Scotland Region > Ayrshire & South West Scotland Intergroup'. The page features a sidebar with three links: 'Intergroup Home Page', 'List all Ayrshire & South West Scotland Meetings', and 'Portsmouth Convention'. The main text welcomes visitors to the intergroup, describing its geographical coverage from Troon in the north to Cumnock in the south, and lists meeting times: every two months at 8 Green Street Lane, Ayr, on the first Sunday of January, March, May, July, and September, with the AGM held in November.

Each Microsite has two Default Pages. A Description page which is editable and a Meetings List page which is auto-generated using the GSO Where to Find database of meetings for your Intergroup.

The Description page is designed to show an image file of your choice. There is also a page to generate a printable PDF of all the meetings. This only becomes available after the meetings list has been accessed for the first time.

Familiarise yourself with what's there and check the accuracy of the information presented to you. Update any details as required.

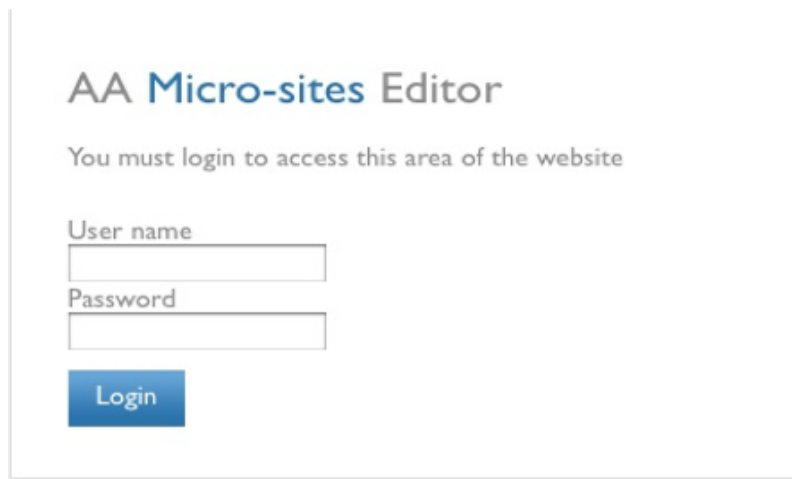
Your Intergroup and outgoing ECLO (if there is one) will know how the Microsite has been used and what they envisage for the future. It is suggested that, as a new Microsite Admin, you get a feel for what is in place and familiarise yourself with any changes and additions the Intergroup may want to see. Make a list and get some priorities assigned. Ask each of the Officers about the content they wish to see in the Microsite, relevant to their role and the Intergroup.

Logging on to your Microsite

First go to:

<http://www.alcoholics-anonymous.org.uk/Members/Logons/Microsite-Editor>

On this page, read any news about Microsites which has been recently published. Then follow the link to this screen:



AA Micro-sites Editor

You must login to access this area of the website

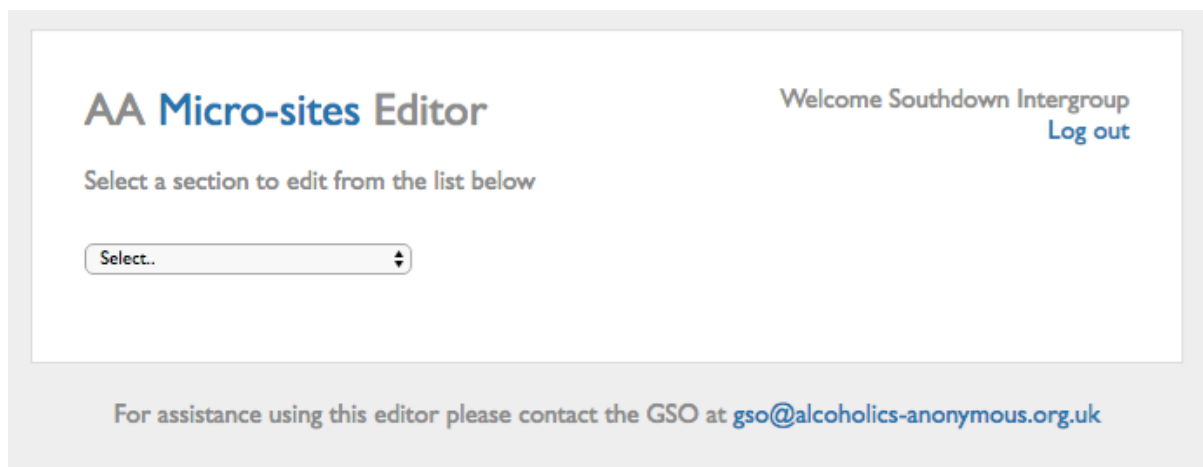
User name

Password

Login

Enter the username and password provided to you to log in. You will then see a screen like this:

Microsite User Guide



AA Micro-sites Editor

Welcome Southdown Intergroup
[Log out](#)

Select a section to edit from the list below

Select..

For assistance using this editor please contact the GSO at gso@alcoholics-anonymous.org.uk

Select the Page to Edit/Create New Page

The drop-down menu will allow you to select the Page you wish to edit. Or you can create a new page (maximum of 10 editable pages). New pages will automatically be added to the Microsite menu on the left-hand side.



Selecting the Image page will allow you to upload an image which will appear on the Home page.

Editor Page Layout

Apart from the Image page all other pages use an editor to add or change the content. The editor page has two tabs at the bottom – ‘Editor’ and ‘Source’.

- The Editor tab provides a WYSIWYG (What You See Is What You Get) editor (like Microsoft word but more basic) and data entry is straightforward. When you select or change pages this is always the default. 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 Source 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.

Once your changes are complete click on “Save Changes” at the bottom of the page.

You should preview your changes by opening a separate browser window and looking at your Microsite as a user would see it. Use the shortcut provided by the Helpdesk in the format: aa-gb.org)/shortcut (where ‘shortcut is your Intergroup’s designator) and select the page you were just editing. You can then flip between windows, making changes and reviewing them as you go – little and often is best – it helps to avoid major errors.

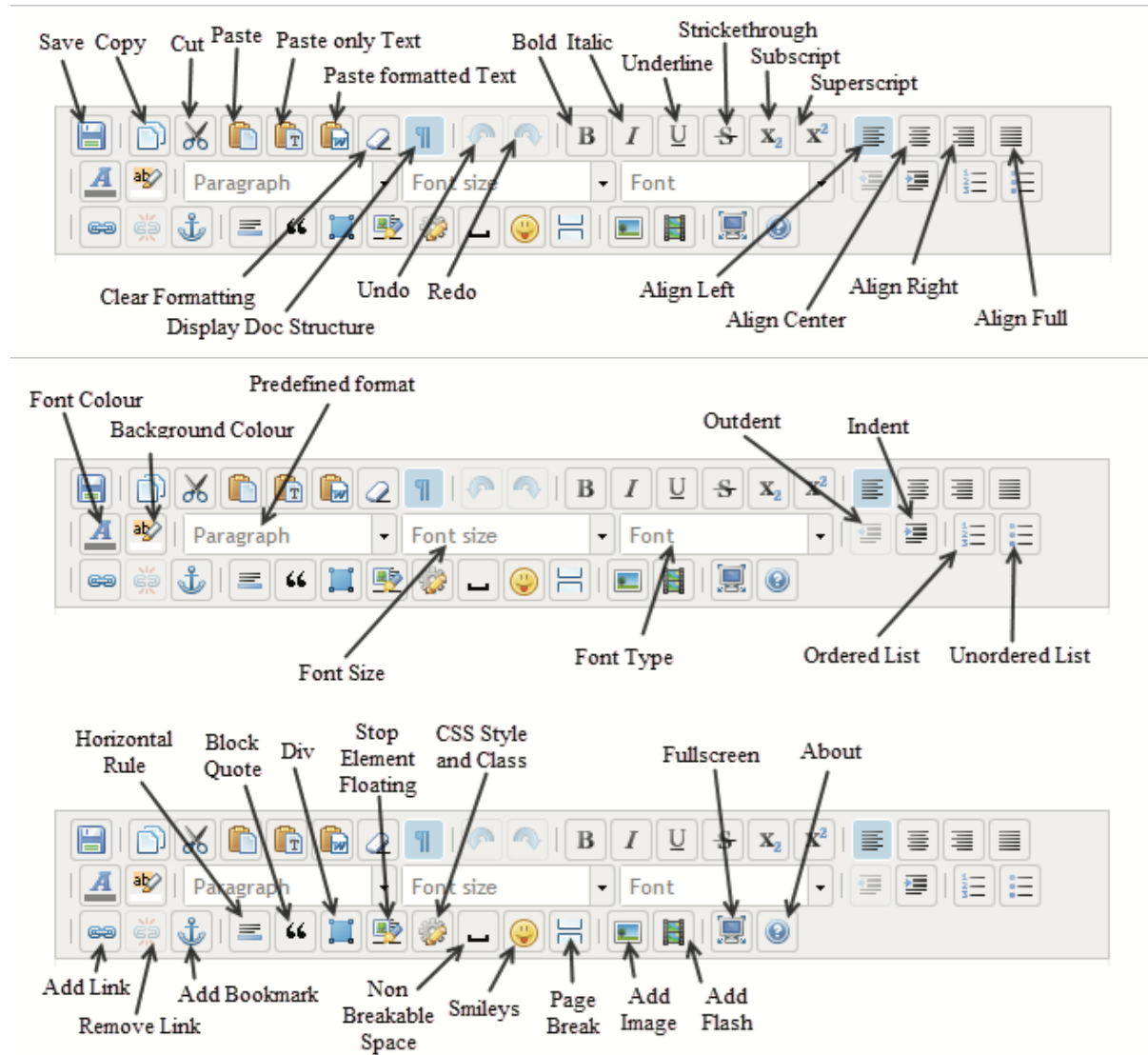
Tip: When you save a change in the editor, the user's view will not change until you refresh the page.

Below is an example of a simple Home page.

The screenshot displays the 'AA Micro-sites Editor' interface. At the top left, the title 'AA Micro-sites Editor' is shown in blue. To its right, the text 'Welcome Ayrshire & South West Scotland Intergroup' is displayed, with a 'Log out' link below it. Below the title, a prompt says 'Select a section to edit from the list below', followed by a dropdown menu currently set to 'Description'. A rich text editor toolbar is visible, containing icons for undo, redo, bold, italic, underline, strikethrough, text color, background color, bulleted list, numbered list, link, unlink, anchor, quote, table, image, video, and help. Below the toolbar, the page content is shown in a preview mode. The main heading is 'Welcome to Ayrshire & South West Scotland Intergroup'. The first paragraph reads: 'Ayrshire & South West Scotland Intergroup covers the area from Troon in the north down through Prestwick, Ayr and Girvan to Stranraer in the south. Across through Dalbeattie and Kirkcudbright to Dumfries and Lockerbie. Up through Thornhill in to Cumnock.' The second paragraph reads: 'Intergroup meetings are every two months at 8 Green Street Lane, Ayr on the first Sunday of January, March, May, July and September holding the AGM in November.' At the bottom of the editor, there are two tabs: 'Editor' (selected) and 'Source'. A blue 'Save Changes' button is located below the tabs. At the very bottom of the page, a footer message states: 'For assistance using this editor please contact the GSO at gso@alcoholics-anonymous.org.uk'.

Toolbar Layout

For each page the Toolbar appears at the top, just above any text. Hopefully you will be familiar with most of the buttons/symbols as they are fairly generic.



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 formatting system may not be compatible and have unexpected results in the Microsite editor. You can get round this by removing existing formatting from the web page or document when pasting text from the clipboard into the Microsite WYSIWYG editor. You can do this by either:

- paste the text into notepad, which will remove the formatting, and then copy from notepad into the Microsite WYSIWYG editor in the web-browser.
- paste directly from the source document into the editor in the web-browser using the 'Paste only Text' button

In the Microsite WYSIWYG editor in, the Enter key will start a new Paragraph. Shift + Enter Key together will start a new line (this is the same as a line break represented by `</br>`)

Some browsers work better than others. Be prepared to experiment with a few to find the one which is best for your combination of hardware/software.

Click on the *Save Changes* button **frequently**, and especially if you are taking a break. The Editor tends to log you off after a period of non-usage – with a risk that your work may not be saved.

Current Microsite Limitations

- You can have a maximum of 10 user pages (i.e. in addition to the default pages supplied).
- There is no page hierarchy/nesting – pages are simply added after the last page, and you can't change the order of pages.
- The description field for Regions/Intergroups limited to 256 characters.

Be careful when using **word processing packages** to produce your work to be copied and pasted into the microsite editor – the following common errors will occur:-

Appearance in Word/the editor	Appearance on the microsite page
“Hi” this is a test of double quotes.	â€œHiâ€ this is a test of double quotes.
‘Hi’ this is a test of single quotes.	â€™Hiâ€™™ this is a test of single quotes.
Hi – there is a hyphen in here.	Hi â€“ there is a hyphen in here.
© A copyright symbol.	Â© A copyright symbol.
£ A pound sign	Â£ A pound sign

If you do choose to copy and paste – to correct the appearance you have to delete, then retype the desired character in the microsite editor. (The computer codes filed in the background are different between Word and the Microsite WYSIWYG editor. Also, the appearance on the web page is for straighter quotation marks and a subtly different hyphen). Save the page and then test it – remember to use the refresh button on the browser.

Some other keys are best avoided if they cause a problem on your page – the © works on some pages but not others.

There is a workaround for the £ sign:

- To get a pound sign you need to go to edit the page on microsite;
- Select the "Source" Tab at the bottom of the page;
- For the text needed to generate the pound sign, type in the HTML code `￡` instead of the pound sign;
- For example: `<p>The Price of entry is ￡ 10</p>`
- Displays as: The Price of entry is £ 10

Using the Filestore

The AA GB Filestore provides a file storage repository for, typically, Service-related material and documents i.e. Intergroup minutes, presentation templates etc.

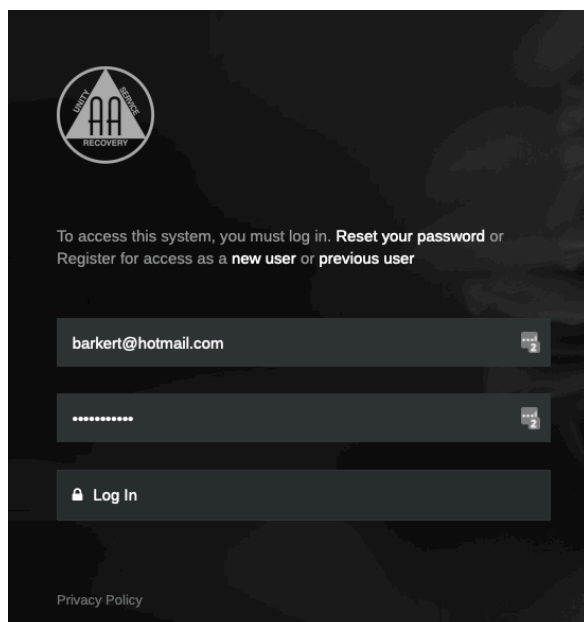
The Filestore can also be used to store different types of files to be used by your Microsite. Typically, the file types will be image files or documents.

The Filestore has basic functionality so that, as an authorised user, you can upload, view and download files and create folders to group files by subject. For more information on accessing and using the Filestore, click [here](#) to download a copy of the Filestore user manual.

You will need a separate logon to access the Filestore for your Intergroup or Region. Go to this page:

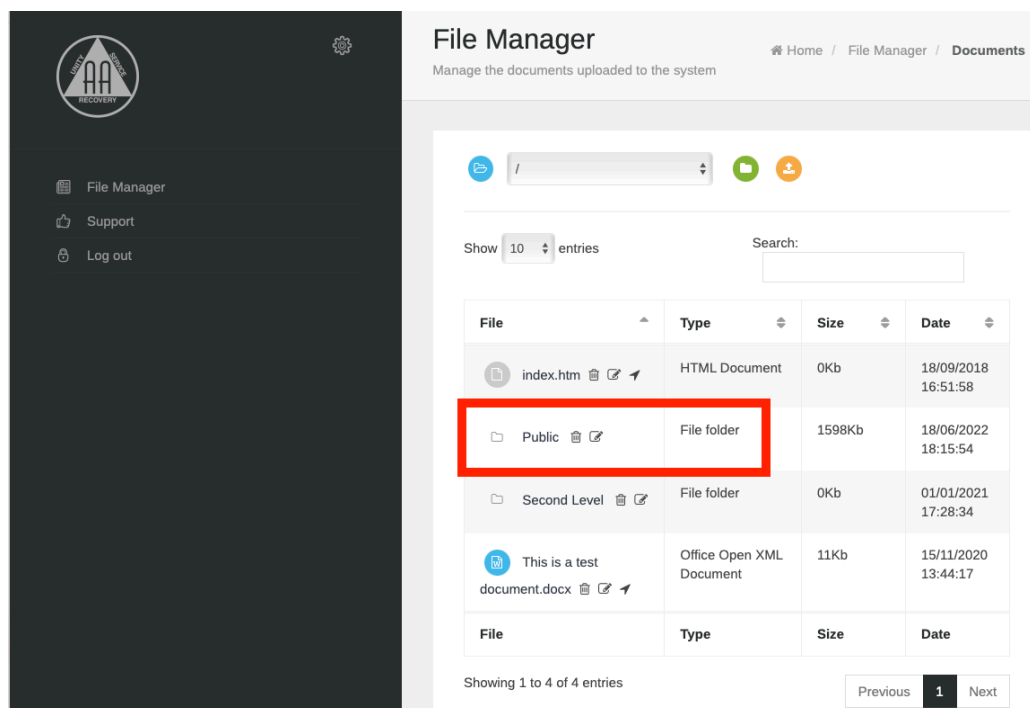
<https://www.alcoholics-anonymous.org.uk/Members/Logons/Filestore>

As with the Microsites logon page, read any news about Filestorage which has been recently published. Then follow the link to the log in page



Enter your username and password. If you don't have the necessary Filestore credentials, you can request these by email from ecsc@aamail.org or via the Helpdesk link on the AA GB Website.

When you log in to the Filestore, you will see a screen that looks like this:



Each Service Folder in the Filestore has a subfolder called Public. If you have an image file or document you would like to show or link to on your Microsite, you can upload a file to this Public folder and the filestore system will generate a unique web link (URL) for the file. The link is indicated by the chain icon next to the file name. Clicking on the link will copy the web address (URL) to your clipboard which can then be copied to the appropriate location on your microsite.

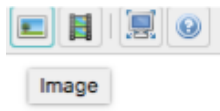


Click [here](#) to download a copy of the Filestore user manual for more information.

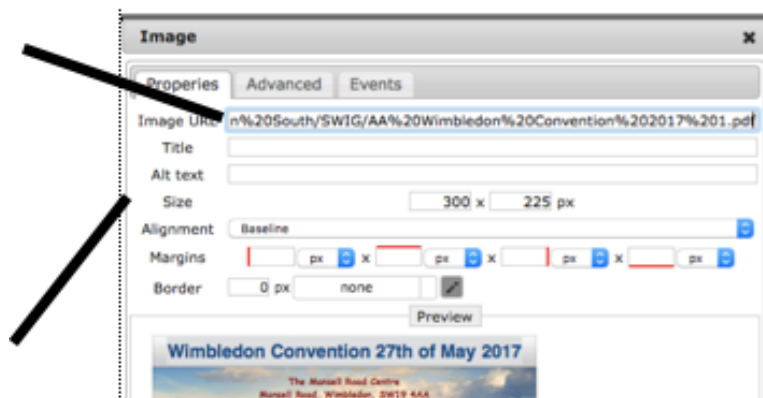
Embedding a single image on your microsite

You can embed images on microsite pages. The image needs to be referenced by the web address, or URL from the filestore Public folder. Here's how you can do it:

1. In the microsite editor, select where on the page you would like your image to embed then click the image button



2. In the image window, paste the web address (URL) here.



3. You can resize the image and set its alignment in the settings options
4. Click OK at the bottom and your image will be embedded in your microsite page.

To make further changes to the settings for your image in the microsite editor, reselect the image and click the image button in the tool panel.

Note, if you change alignment of the image in the microsite editor window, you may need to reselect the image by clicking OFF the image then clicking back ON it!

Embedding multiple image files on your microsite - using the Filestore for referencing files

If you are planning to use lots of images on your Microsite, for example to list local conventions and events, embedding the file directly into the page can increase the page size significantly. This will make the page difficult to navigate and affect readability, especially on portable devices.

If several images are required, it is best to upload the files concerned to the Filestore and then reference each file as a link in the microsite page text. Clicking on a link will display the file in a separate window, when clicked.

Let's say you want to create a link to "The Magical History Tour"

First proceed as described in the section above "**Embedding a single image on your microsite**".

After completing step 3 do the following:

Highlight the text you want to make into a link – let's say it looks like this: "to see the Magical History Tour flyer click [HERE](#)". Select the word "HERE" and click the 'Link' button.

In the Link window, paste the URL copied to the clipboard from the document link in the Filestore Public folder, and add a description in the Title box.

Click ok to 'Save' the link

View your updated page in the user browser window (you'll need to click 'refresh' first) to see the change. The word "HERE" should be highlighted in a different colour from the rest of the text and on clicking should display the Magical History Tour flyer.

Tips

- PDF or .jpg files are recommended as they will give the most consistent result and for information documents PDF's can't be edited. The target file will either be opened in a new window or downloaded to your PC or laptop, depending on your Browser and/or operating system.
- If you already have the User window and editor windows open in your browser as suggested earlier, then having a third window open simultaneously with the Filestore will allow you to switch between all three quickly to create and check changes

Version History

- Version 1.0 - developed by members of the subcommittee in 2013.
- Version 1.1 - involved inserting two extra pages: July 2017
- Version 2.0 - Following the ECLO Seminar, Alan H of Southdown Intergroup, kindly offered to fully revise the document, and we are grateful for the work he has put into it.
- Versions 2.1, 2.2 - Members of the ECSC, working with Alan H, produced these versions in November 2017
- Version 2.3 - Some small changes were made before this version was published on the website in December 2017.
- Version 2.4 - Updated with information for the current version of the Filestore - July 2022

Comments

Please address comments, clarifications or questions to the ECSC, using the Helpline contact:

<http://www.alcoholics-anonymous.org.uk/Members/Service/Helpdesk>

Thank you.