SU Committee members' web tools guide

V2.4 26/11/2018

Email any questions to suweb@bath.ac.uk
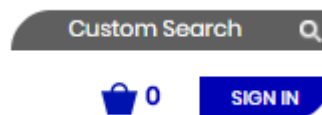
Contents

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How to Log In

Log in at top right of screen and then use the single sign-on option:

Exec Committee Admin Tools

You can ONLY see these when you are logged in, and on one of your group's pages (eg thesubath.com/mountaineering if you are on the Mountaineering committee). To access them, click Account at the top right of screen, then the 'admin tools' link.

If you can not see the 'admin tools' link, either you aren't in post (check the committee list on your group's page and get in touch with your group's staff team to arrange to be added), or you haven't yet completed the Data Handler course. Your access will update overnight, once both of these conditions are filled.

The most useful 6 are listed below:

A ↓ Edit Details   Website pages   **B** ↓ Events   **C** ↓ Messages   Members   Groups

D → Signups   Polls   Sales Reports ↑ **F**   Teamsheets ↑ **E**   Fundraising   Online form ↑ **G**

A: Upload your logo, external website and social media details.

B: Create and manage events, that will appear on the thesubath.com feed and on your /socialsevents page.

C: Send messages on behalf of your group.

D: Create and manage Signup lists.

E: Create and manage Teamsheets.

F: Monitor product/ticket sales, and produce a report of any personalisation that was set, eg menu choices.

G: Set up a survey on behalf of your group.

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A: Updating logo, banner and social media details

The logo on your pages needs to be 200 x 200 pixels, and approved by sumarketing@bath.ac.uk. Contact SU Marketing direct for guidelines on your logo.

The approved file needs to be a .jpg. If you aren't sure how to crop your logo to a square, SU Marketing can assist.

To upload a new logo, press 'choose file', select the one you want from the pop-up, click 'open', then once the pop-up vanishes, press the blue 'Update' button.

Your social media info should also be included here:

- Twitter usernames need to be set up with a preceding @ symbol to work correctly.
- Facebook needs the full url, including http://www.
- Instagram is just your group's username.

Put your group's banner in the 'description' box – anything in it will appear at the top of all your pages. The ideal dimensions are 750 x 200 pixels: you can resize images in any image editing program to this width, to ensure your page loads quickly, as a larger image won't appear bigger, but it will slow down the load speed and users can get bored waiting.

See the info below on how to add an image.

B: Creating and managing Event listings (and tickets)

Any events you add will appear both on your Events page, and in the thesubath.com events feed, so if you want to get non-members involved, it is the perfect quick-and-easy way to achieve this.

You can link tickets to your event page in order to sell them:

This is a very self-explanatory tool, just remember:

1. Sport groups should always tick the 'sport' Event Type, and societies the 'societies' one, as well as one or more of the options with underscores in, if relevant. When we have enough events, we will add filters to the feed, which will be based on these options.
2. Fill in all the information, including and 'Event name', 'Date and time', 'Location' and 'Event type'. If you're happy for your event to show immediately, until the event ends, then leave the Display dates blank, or fill them in if you need a different display period. Tick 'only members may view this event' if it's something like a team meal, and visibility will be restricted to your logged-in members.
3. If you have a bespoke page elsewhere for the event, such as on facebook, then put the link in the 'External URL'. When someone clicks on the event in the 'what's on' page, it will take them directly to your facebook page. **IMPORTANT**: If someone searches on Google, and clicks through from there, **they won't be redirected automatically**, so put some text, eg 'Full details are on our facebook page' in the Full description box, so the page will work for Google searchers too.
4. Put as much information as you can to sell the event in the Full description box at the bottom. This needn't just be a description, it can include a banner image, YouTube videos and links. Full details on how to use the HTML editing tools are in Editing your homepage.
5. Remember to click 'save'.

If you would like a bespoke page name for your event to put on your publicity, eg thesubath.com/RAGZombieApocalypse, email suweb and we will set up a redirect.

How to set up and sell tickets for your event

This is the best way to collect numbers and menu choices for group meals, and to collect a meal deposit if the venue will require it. Price can be set to £0, if this works best for you.

Speak to **your group's office** (eg sport, volunteering) to get ticket sales set up. They will need to know:

*   Event Name
*   Group
*   Description
*   Price

- When on sale (date + time)
- When off sale (date + time)
- Where on sale
- Quantity available
- Per person limit [if you only want members to attend, set this to 1, so people can't buy on behalf of a friend]
- Who can purchase this ticket [would usually be your group members or 'any current student' or 'anyone', in which case anybody could set up a guest account with thesubath.com and purchase.]
- Where can ticket be collected (if applicable) [The Bar are happy to set up a collection point for large-scale ticket collections, so if you think this could be appropriate for you, then speak to Mike direct before you submit your ticket request to the Office.]
- Additional receipt text (if any)
- Any customisations (e.g. meal choices)
- Will you want to email ticketholders? [If you will, we can set up a list with the same name as the product, and you can email them. See C: Send Messages... below for more info.]

Info on how to see who has purchased, and any customisations, is in [F: Sales Reports](#)

C: Send messages on behalf of your group

Why?

Keep in touch with:

- Current members (list is called 'Standard Membership')
- October only: Last year's members, to remind them to rejoin.
- 'Let me know more' lists of students' abc123@bath.ac.uk email addresses you collect*
- Product/ticket purchasers, if you have asked for a list to be set up. We can do this retrospectively, but it's easiest if it's done as part of the product/ticket setup.

*If you want a specific mailing list set up, suweb can do this for you. Please give us 2 working days' notice, to be sure we can fit it in around other SU tasks.

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Using a template

You can create and upload your own html email template if you are confident, or use the template which has been developed by the design team responsible for the current SU branding. Press' Send email', then scroll down to the 'Template' section, and choose su-groups, then press 'apply template'. It sets heading fonts to the right colours, and will set the width of the content, so it looks neat and easy-to-read, in Outlook and other email programs. This is a new feature, so we'd be really interested in how you get on with this, as we can develop it further if this will help you to get better use of it.

Adding a banner image of 600px width, with your logo, at the top of the email will make it group-specific. We also have templates for groups of 3 or 5 images, including a 'shapes' footer. This is an example using the template, with a 'shapes' footer image.
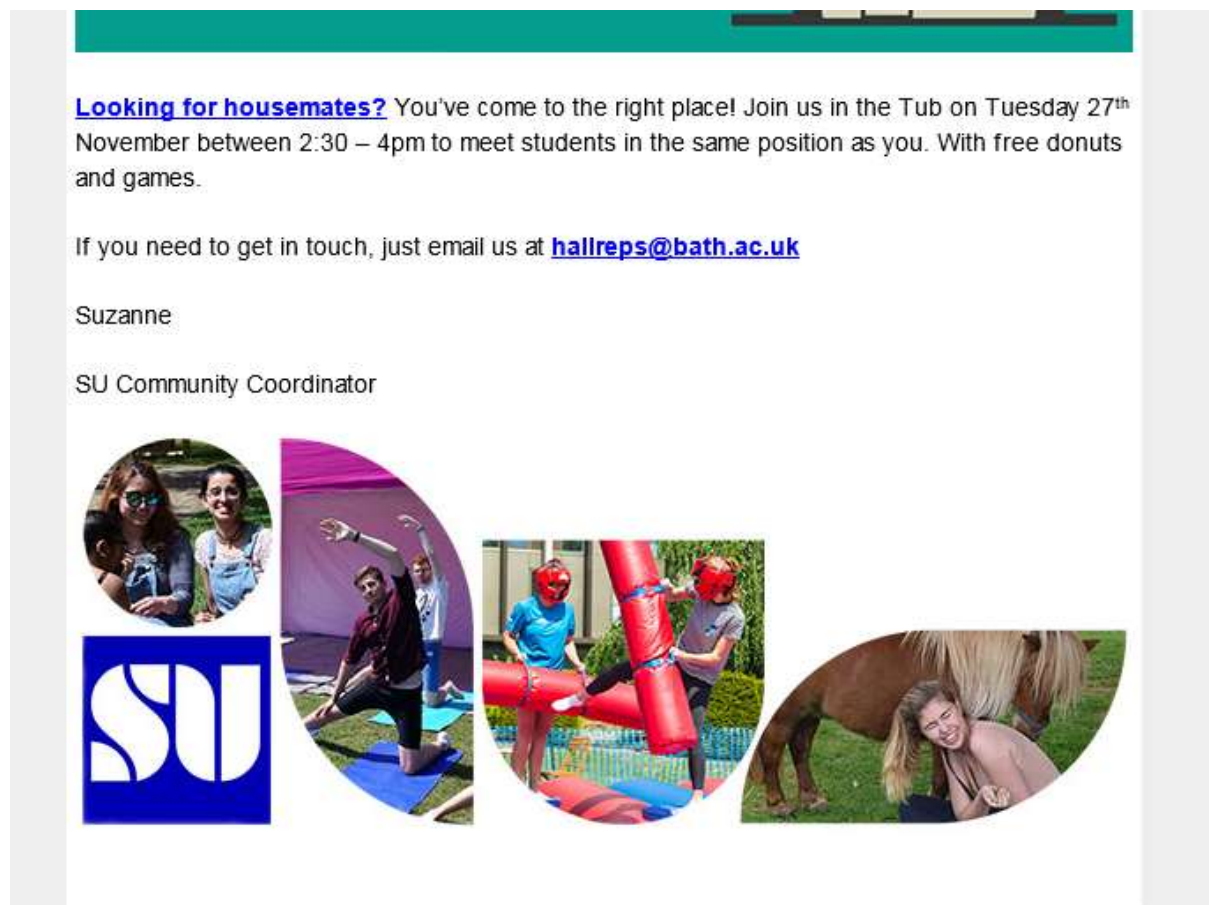
Email suweb@bath.ac.uk with any feedback or requests on this.

Reusing an old email

If you want to reuse an old email as a starting point for a new one, change the filter on Sent items until you can see it, then press the 'Create a new draft based on this message' icon:

Sent items

	Sender	Subject	Sent	
✉	**Mallika Singh**	**RAG INFORMATION SESSION**	03 Oct 2017 22:09	🗎

Show messages sent during: Last 7 days ▼   Apply Filter

Editing a message

Adding pictures to the email, and working with the formatting, uses the same tools as on the web pages, in Editing your Homepage.

D: Signups

Annoyingly if you have a lot going on, you can't split signups by area: all your group's live signups will appear together, but it's a great tool even so, if you need to know numbers for something you run regularly, that won't merit being set up as a ticket.

You can include name, date/time of event and signup period, capacity (including reserves if you want), who has permission to view or sign up, and then a section on what is involved. This has full HTML capability, so you can make it as visually interesting as you like. Use the Editing your Homepage notes to find out how to add HTML styling.

Once your signup is in place, you can keep an eye on numbers and see who has specifically signed up from the main signup screen:

☑
Show current signups only

Name	Date & Time	Signup Count				
Swim Test 05/10/17 15:00	Thu 05 Oct 2017 15:00	7/45	🗎 **View Signups**	🗎 **Copy**	🗎	⊗

For repeat signups, you can copy an old one and save yourself some work.

You can also add a reserve quantity, for very popular events, so if someone cancels their signup, their place will be allocated to the first reserve, and so on.

E: Teamsheets

Groups who use these provide SUWeb with a list of 'Captains' that they wish to access and update teamsheets. Committee members would also be able to set these up.

The dropdown for 'team' can be updated by SUWeb if needs be: just drop us an email.

The email and mobile numbers for the captains are taken from each user's details

stored here:

https://www.thesubath.com/contactdetails/ so if a captain's mobile number is blank when you pick them, ask them to log in to thesubath.com and use this link to update their record. Whichever they tick as 'default' will appear on the teamsheet. To select a different default, they need to press the edit icon, click the 'default' checkbox at the right and then press 'save'.

For the most up-to-date info on any other aspects of filling out BUCS teamsheets, speak to subathsport@bath.ac.uk.

F: Sales Reports

These will show you:

- All the sales of tickets or products for your group
- All the purchasers of a particular ticket or product
- Responses for any customisations on the ticket or product, split by student and providing their name and StudentID.

You can save all these reports into pdf, Excel or Word, using the export button, as shown to the right here.
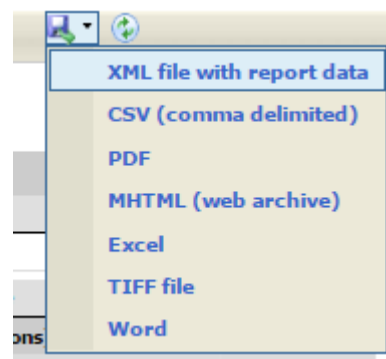
G: Surveys

The tool for setting up an online survey is pretty straightforward, and should do what you need in most instances. As you can set up surveys to require users to log in to complete, information such as name and email address doesn't need to be typed in by the user.

You can set up a 'short name' for the survey, which will form the web address, eg thesubath.com/surveys/hockey-christmas-social-poll-2018.

If you have any queries after trying the tool, email suweb and we will help you.

H: Web Page Editing

Some accessibility rules

In order to make our website accessible to everyone, it needs to be easily-read by a screen reader. This is quite straightforward, just follow these rules:

1. Use heading tags, rather than just making headings bold, because screen readers can just read out headings, to more quickly reach the text the user wants. (There are full notes on how to do this below.)
2. Screen readers can also skip around a page to find links, so don't just put 'click here' as a link, make sure the clickable text is relevant, eg 'download user guide'
3. If you are including an image, and the text on the image is important, use the image's 'alternative text' feature to provide screen readers with the missing info. (There are full notes on how to do this below.)

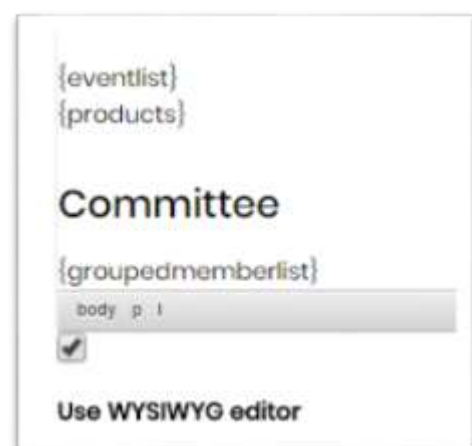### What's on your home page?

Your home page is set up to pull through:

- Your club name from our settings
- Your logo and any social media and external URL info from your 'Edit Details' settings
- Your standard membership product.

We also include bits of code called 'widgets':

- {eventlist} displays any forthcoming events you have set up (there will be no evidence of it on your homepage when

there are no events)

- {products} displays any products currently on sale (this will also not display on your homepage when you have no products)
- {groupedmemberlist} displays everyone currently in a committee role. This gets quite cluttered between April and July, when two committees overlap. We are working with the service providers to see if there's anything they can do to split them up, based on date, but it may just be something we live with.

Please DO NOT DELETE THESE WIDGETS. Even if your committee doesn't need them, future committees may. However, if you find they are missing, you can add them using the widgets dropdown menu to fix the issue.

Editing your home page

Go to the page you want to edit and click 'Controls' then 'Edit page'.

If you see this:
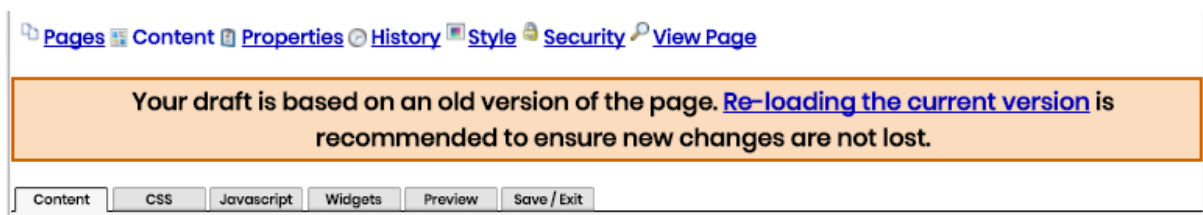
Press 're-loading the current version'. We've asked the software providers to change this, as it's a pointless feature 99% of the time, but for now this is what we need to do ☹

You should be able to set up most pages to look nice using the WYSIWYG editor, and the following notes describe how to do it. If you want to use CSS or Javascript in your pages, please contact suweb and we will adjust your permissions accordingly.
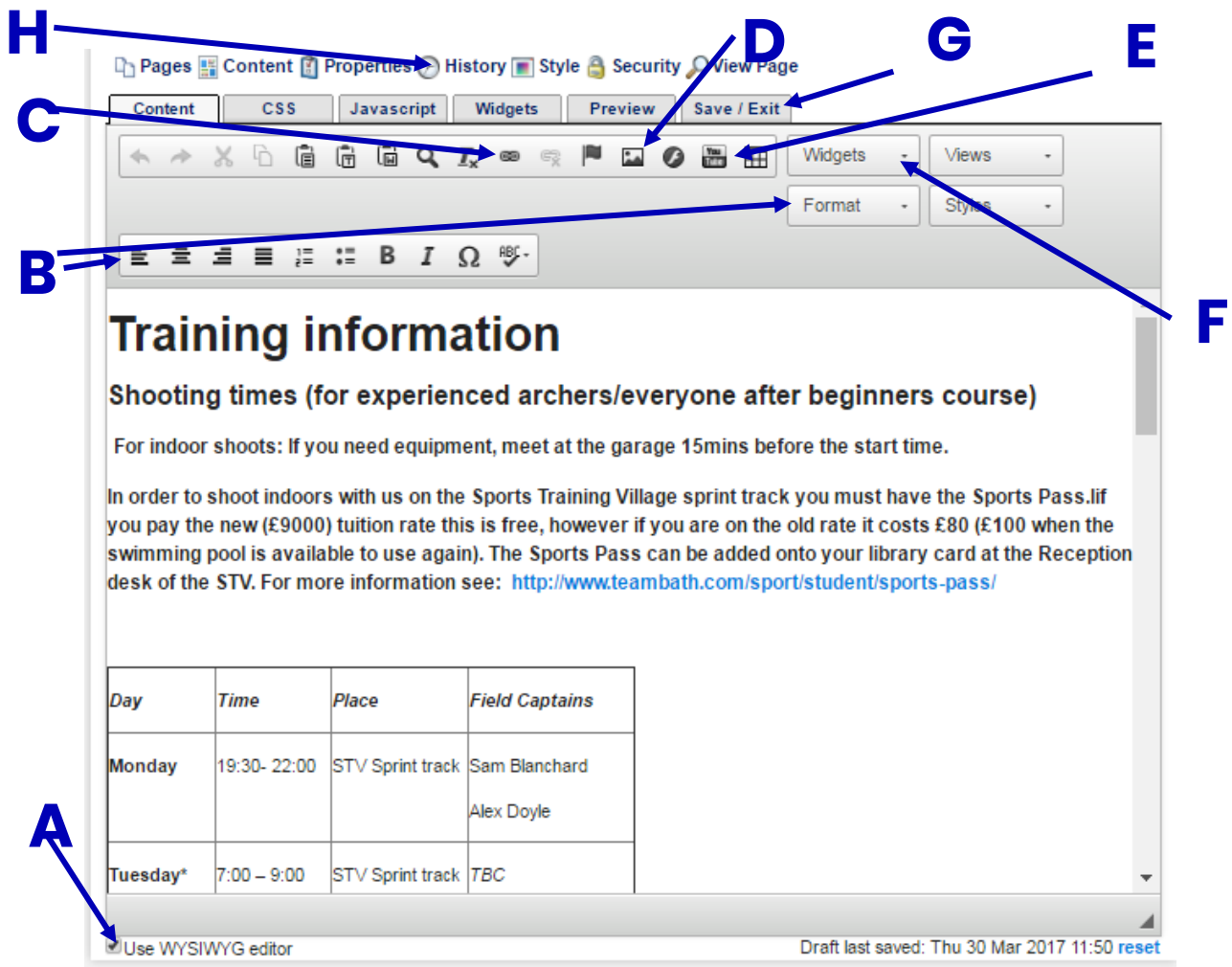
A: WYSIWYG Editor

To see a visual representation of the page you want to edit, make sure the 'Use WYSIWYG editor' box is ticked below the main editing area. If it isn't ticked you will be editing the HTML code, so only do that if you are confident with the language.

B: Styling text

Use 'Format' to **style text** as paragraph or a heading. You can then further format paragraphs as lists, insert special characters (eg letters with accents) using the other toolbar. If you are **pasting in copy you have written in MS Word**, use the icon of a clipboard with the letter 'T' on it to ensure this is pasted in without any of Word's formatting, which will prevent it being resized by any visually-impaired users who need bigger text.

C: Adding links

To **add a link** to a different web page, or open a document, highlight the link text and press the infinity symbol. To add a link to another page on thesubath.com, the Protocol will be <other> and URL would be everything after thesubath.com

including all slash symbols, eg /elections/ . For an external link, the Protocol will be http:// and the URL will be everything else. To add a link to a document, press 'browse server', and choose from previously-uploaded docs or upload something new.
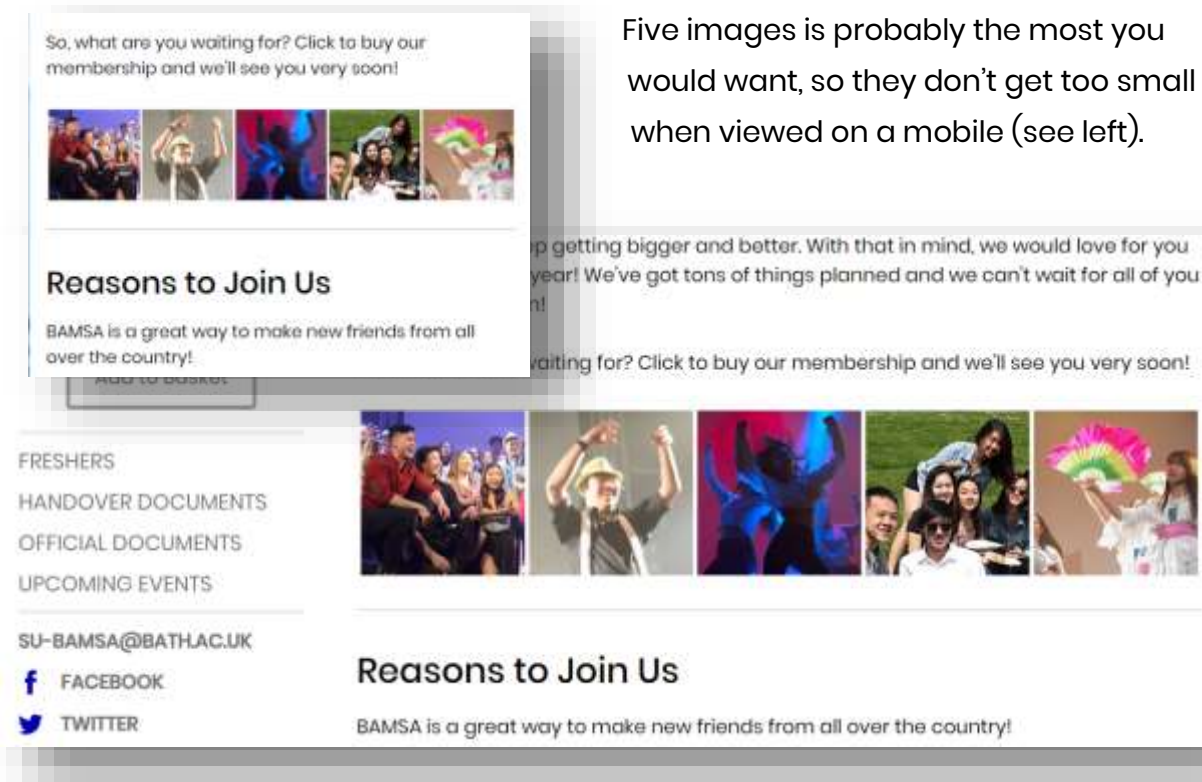
If you want the link to open in a new tab, choose 'New Window' from the dropdown on the 'Target' tab.

D: Adding images

You can **add images** using the 'image' icon. To keep with the look of the site, please don't use 'clip art' images: try and keep most images 'in the moment' rather than posed, as it is a style which has been proven to attract more positive engagement, so it should help you get more members!

Please ensure that anything you use is between 200 and 980 pixels wide, so it looks good and loads quickly. We have Photoshop templates so you can add a set of 3 or 5 images in a line to your page, quickly and easily. They should suit in most situations, or you can make your own. The templates are all 980 pixels wide, which is perfect for the SU webpages. You can resize them to 600 pixels wide for use in an email.

Five images is probably the most you would want, so they don't get too small when viewed on a mobile (see left).

If you don't have access to Photoshop, Marketing have a PC set up for student use,

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which has it installed, so please email sumarketing@bath.ac.uk if you would like to book it. They can also help you with resizing images, and adjusting colour balance etc to make your photos look their best.

The image templates are saved here: www.thesubath.com/marketing/

5 block template

The dimensions of the squares are 190 x 190 pixels.

3 block template

The dimensions of the squares are 320 x 240 pixels.

Shapes footer template

This works best at the bottom of a webpage or email. You can put your group's

logo in the square or circle on the left if you choose.

Dimensions of the shapes are:

- Circle and square, 178 x 178 pixels
- Leaves 181 x 362 pixels
- 'U' shape w: 264 h: 267 pixels

How to prepare a grouped image

If you would like help with adjusting your photos so they look their best, please contact sumarketing. They can also give you access to our student-use PC, if you don't have a copy of Photoshop.

Resize the images you plan to use to **slightly bigger** than the above, and then drop them into new layers in the Photoshop file. If they appear on top of the existing layer, then drag them so they are in the right order in the layers palette.

With the 'Move tool' selected on the toolbar, you can then drag, or use the arrow keys on the keyboard, to move your images to the cutouts in the shapes overlay layer.

'Save for web' (alt + shift + ctrl + s) to save a flattened copy of your artwork as a jpeg.

If the image is for an email footer, close the photoshop file, open the new jpeg and choose 'Image size' (alt + ctrl + i) under the image menu to resize it to 600 pixels width. Zoom in and check the white border is still crisp and clean, and use the eraser tool to remove any rogue smudges, if the resize introduces them. It will sometimes make a greyish line around the edge, or part of the edge, of the rectangle.

Adding images to a page

Put your cursor in the place you want your image to appear, and use the 'image properties' pop-up to 'browse server' to find/upload an image. This auto-populates the 'URL' field, so you don't need to type here.
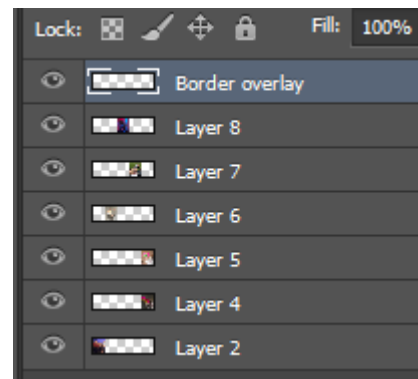
Use the Preview to decide how you want your image to appear in relation to the text around it. Border will give it a small border, alignment will place it left, right or centred. The 'HSpace' increases the space to the left and right of the image. The 'VSpace' increases the space above and below the image.

Delete the width and height info circled in red– this will allow the image to resize to fit the page properly when viewed on a mobile.
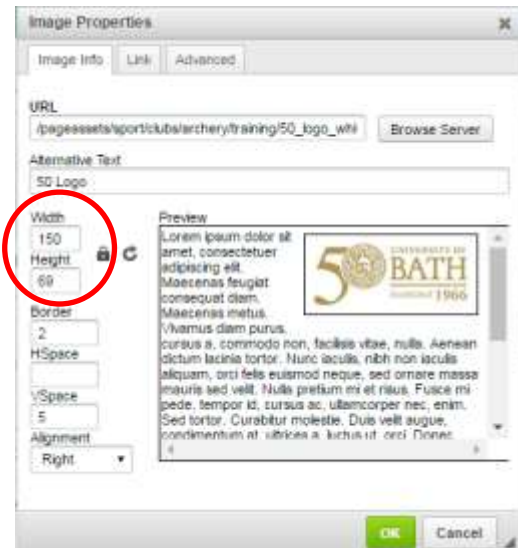
Add 'alternative text' so if there's ever a problem with loading the image, or someone is using a screen reader, it will give the user an indication of what they should be seeing. This is particularly key if your image has text embedded in it.

We don't recommend setting an image as a link, as it isn't very clear for those with accessibility issues. Remember if you do make an image into a link, your alt text will need to make it clear to someone using a screen reader that the image is a link, and where it goes.

E: Hosting videos

Always host your video on YouTube – let us know if you want to add it to the main TheSUBath account. Go to the YouTube video page, click 'share' to find the 'embed code' or just use the YouTube URL. Setting the display to 'Make Responsive' is a good option, in case people are using a mobile.

F: Showing signups, products and events on your page

Special content, eg a signup or product are added automatically with the text in curly brackets, eg {product}, and they hide automatically when you don't have any current signups/products etc. If the widget you want isn't in the dropdown, contact suweb@bath.ac.uk and we'll set it up for you.

G: Publishing your page

Click the 'Save / Exit' tab and then 'Publish'. If you want to **save a version** of the page without putting it live, use 'Save'. This will load next time you visit, but won't be available for anyone else to edit.

H: Reverting to an earlier version of your page

Visit the History tab, and click on a different version in the checkbox to make it live. Note that only the HTML saves in the history – if you are using the css or javascript tabs, only the current version of each exists.

External websites

We ask that you use the pages granted to your group on thesubath.com as your only web space (excluding things like social media profiles). There may be a need for external web space if something essential to the running of your group cannot be achieved on thesubath.com, but this **must be approved by your SU Officer and by the Marketing and Communications team**. Please also be aware that:

- The external web space will need to be hosted by Bath University Computer Services (BUCS)
- Any content that can be hosted on thesubath.com should not appear on the external web space

The things we would need to know from you are:

- The proposed domain name of the web space
- Why the website is needed for your group
- What features do you need that are not available on thesubath.com
- How you will carry out the handover of responsibility to future committees

Is there anything we've missed?

This guide was developed to help you, so if there's anything you need to know that isn't covered, get in touch and we will add it: suweb@bath.ac.uk

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