AMERICAN
UNIVERSITY
OF BEIRUT

AMERICAN UNIVERSITY OF BEIRUT

MICROSOFT SHAREPOINT 2016 CONTENT MANAGEMENT SYSTEM

Website Hands-on Training

Updated - September 19, 2023

Office of Communications | American University of Beirut

AMERICAN UNIVERSITY OF BEIRUT

TODAY'S MAIN TOPICS:

07.
Quick Tips

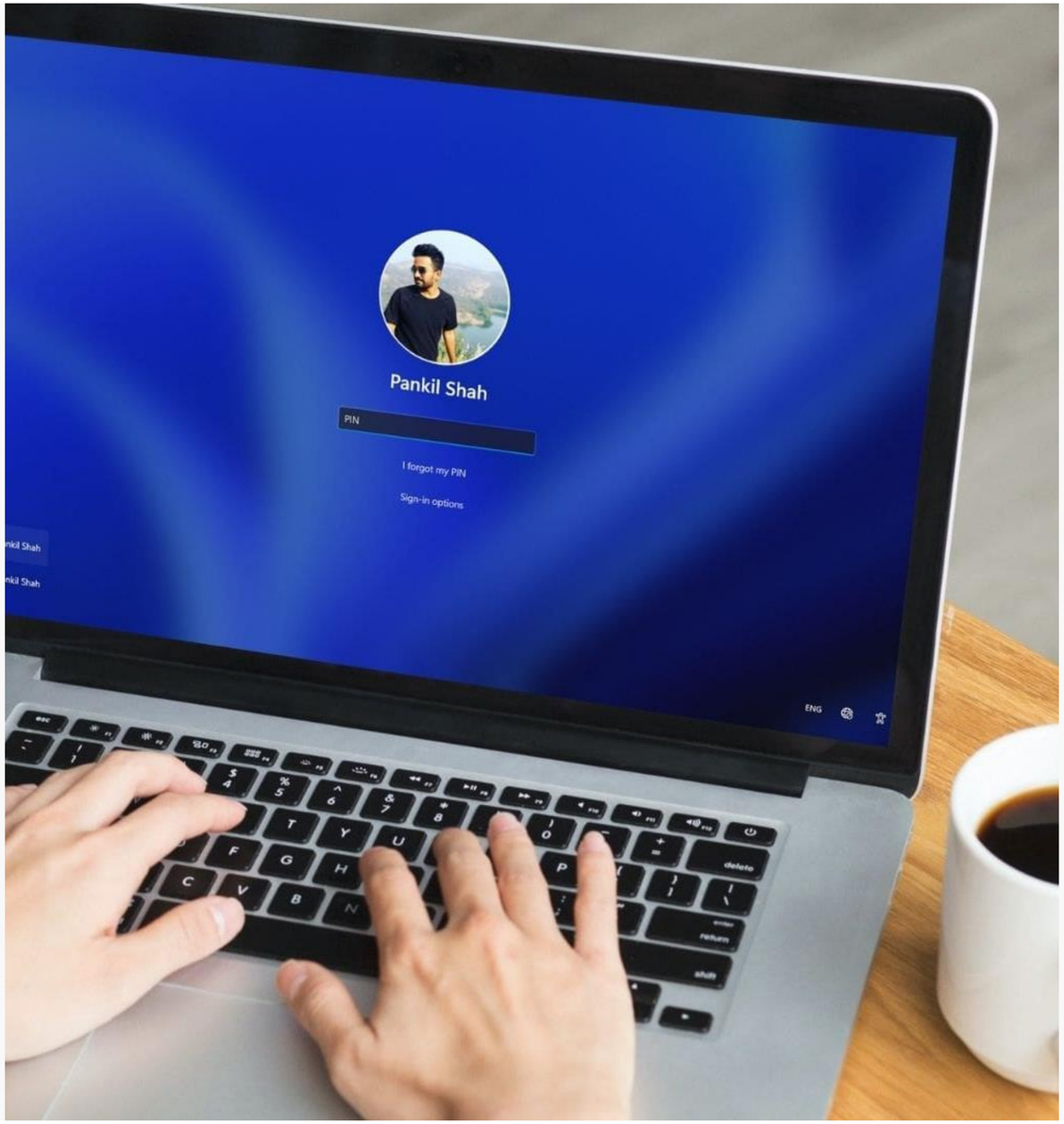
09.
Search Engine Optimization (SEO)

11.
Toolbars

13.
User roles/permissions and Access

15.
Documents and Libraries

16.
Creating New Page (with details)

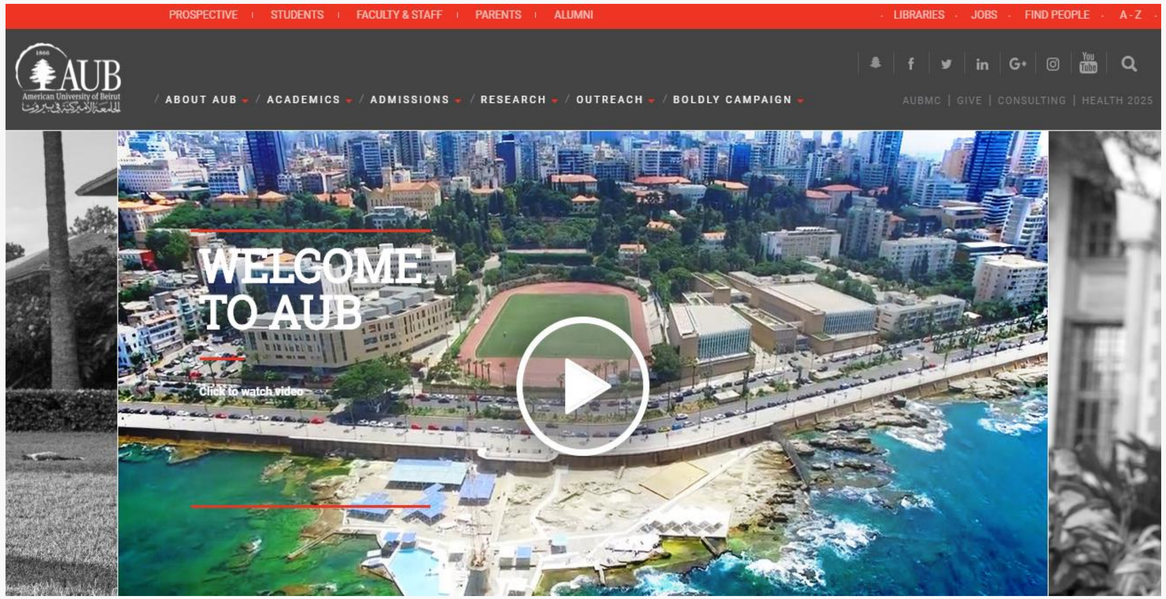


Login to pc

Make sure you have at least one random picture and one random document on the pc (my documents, my pictures…), download any random picture and document from Google if you don’t have any.

Please do not hesitate to contact us should you need any assistance.

1. Maher Hammoud, Web Master, Office of Communications, mh279@aub.edu.lb.
2. Sally Kaya Najjar, Web Content Manager, sk41@aub.edu.lb.
3. Nidal Mawas, Digital Media Director, Office of Communications nm74@aub.edu.lb.



Template options and web parts

You can access them via this link: http://www.aub.edu.lb/templates

Quick Tips

1. Please refer to the templates website all the time to make sure your website conforms with AUB's policies in terms of templates, styles, image sizes and icons.
2. Your website should also abide by the following publishing content on AUB digital platforms requirements and Accessibility Checklist.
3. To edit AUB website, you can login using your AUB credentials anywhere in the world by replacing in browser the www by cms2 and making sure http has an s for secure.
4. To edit AUBMC website, make sure you are on campus or using VPN. Replace in browser the AUBMC website URL https://aubmc.org.lb/ with https://aubmccms.aub.edu.lb/.

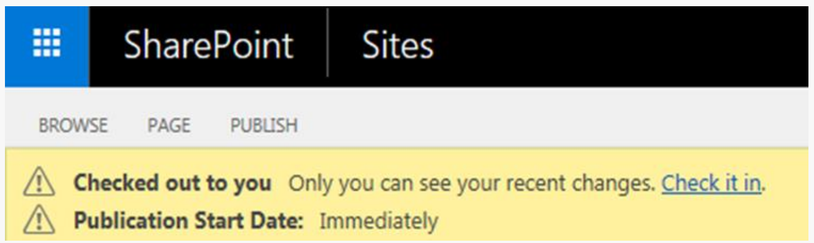
5. Do not publish pictures on the homepage of a website on your own. Contact us for picture and design requests.
6. Use proper English and keep the content short and easy to read. Make sure to follow AUB's Style Sheet.
7. Links to documents should open in a new window.
8. Links to websites within AUB should open in the same window.
9. Links to websites outside AUB should open in a new window.
10. To preserve the CSS style of the default web templates do not copy and paste from Microsoft Word or any other similar source. Always copy and paste using Notepad.
11. URL’s of pages, documents and pictures should be lower caps without spaces (use – or _).
12. Image sizes: https://www.aub.edu.lb/Templates/Pages/Imagesresolution.aspx.

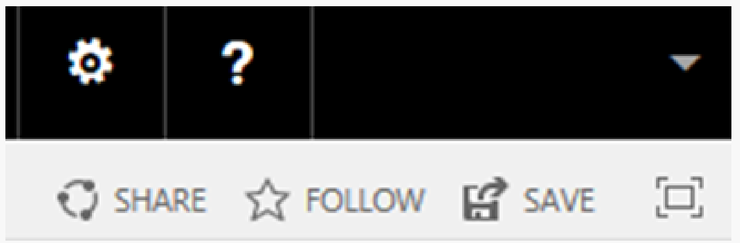
Search Engine Optimization (SEO)

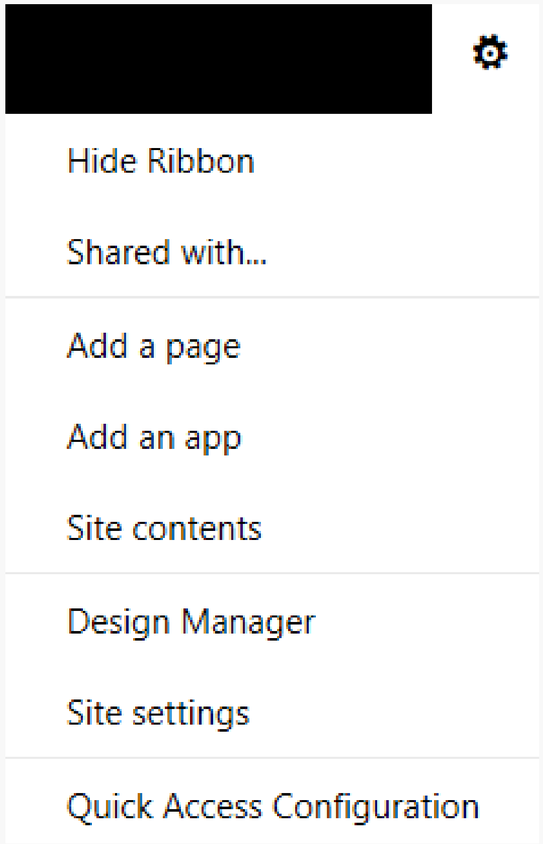
1. SharePoint allows web editors to enter meta descriptions and keywords to enhance SEO by editing each page to add meta descriptions and keywords.
2. Meta Description: Search Engines may display this text under a link to this page on a search results page. Please enter between 25 and 150 characters in this field.
3. Keywords: Provide keywords that describe the intent of this page. Separate each keyword with a comma. Please enter between 25 and 255 characters in this field.

4. Maintain fresh, up to date and brief content on your website.
5. Link to credible websites from your own website (quality rather than quantity).
6. When using links, use the full name of the link instead of “Click here”.
7. Use meaningful keywords and cluster your web pages to have specific keywords.
8. Add a description to each page and to each image and document you upload.
9. Add the word “image” or “picture” in the image ALT tag.
10. URL should be search friendly with keywords in the URL itself.
11. Consider using blogs and social media, as well a social component on the website.

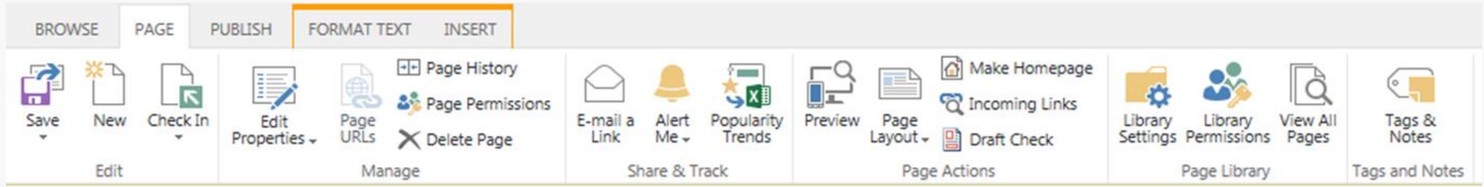
Toolbars

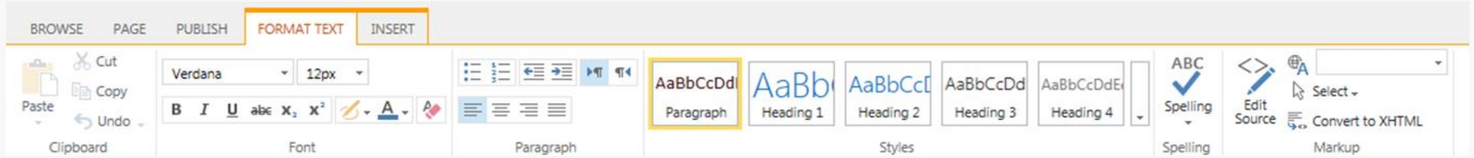

SharePoint
Sites
BROWSE
PAGE
PUBLISH
Checked out to you Only you can see your recent changes. Check it in.
Publication Start Date: Immediately

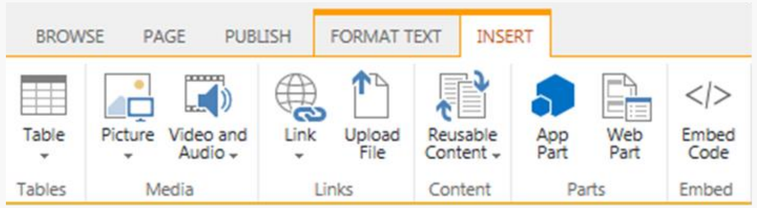

SHARE
FOLLOW
SAVE

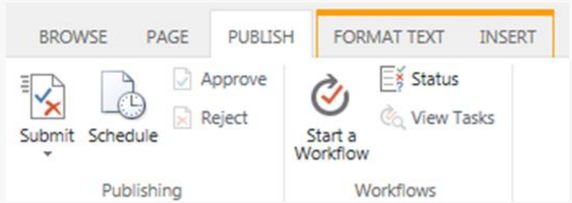

Hide Ribbon
Shared with...
Add a page
Add an app
Site contents
Design Manager
Site settings
Quick Access Configuration

Toolbars


BROWSE
PAGE
PUBLISH
FORMAT TEXT
INSERT
Save
New
Check In
Edit
Edit Properties
Page URLs
Page History
Page Permissions
Delete Page
Manage
E-mail a Link
Alert Me
Popularity Trends
Share & Track
Preview
Page Layout
Make Homepage
Incoming Links
Draft Check
Page Actions
Library Settings
Library Permissions
View All Pages
Page Library
Tags & Notes
Tags and Notes


BROWSE
PAGE
PUBLISH
FORMAT TEXT
INSERT
Paste
Cut
Copy
Undo
Clipboard
Verdana
12px
Font
Paragraph
AaBbCcDdI
Paragraph
Heading 1
Heading 2
Heading 3
Heading 4
Styles
ABC
Spelling
Spelling
Edit Source
Select
Convert to XHTML
Markup


BROWSE
PAGE
PUBLISH
FORMAT TEXT
INSERT
Table
Tables
Picture
Video and Audio
Media
Link
Upload File
Links
Reusable Content
Content
App Part
Web Part
Parts
Embed Code
Embed


BROWSE
PAGE
PUBLISH
FORMAT TEXT
INSERT
Submit
Schedule
Approve
Reject
Publishing
Start a Workflow
Status
View Tasks
Workflows

The administrator of the website will have the role of:

1. Contributor - Can view, add, update, and delete pages, list items and documents.
2. Hierarchy Manager - Can create sites and edit pages, list items, and documents.
3. Approver - Can edit and approve pages, list items, and documents.

Access

1. Go to https://cms2.aub.edu.lb/training.
2. Use Windows Authentication.
3. Choose assigned Site.

Settings → Site Content

Documents

- Used to upload any document used in the site
- Use PDF, classed in folders and sub-folders
- Use small names, lower case and no spaces
- Use small size files (< 4 MB)

Pages

- Where all the pages of this site reside

Images

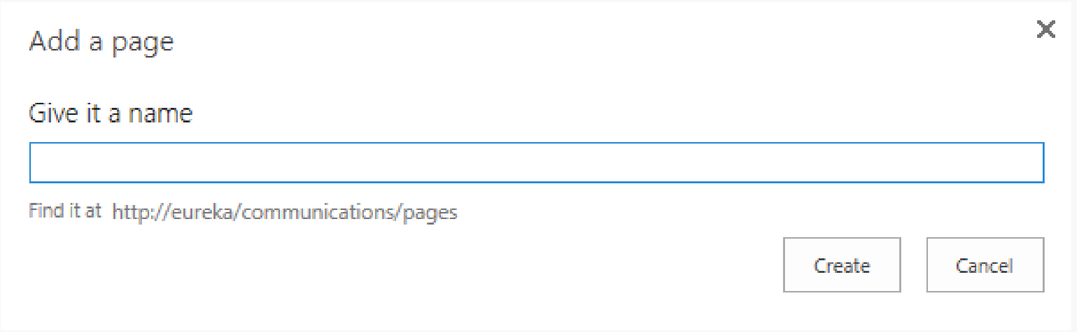
- Picture resizing to the appropriate display size
- Used to upload any image used in the site
- Use folders and sub-folders
- Use small names, lower case and no spaces
- Use small size pictures (< 1 MB)

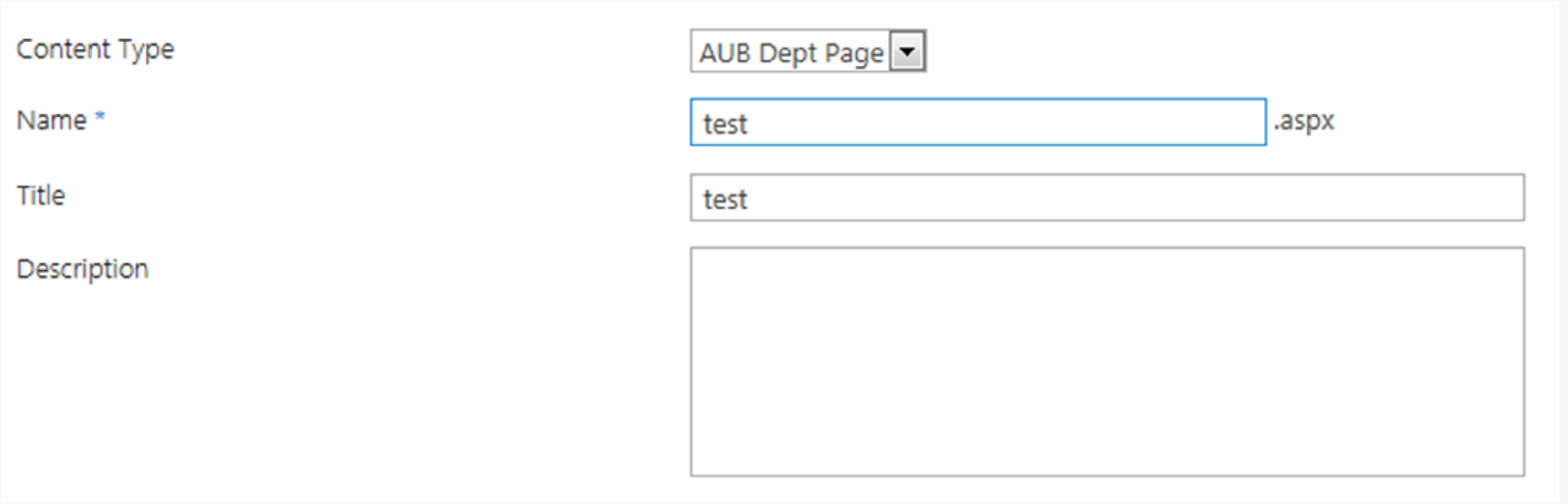
Subsites

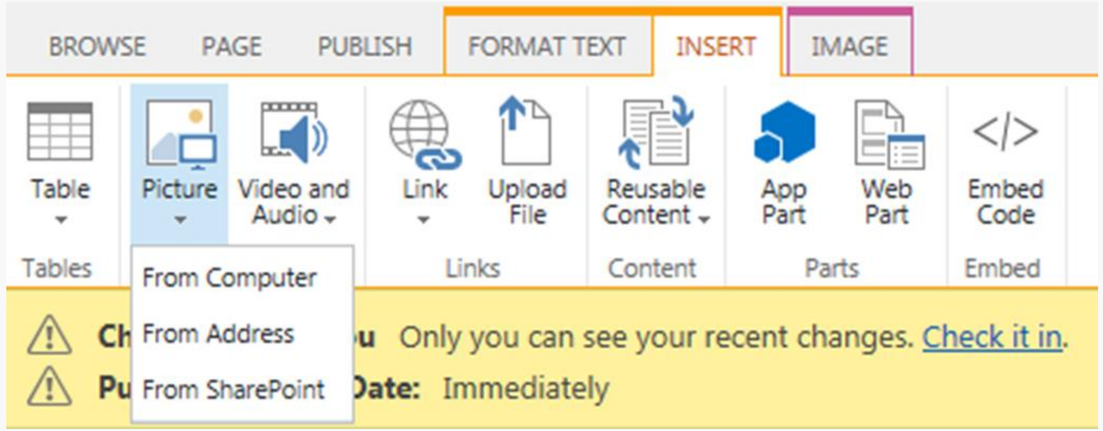
- Where you can find the sub-sites you create.

Create New Page

1. Settings ➡ Add Page or Page ➡ New.
2. Give it a name (URL name): use short names, lower case, no spaces, if needed link by “-” or “_”.
3. Edit ➡ Edit Properties.
4. Content Type: choose home or inner templates.
5. Title: appears in breadcrumbs and left navigation.
6. Description: choose keywords describing the site (useful for search engines, also go to edit SEO properties).

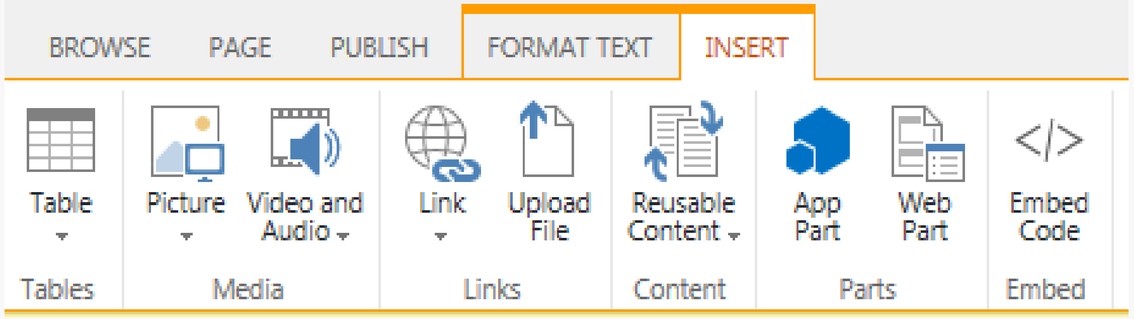

Add a page
Give it a name
Find it at http://eureka/communications/pages
Create
Cancel

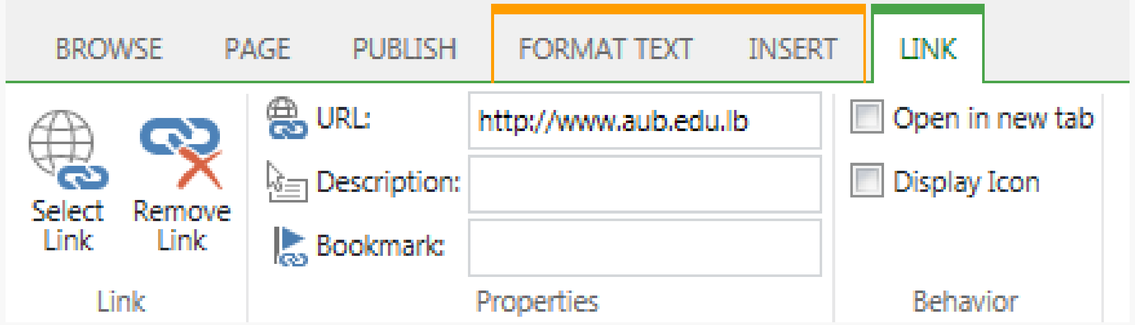

Content Type
AUB Dept Page
Name *
test
.aspx
Title
test
Description



Upload/add picture

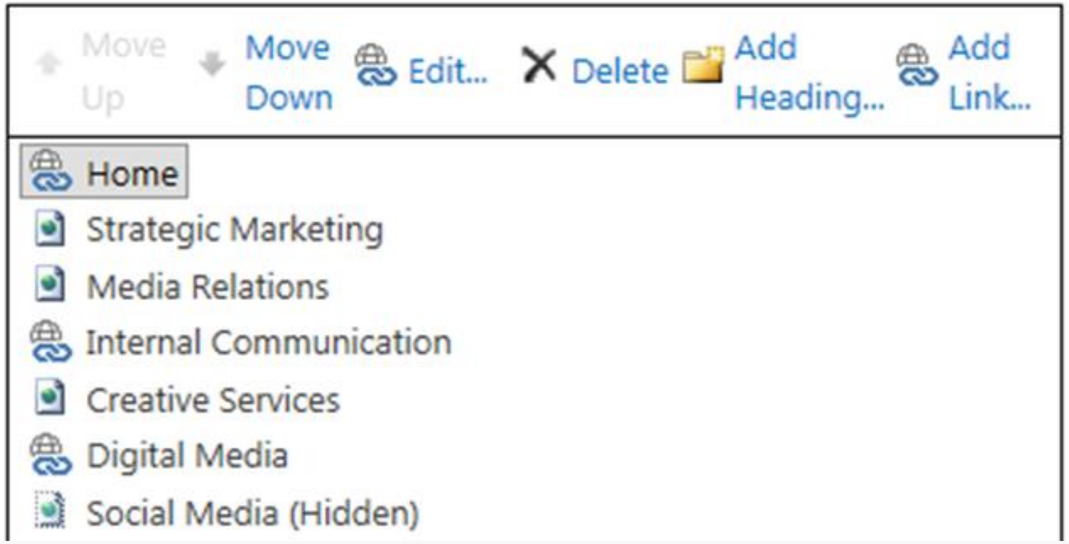
1. Go to Settings ➡ Site Content ➡ Images to upload and publish image.
2. Go to the page, click Edit, then Insert, then Picture from SharePoint.
3. Browse picture and select.





Upload/add PDF file

1. Go to Settings ➡ Site Content ➡ Documents to upload and publish document.
2. Go to the page, click Edit, select the sentence that you need to link to your file.
3. Click the Insert tab from the toolbar and then browse document.
4. If you need to link to an external file or website just paste its URL using the Link icon.
5. After choosing the file, you can tick the open in a new tab checkbox under the Link tab.



Modify navigation

1. Settings ➡ Site Settings ➡ Look and Feel ➡ Navigation.
2. You can Show Hide pages when necessary, and change their order in menu.
3. You can create Headings and add links below them.

Homepage items

1. Navigation
2. Buttons
3. Rotators
4. Cards
5. Tiles.

Events website

1. How to add your own events to your calendar.
2. How to request that your events gets added to AUB’s homepage calendar.

News website

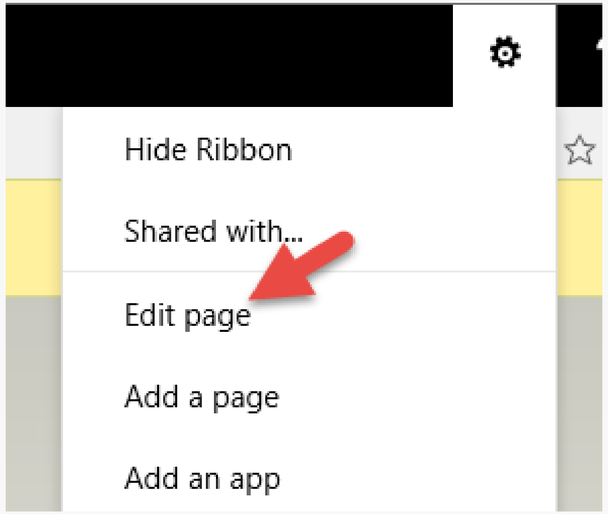
1. How to add your own news to your website.
2. How to select news templates.
3. How to request that your news gets added to AUB’s news listing.

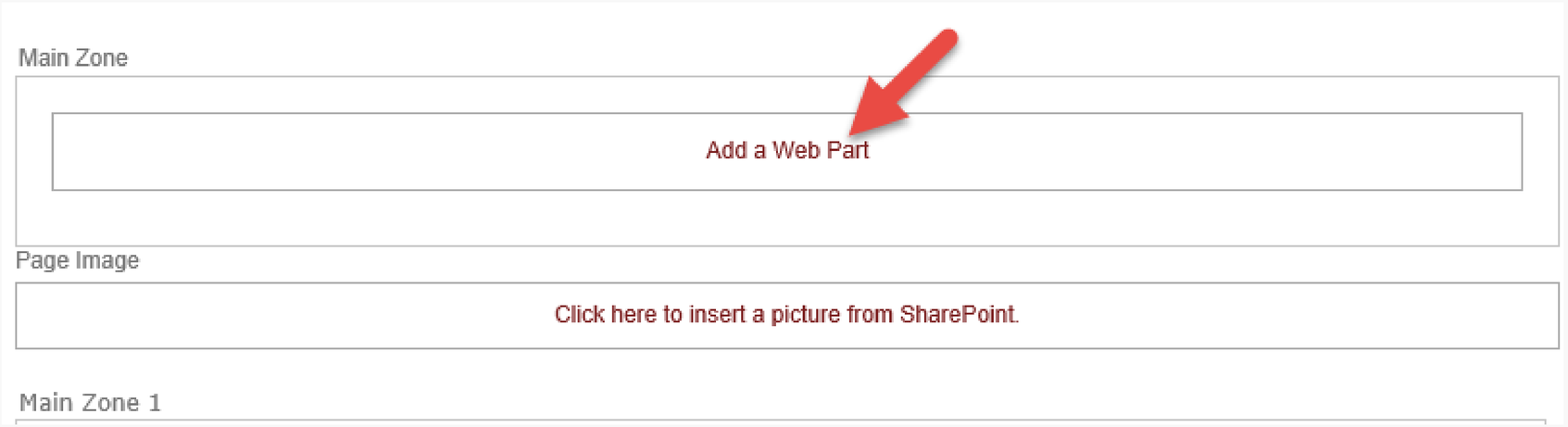
Social media icons

- How to add your own social media icons to your website.

Photo Rotator

1. Site Contents ➡ Add an app.
2. Search for “Images Rotator”.
3. Click on “Images Rotator” to create the picture library.
4. Name(without space): ImagesRotator.
5. Upload pictures after resizing.
6. You can also replace any photo with a YouTube link.


Hide Ribbon
Shared with...
Edit page
Add a page
Add an app


Main Zone
Add a Web Part
Page Image
Click here to insert a picture from SharePoint.
Main Zone 1

YouTube video

1. Go to page you want to embed a YouTube video on.
2. Make sure there is a Web Part area.
3. Add YouTube video Web Part.
4. Add YouTube video ID only in Web Part properties.

Other Web Parts

1. Collapsible Sections
2. In the News
3. Photo Albums
4. Twitter
5. Mailing List
6. Tabs
7. Programs and Majors

THANK YOU

AMERICAN UNIVERSITY OF BEIRUT