

MyHill

Targeted Content Development

User's Guide

The MyHillPlatform provides a utility for managing Targeted Content Channels that supports selective delivery of information to users based upon their campus roles (Employees, Student, Faculty etc.) or the access groups to which they belong.

Information can be added to these channels in plain text or HTML format with supporting links and images. These channels require little or no experience with HTML or other web authoring tools. Targeted Content channels, therefore, allow for distributed content ownership and development among staff selected as the content administrators.

Targeted Content Channels are created and managed through the **Portal Admin Manage Targeted Content Channels** interface. The Portal Admin page is accessible to users with the necessary permissions through the **Portal Admin** link.

Targeted Content channels are created in four stages:

1. Channel list
2. Edit Channel
3. Edit/Target Section (allow the channel author to target information to users based on their roles or access groups)
4. Edit Subsection (contain the individual content items that the author would like to target)

To begin the channel development:

1. Login to **myhill.stonehill.edu**
2. Click the **Portal Admin** link on the upper right corner.
3. Click the **Manage Targeted Content Channels** to see the channels you administer.
4. Select the Channel link(s) that now appears at the top left of the list of Channels.
5. In the Channel Attributes area, **Channel Title** and **Name** that the portal team has recommended is specified, therefore please do not change it.

The **Channel Name** displays to Channel Administrators in the Targeted Content Manager's list of channels and the list of channels available to End-Users when they add channels to a tab.

The **Channel Title** is only displayed to End-Users in the channel header at the top of the channel.

Creating Sections

Step 1

Before adding content to your channel, Sections must first be setup. Select the **Add New Section** button below the **Channel Attributes** area.

The primary purpose of **Sections** is to assign the End-User **role(s)** that will be allowed to view/access the content setup in Sub-Sections. You may setup one or as many Sections as you desire within a Targeted Content Channel.

Step 2

Select the **New Section** link that appears in the list of Sections.

In the **Section Attributes** area, enter/select the following information:

- **Section Status**
- **Section Title**
- **Section Options**

Note: The **Section Status** must be set to **Active** for any of the Section's Sub-Section content to be viewable/accessible by End-Users. The **Section Title** is for channel organization only, thus it is not viewable to End-Users. The choices in **Section Options** are optional.

Step 3

Click the **Section Audience** link in this example '**public**' to change the audience.

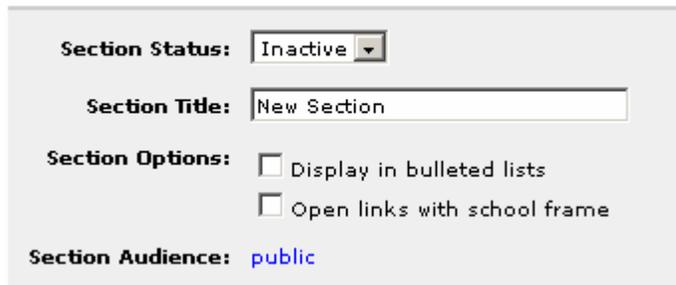
Click the '+' sign.

Click **User Attributes**, or **Roles**

Select an **attribute** and a **value from the list of available choices**

Click **Save Attributes** then click **Done**

Section Attributes



The screenshot shows a form titled "Section Attributes" with the following fields:

- Section Status:** A dropdown menu currently set to "Inactive".
- Section Title:** A text input field containing "New Section".
- Section Options:** Two checkboxes: "Display in bulleted lists" (unchecked) and "Open links with school frame" (unchecked).
- Section Audience:** A text field displaying "public" in blue, which is a clickable link.

Please note that this step is required only when the channel should only be available for specific attributes.

Creating Subsections

Step 1

Once your channel's Section information has been saved, content can be added to the channel through Sub-Sections. Select the **Section** link created in the previous step.

The screenshot shows the 'Channel Attributes' section with 'Channel Name' set to 'Registrar Info' and 'Channel Title' set to 'Office of the Registrar'. A 'Channel Categories' dropdown menu is open, showing options: Applications, Luminis, Miscellaneous, Entertainment, Games, and Internal. Below this is the 'Sections' table, which contains one entry: 'Registration Info'. The 'Registration Info' entry is circled in red. The table also shows 'Attributes' for the section: 'Role: Employee' and 'Role: Faculty'. Buttons for 'Save Attributes', 'Reset', and 'Add New Section' are visible.

Step 2

In the Sub-Sections area, enter the number of sub-section(s) you wish to create in the **Insert** field, then select the type of sub-section(s), and select the **Go** button.

The screenshot shows the 'Section Attributes' section with 'Section Status' set to 'Inactive', 'Section Title' set to 'Registration Info', and 'Section Options' checked for 'Display in bulleted lists' and 'Open links with school frame'. Below this is the 'Sub Section(s)' section. The 'Insert' field is set to '1', and the 'Type' dropdown menu is open, showing options: Link w/ Teaser and Photo, Link w/ Photo, File/Image Upload, Free Form Text/HTML, Remote HTML Reference, and Remote Image Reference. The 'go' button is visible.

Note: The primary purpose of **Sub-Sections** in Targeted Content Channels is to setup the **content** that End-Users will be able to view/access based on the Section's assigned role(s). You may setup one or as many Sub-Sections as you desire within a Targeted Content Channel.

Sub-Section Types:

Link w/ Teaser and Photo

Link w/ Photo

File/Image Upload

Free Form Text/HTML

Remote XHTML Reference

Remote Image Reference

Link w/ Teaser and Photo

The *Link w/ Teaser and Photo* sub-section option can be used to create two (2) types of static channel content with links: Link with Teaser, and Link with Teaser and Photo.



Note: Link w/ Teaser and Photo content is considered **static** because the content is permanently saved and will not change unless the content is edited manually.

Step 1

After creating a New Channel and New Section and selecting the Link w/ Teaser and Photo option and selecting the **Go** button, select the **New Sub-Section** link will appear under the Sub-Section Title heading.



Step 2

In the Sub-Section Attributes area, enter the **Sub-Section Title**. The **Sub-Section Title** is for channel organization only, thus it is not viewable to End-Users.

Enter Start Date and End Date or leave the Start and End Date fields blank for permanent content.



Step 3

In the Content area, enter the following information:

Heading

URL

Description

Content

Heading: Registration Information

URL: http://www.sctuniversity.edu/reginfo

Description: This links to the University official Registration web page.

Note: The **URL** field must contain **http://** and the full web page address.

Step 4

In the Image area, enter/select the following information:

- **Active status**
- **Image path**
- **Caption**

Image

Image: Active

C:\My Pictures\studentlife2.jpg

Acceptable image formats are .GIF and .JPG for best results.

Caption: We have great students!

Note: The Image file chosen must be either a **.GIF** or **.JPG/.JPEG** format and adhere to institutional image size parameters.

To create a **Link w/ Teaser** (and NO Photo), do not enter any information in the **Image** area.

Step 5

Select the **Continue** button at the bottom of the page. This will return you to the Section information page.

Step 6

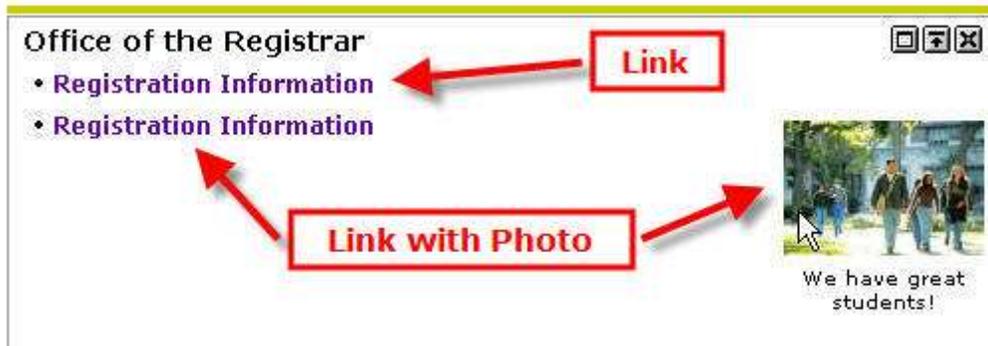
Add another sub section or select the **Save Changes** button at the bottom of the page if you're done creating sub sections. This will return you to the Channel Attributes information page.

Step 7

Select the **Done** button at the bottom of the Channel information page. This will return you to the list of Channels page.

Link w/ Photo

The **Link w/ Photo** sub-section option can be used to create two types of static channel content with links: Link, and Link with Photo.



Note: Link w/ Photo content is considered **static** because the content is permanently saved and will not change unless the content is edited manually.

Step 1

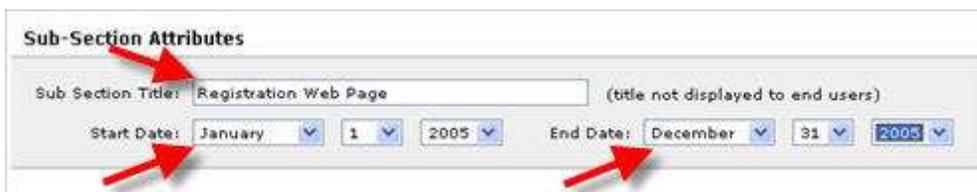
After creating a New Channel and New Section and selecting the Link w/ Photo option and selecting the Go button, select the **New Sub-Section** link will appear under the Sub-Section heading.



Step 2

In the Sub-Section Attributes area, enter/select the following information:

- **Sub-Section Title** – viewable to channel owner only
- **Start Date and End Date** or leave the Start and End Date fields blank for permanent content.



Step 3

In the Content area, enter the following information:

- **Heading**
- **URL**

Content

Heading: Registration Information

URL: http://www.sctuniversity.edu/reg

Step 4

In the Image area, enter/select the following information:

- **Active status**
- **Image path**
- **Caption**

Image

Image: Active

C:\My Pictures\studentlife2.jpg

Acceptable image formats are .GIF and .JPG for best results.

Caption: We have great students!

Step 5

Select the **Continue** button at the bottom of the page. This will return you to the Section information page.

Step 6

Select the **Save Changes** button at the bottom of the Section information page. This will return you to the Channel information page.

Step 7

Select the **Done** button at the bottom of the Channel information page. This will return you to the list of Channels page.

File/Image Upload

The **File/Image Upload** sub-section option can be used to create two types of channel content: File Upload, and Image Upload.



Note: File Upload content is normally existing HTML web content that is permanently uploaded to the MyHill server. Rather than an entire web page, this is just a file that comprises a section or HTML snippet from an existing web page.

An **Image Upload** is an existing graphic file that is permanently uploaded to the MyHill server. **No link** will be associated with this graphic/image when displayed in the channel.

Link w/ Photo content is considered **static** because the content is permanently saved and will not change unless the content is edited manually.

Step 1

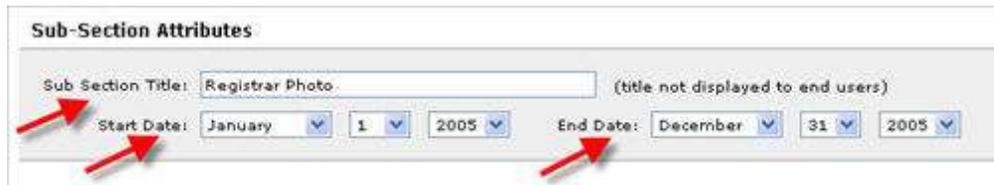
After creating a New Channel and New Section and selecting the File/Image Upload option and selecting the Go button, select the **New Sub-Section** link will appear under the Sub-Section heading.



Step 2

In the Sub-Section Attributes area, enter/select the following information:

- **Sub-Section Title**
- **Start Date**
- **End Date**



Sub-Section Attributes

Sub Section Title: Registrar Photo (title not displayed to end users)

Start Date: January 1 2005 End Date: December 31 2005

Step 3

In the Content area, select the following information:

- **File/Image path**



Content

File/Image: D:\A) My Work\Graphics\studentlife2.jpg Browse...

File: Contents should not contain <HTML>, <HEAD> or <BODY> tags for best results.
Image: Acceptable formats are .GIF and .JPG for best results.

Note: In the **File/Image** field, select the path to the desired file or image content on your hard-drive or network share.

Step 4

Select the **Save Changes** button. This will return you to the Channel information page.

Step 5

Select the **Done** button at the bottom of the Channel information page. This will return you to the list of Channels page.

Free Form Text/HTML

The **Free Form Text/HTML** sub-section option can be used to create two types of static channel content: Free Form Text, and Free Form HTML.



Note: The **Free Form Text** option allows simple text to be permanently saved to the MyHill server.

The **Free Form HTML** option allows existing web page content to be permanently saved to the MyHill server.

Step 1

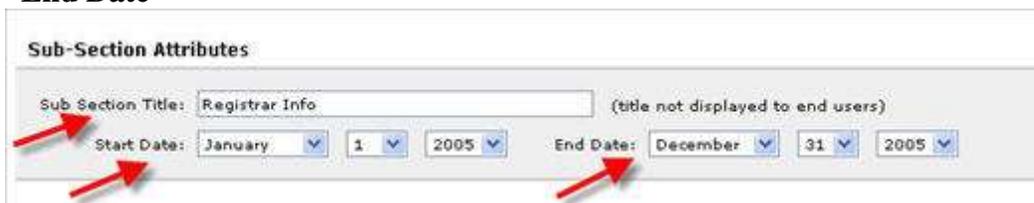
After creating a New Channel and New Section, and selecting the Free Form Text/HTML option and selecting the **Go** button, select the New Sub-Section link will appear under the Sub-Section heading.



Step 2

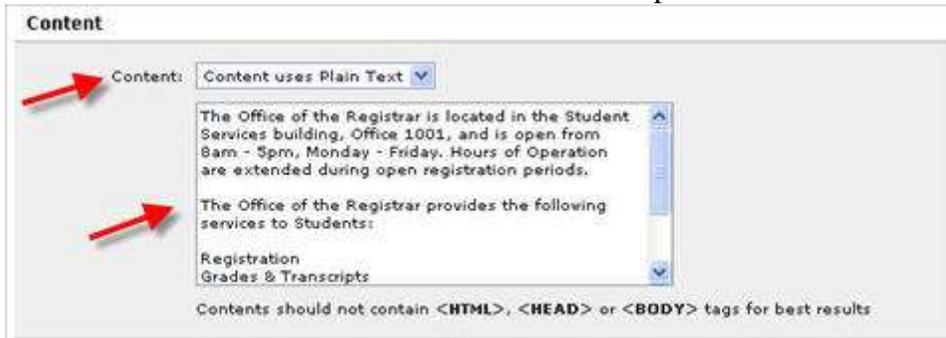
In the Sub-Section Attributes area, enter/select the following information:

- **Sub-Section Title**
- **Start Date**
- **End Date**



Step 3

In the Content area, enter/select the following information:
Content uses Plain Text **Or** Content uses HTML option



The screenshot shows a form titled "Content". At the top, there is a dropdown menu labeled "Content:" with the selected option "Content uses Plain Text". Below this is a large text area containing two paragraphs of text. The first paragraph reads: "The Office of the Registrar is located in the Student Services building, Office 1001, and is open from 8am - 5pm, Monday - Friday. Hours of Operation are extended during open registration periods." The second paragraph reads: "The Office of the Registrar provides the following services to Students: Registration Grades & Transcripts". At the bottom of the text area, there is a note: "Contents should not contain <HTML>, <HEAD> or <BODY> tags for best results". Two red arrows point to the dropdown menu and the text area.

Note: Free Form Text cannot be formatted with Paragraph breaks, Font type/color/size, etc. **Free Form HTML** content cannot contain the following HTML coding tags: <HTML>, <HEAD> and <BODY>.

Step 4

Select the **Continue** button at the bottom of the page. This will return you to the Section information page.

Step 5

Select the **Save Changes** button at the bottom of the Section information page. This will return you to the Channel information page.

Step 6

Select the **Done** button at the bottom of the Channel information page. This will return you to the list of Channels page.

Remote HTML Reference

The **Remote HTML Reference** sub-section option can be used to create static or dynamic channel content.

Remote HTML Reference

Residential Life □ □ ×

Returning Students! Secure your room for Fall 2005 now! See your [Area Director](#) for details. Have a question about Fall Room Signup? Not a problem -- be sure to review the [Fall Signup Procedural Guide!](#)



 Note: Summer Housing Applications will be accepted beginning **April 10, 2005**. The application can be picked up in the Residential Life Office.

Note: The **Remote HTML Reference** option allows existing web page content to be displayed in the channel without permanently saving it to the MyHill server. Depending on if the referenced web page content is static or dynamic will determine if the Remote HTML Reference content in the channel is static or dynamic.

Step 1

After creating a New Channel and New Section, and selecting the Remote HTML Reference option and selecting the **Go** button, select the **New Sub-Section** link will appear under the Sub-Section heading.



The screenshot shows a table with one row containing the link 'New Sub Section'. The link is circled in red. Above the table are controls for 'Insert' (set to 1), 'additional', 'Link w/ Teaser and Photo', and 'Sub Section(s)'. A 'Delete' button is visible at the bottom right of the table.

Step 2

In the Sub-Section Attributes area, enter/select the following information:

- **Sub-Section Title**
- **Start Date**
- **End Date**



The screenshot shows the 'Sub-Section Attributes' form. The 'Sub Section Title' field contains 'Student Info'. The 'Start Date' is set to January 1, 2005, and the 'End Date' is set to December 31, 2005. Red arrows point to the 'Sub Section Title', 'Start Date', and 'End Date' fields.

Step 3

In the Content area, enter the following information:

- URL



The screenshot shows a form titled "Content". It contains a text input field labeled "URL:" with the value "http://dementfamily.com/donald/indstate/hr.htm". A red arrow points to the URL field. Below the field is a note: "File should not contain <HTML>, <HEAD> or <BODY> tags for best results".

Step 4

Select the **Continue** button at the bottom of the page. This will return you to the Section information page.



The screenshot shows a form with two main sections. The top section is titled "Sub-Section Attributes" and contains a "Sub Section Title" field with the value "Student Info" and a note "(title not displayed to end users)". Below this are "Start Date" and "End Date" fields, each with a dropdown menu for the month, a dropdown for the day, and a dropdown for the year. The "Start Date" is set to January 1, 2005, and the "End Date" is set to December 31, 2005. The bottom section is titled "Content" and contains a "URL:" field with the value "http://dementfamily.com/donald/indstate/hr.htm" and the same note as in Step 3. At the bottom of the form, there are two buttons: "Continue" and "Cancel". The "Continue" button is circled in red.

Step 5

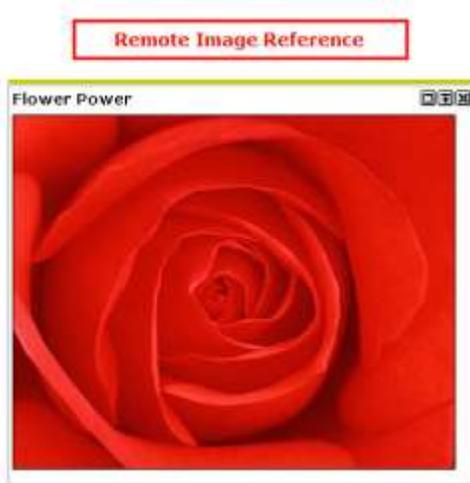
Select the **Save Changes** button at the bottom of the Section information page. This will return you to the Channel information page.

Step 6

Select the **Done** button at the bottom of the Channel information page. This will return you to the list of Channels page.

Remote Image Reference

The **Remote Image Reference** sub-section option can be used to create static or dynamic channel content.



Note: The Remote Image Reference option allows existing web page content to be displayed in the channel without permanently saving it to the Myhill server. Depending on if the referenced web page content is static or dynamic will determine if the Remote Image Reference content in the channel is static or dynamic.

Step 1

After creating a New Channel and New Section, and selecting the Remote Image Reference option and selecting the **Go** button, select the **New Sub-Section** link will appear under the Sub-Section heading.



Step 2

In the Sub-Section Attributes area, enter/select the following information:

- **Sub-Section Title**
- **Start Date**
- **End Date**



Step 3

In the *Content* area, enter the following information:

- **Description**
- **URL**
- **IMG Params**

The screenshot shows a form titled "Content" with three input fields. The first field is labeled "Description:" and contains the text "Registrar's Staff". The second field is labeled "URL:" and contains the text "http://www.abc.com/file.gif". Below the URL field, there is a note: "Acceptable image formats are .GIF and .JPG for best results." The third field is labeled "IMG Params:" and is empty. Below this field, there is a note: "Acceptable image parameters are width, height, border, align, hspace and vspace. I.E. - width='20'". Three red arrows point to the "Description:", "URL:", and "IMG Params:" labels.

The **IMG Params** field can be used to control the referenced image's parameters, such as **Width, Height, Border, Align, Hspace** and **Vspace**, using XHTML code. Image parameters are not required information to display a remote image in a channel.

Step 4

Select the **Continue** button at the bottom of the page. This will return you to the Section information page.

The screenshot shows a form with two main sections. The first section is titled "Sub-Section Attributes" and contains a "Sub-Section Title:" field with the value "Registrar Image" and a note "(title not displayed to end users)". Below this are "Start Date:" and "End Date:" fields, each with a dropdown menu for the month and a text input for the day and year. The second section is titled "Content" and contains the same three input fields as in Step 3: "Description:" (Registrar's Staff), "URL:" (http://www.abc.com/file.gif), and "IMG Params:" (empty). Below the "Continue" and "Cancel" buttons, there is a note: "NOTE: This information will only be saved temporarily. To permanently save it, click Save Changes on the Edit Section page. You can also make changes to any and all sub sections before you save the section, without losing any information." The "Continue" button is circled in red.

Step 5

Select the **Save Changes** button at the bottom of the Section information page. This will return you to the Channel information page.

Step 6

Select the **Done** button at the bottom of the *Channel* information page. This will return you to the list of *Channels* page.