This overview guide has been written to assist CAMRA committee members in creating and managing 'content' within "Beerengine" (BE) CAMRA's web platform for the provision of CAMRA Branch websites.

CAMRA Halton Branch adopted BE as its web platform in 2013 – over several months it has evolved to a point where in early 2014 it is sufficiently well structured that – with a little guidance – all members of the committee should be able to take over and own the site's content relevant to their role. The site will continue to evolve – being "current" is essential for the site to have value and relevance to CAMRA members and potential members alike. Oversight for the web site will still be provided as at present, however ownership and production of content must be taken up by committee members, such that the site is felt to be and is demonstrably owned by the branch and not the technical lead.

This document provides a simplified guide to the use of BE structured, by the content types and the information required for the different types.

The web site's address is http://www.halton.camra.org.uk

All committee members should include the above web address on ALL communications sent out in the name of the branch. This is the best means of ensuring that the persona of the branch is brought to the fore. Anything communicated out in the name of the branch should also be made known through the website. Email can only reach those persons for whom there is a known and working email address. Experience informs us that the branch is reaching only a small proportion of members through email. A good website presents a great opportunity to reach a larger audience.

BE is a very easy to use website; "content" is created by filling in forms, which when complete "present" information as a web page to users. There is very little technical knowledge of websites required by authors, however a little knowledge is always useful and will significantly improve the appearance of the web pages. This document provides that limited knowledge, note though the author is always available to assist where required.

All 'content authors' need to be 'registered' and 'approved' to make changes, if you do not have author access to the site, please provide your CAMRA membership number to the guide's author. To create or change website content, go to the website address above and click the "Sign in" link at the bottom of the page. To sign in you will need your CAMRA membership number and password. Once signed in you will have access to member's only content and if permitted, access to the content management options.

Beer Engine Menus

BE's "menu" is split into six sections, all but one of which we have no control of – they are "set in stone" within the BE model, which takes away some work for branches and provides a common look and feel across all branches, thereby delivering some semblance of a common pan-branch corporate image for CAMRA.

- **Home** – this is fixed and links to the "front page" of the web site
- **Branch options** – this is totally under the control of the branch, the content of this section is managed by the "Edit Menu" option under the site admin options
- **Members' Area** – this is fixed and links to a page restricted access page for members only. This page can be used as a "front page" for member's only content
- **National CAMRA** – this is fixed and the branch has no control at all over what appears here. This provides links direct to CAMRA HQ resources.
- **Content administration** – these options appear if the signed in member has site editorial rights. The content of this section is fixed and the branch has no control over its content
- **Sign in / out** – rather speaks for itself!

Beer Engine Content

The branch can control (create and edit) the content of:-

- The HOME PAGE
- Branch options pages
- The Members' Area page
- Other material not directly linked to by menu options

Creation and modification of existing content is undertaken using the Content administration options.

BE content is broken down by "content type". Some content type contains (or uses) other content type and thus there is an implied hierarchy of content, which should be borne in mind when creating content. Sometimes more than one "content type" might be suitable for a particular use, if there is any doubt about what works best, please ask.

- **PAGE** – this is the "highest" level of content; a page can contain any of the other content types identified below, either directly or via a "LIST" function. Generally once a PAGE has been set up, its content is "managed" by administration of the LIST content which is contains
- **EVENT** – this content type is most appropriate for an activity which has the attributes of dates and times, they also reference a VENUE. EVENTs can be linked to directly but are more usually placed on a PAGE via a LIST function
- **NEWS** – this content type is most appropriate for material of specific or general interest, produced at some specific point in time, where reference to date and time serves only to indicate the age of the material. NEWS items can be linked to directly but are more usually placed on a PAGE via a LIST function
- **VENUE** – describes a location for an EVENT or other activity.
- **CONTACT** – Details of people performing particular roles within the branch. CONTACTs are usually placed on a page via a LIST function
- **DOWNLOAD** – this content is for non-web page material made available to website users. This can be used for a wide range of material, from office documents (e.g. meeting minutes, spreadsheets, presentations etc.) through to sound or video clips.

DOWNLOAD items can be linked to directly or equally placed on a PAGE via a LIST function

- **LINK** – provides a means of linking to other internet resources. Whilst it is possible to write links to other web sites directly into content, using a LINK results in there being only one reference to the external site for a given resource. If the location of that resource is changed, the change only needs to be applied to the LINK, rather than needing all content to be searched and altered. LINKs can be used within all other content type other than DOWNLOAD items
- **PUB** – this content cannot be created or edited directly by the branch; it is pre-populated from WhatPub into BE. The information in PUB content can only be maintained via PubZilla / WhatPub

Add content

This option allows the CREATION of new content. Different content types have differing information elements; however some information elements (field) are common to several content types. The common elements are described below:-

- **Title** – This field MUST be present (filled in) on ALL content types. The failure to fill in the field before clicking the ADD button will make it very difficult to locate the content for editing. This field provides the name / clickable link for content displayed using LIST functions. This is the one field which cannot be selected (or not selected) in LIST functions
- **Teaser** – At present the purpose of this field is not obvious to the author and therefore SHOULD NOT BE USED
- **Category** – This field provides a "grouping" for some content types – e.g. an EVENT can be categorised as a "BranchMeeting". Categories can be used to restrict what is displayed by a LIST function
- **Restrict Access** – This field (tick boxes) allows the content to be restricted to CAMRA members only – either any member or members of the branch only
- **Date(s)** – This can be a single date / time or a start and end date / time. Clicking in the date field presents a calendar to select the date and then a box to enter the time
- **Body or Description** – This field holds the real information for all content types. It can be narrative (free formatted or HTML formatted) text, a LIST function for other (e.g. EVENT) content type or links to any other content type. This field accepts and uses HTML codes, which though not essential can be used to significantly enhance the appearance of the resultant web page – see "HTML in body fields" below

After the fields have been completed, click the ADD button at the bottom of the form. The confirmation screen will provide a link to "View page" – note that for some content types, this might not look the same as it would do when appearing in a list. Generally it is best to look at new (or edited) content in the page which displays it.

The screen also displays a link identity of the form "*[[link:id=18307]]*" – placing this in another content's Body / Description field, forms a clickable link between the items.

Add Page

PAGE uses the following common elements

- Title – this is used as the page heading or title
- Teaser

- Restrict Access
- Body – this is where the content of the page is written / defined

Add Event

EVENT uses the following common elements

- Title – this is used as the link to the event in an EVENT LIST
- Teaser
- Category
- Restrict Access
- Date(s) – this should be the date / time of the event start and (if the event spans a number of days) the end date / time. If the time of the event is to be displayed, tick the "display time" box
- Body – this should be used to provide any additional information about the event e.g. special instructions about the venue, external websites supporting the event

EVENT also has this special element

- **Location** – This field is restricted list of *existing* VENUE and PUB contents. Ideally the VENUE for the EVENT should exist BEFORE creating the EVENT; otherwise you will have to have two "goes" at setting up the event, first using a dummy location. NB: clicking "Add new venue" from this page will discard any input already entered

Add News

NEWS uses the following common elements

- Title – this is used as the link to the NEWS item in a NEWS LIST
- Teaser
- Category
- Restrict Access
- Date – this should be the publication date, thereby the reader can be informed of how old the item is
- Body – this should be used for the news text and image links

Add Venue

VENUE uses the following common elements

- Name (same as Title) – this is name which will be:-
    - Displayed in an EVENT's drop-down location selection list
    - Displayed on an EVENT summary as seen in an EVENT list
    - Be the title link on the detail page of an EVENT
- Restrict Access
- Body – this should be used for any additional useful information relating to the venue

VENUE also has this special element

- **Address (Location)** – This field should contain the full address (including post code) of the venue. After entering the address, clicking the "Look up address" button will display a map and a "map pin" which should be moved to the exact location

Add Contact

CONTACT uses the following common elements

- Role (same as Title) – this is used as the link to the CONTACT item in a CONTACT LIST
- Restrict Access
- Body – this should be used for any additional useful information relating to the contact – in the case of Halton's implementation, this is where the link to the photograph (image) of the role holder is placed

CONTACT also has these special elements

- **Sort weight** – this is a numerical value which determines the position of the CONTACT in a CONTACTS list (as used on the CONTACTS page). In Halton's implementation, the sort weight values are Chairman: 10; Secretary: 20; Social Sec: 30; … BLO db Brewing: 110
- **Address (Location)** – This field should contain the full address (including post code) of the venue. After entering the address, clicking the "Look up address" button will display a map and a "map pin" which should be moved to the exact location

Add Download

DOWNLOAD uses the following common elements

- Name (same as title) – this is used as the link to the download item in a DOWNLOAD LIST
- Category
- Restrict Access
- Body – this should be used to provide any additional information about the DOWNLOAD e.g. special instructions about the venue, external websites supporting the event
- Date – this field is used for grouping items in a DOWNLOAD list; for example if all of the documents associated with a particular branch meeting are given the same date (in this field) all those documents will be listed together in a DOWNLOAD LIST

EVENT also has this special element

- **File** – Use this field to specify the file you want to up load

Add Link

LINK uses the following common elements

- Name (same as Title) – this is the text which will be displayed whenever the link is used in a BODY field
- Teaser
- Restrict Access
- Body – this should be used for any additional useful information relating to the contact – in the case of Halton's implementation, this is where the link to the photograph (image) of the role holder is placed

LINK also has these special elements

- **Sort weight** – this is a numerical value which determines the position of the LINK in a LINKs list
- **Address** – This field should contain the full website address (http://) of the site to be linked to

Add image

This option allows the addition of IMAGES to the site. Note that there is no means of editing the details of an image after it has been added. It is there essential that the content of this form is double checked BEFORE clicking the ADD button.

- **Caption** – This field MUST be present (filled in) on ALL images; it should be distinct and clearly relate to what the image is about. This field is the only visible identity given to an image once it has been loaded into BE.
- **Description** – A brief note of the image content. The content of this field will be displayed on the web page whilst the image is loading and afterwards, it will be the text which appears when the mouse is placed over the image
- **Image** – Use this field to specify the name of the image file you want to up load

After the fields have been completed, click the ADD button at the bottom of the form. The confirmation screen displays a link identity of the form "*[[image:id=18307]]*" this should be noted BEFORE doing anything else with the image. Placing this link code in another content's Body / Description field, will display the image in that content item.

This screen also provides the option to rotate the image if it is the "wrong way up" – just click on the image which is correct (after recording the link code). The system will then report "Image rotation updated".

User administration

This page is used to manage users who have permissions to edit the content of the web service. This option should be left to the site manager. In the case of Halton Branch no-one has at this time been given full administration rights.

Edit menu

This page allows the modification of the "Branch Options" part of the web site menu. This option should be left to the site manager.

There is no need to have a link direct to everything from the menu. This would lead to an overly long list of options which users might find unhelpful. The links in this section should point to sub-areas where detailed lists of the site's content can be found.

List available content

This is the place from where *existing* content can be modified. Selecting this link displays a page offering tick boxes (to the left of the key-word) to choose the type of content you want to list. Lists show the item's code which is required to embed it within other content. If permissible the list also provides links to view, edit and delete the content.

Warning: once deleted there is no means of recovering the content.

Notes

- There is no means of either editing or deleting IMAGE or PUB content

- Displaying content does no display the content in the context in which a normal website user will see the page. This option should only be used to verify that the material is that which is being sought
- When editing a content item, a field is displayed to record a description of an edit – where the management of content is shared, it would be useful to place a note in here of when the change was made and by whom

HTML in body fields

HTML is a special set of codes (or markers) which tell a web browser how to format the text content of a web page. Within BE, generally one does not need to know or worry about HTML – BE is quite intelligent and will (try to) work out most things for itself. Sometimes though some knowledge of a few basic HTML codes (they are called 'tags') can be used to take control of the process and markedly enhance the appearance of a web page. This section introduces some basic HTML concepts and describes a few simple tags which can make a marked difference to how your site looks.

The BODY / DESCRIPTION field of each content type supports a good number of HTML tags, many of which require a reasonable working knowledge of HTML, which is outside of the scope of this document. This section explains the simple use of a few basic HTML text formatting tags.

A HTML tag is written as "<tagname>" (without the quote marks). Most HTML tags appear as an opening and closing pair, surrounding the text to which their 'effect' is to be applied:-

<tagname>This text is to be affected by the purpose of 'tagname' up until here</tagname>

Note that the closing tag is the same as the opening tag, except is also has a "/" in front of the tag name. Different tags can be nested so long as the opening and closing pairs do not over-lap.

The following is valid:-

<tagname>This text is to be affected by the <tag2>purpose</tag2> of 'tagname' up until here</tagname>

The following is NOT valid:-

<tagname>This text is to be affected by the <tag2>purpose</tagname> of 'tagname' up until here</tag2>

The following sections provides an introduction to a few simple HTML tags – for more information, please consult one of the many HTML references to be found around the internet.

<p>…</p> - paragraph

Though BE will do a reasonable job of trying to work out where paragraph breaks are from the new-line characters entered as you typed, it does not always deliver the result you might expect. Paragraphs might not be spaced where you expect; what you have set on separate lines might appear as continuous text. <p>…</p> allows you to control how text is broken into paragraphs.

<p>We are pleased to cater for any special dietary needs you may have, including gluten free, just telephone us in advance to discuss this with our helpful chef.</p> <p>Every Sunday you can choose from a mouth-watering selection of roasts at our famous Carvery. You do not always need to book, but call us if you want to reserve a favourite table or one for more than 4 people. Booking is also advisable for busy holiday weekends.</p> <p>Monday nights is when the locals gather to play live music. Everyone is welcome to come and join in. Bring your own instrument and plug in. The styles

vary, but the underlying theme is simply to have fun making music. Singers are also welcome... as are that other essential ingredient - listeners!</p>

Appears on the web page as…

We are pleased to cater for any special dietary needs you may have, including gluten free, just telephone us in advance to discuss this with our helpful chef.

Every Sunday you can choose from a mouth-watering selection of roasts at our famous Carvery. You do not always need to book, but call us if you want to reserve a favourite table or one for more than 4 people. Booking is also advisable for busy holiday weekends.

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<i>…</i> - italic

… - bold

<u>…</u> - underline

The *italic*, **bold** and <u>underline</u> tags do exactly what they say to the text between the start tag and end tag pair.

Out <i>Inn</I> Cheshire is <u>the</u> informative guide for all of the county's pub-goers. Out <i>Inn</i> CHESHIRE is published by the Cheshire Branches of CAMRA, (the Campaign for Real Ale) of which HALTON is one branch.

Appears on the web page as…

Out *Inn* **Cheshire** is <u>the</u> informative guide for all of the county's pub-goers. Out *Inn* CHESHIRE is published by the Cheshire Branches of CAMRA, (the Campaign for Real Ale) of which HALTON is one branch.

<table>…</table> - <tr>…</tr> - <td>…</td> table formatting

Sometimes information needs to be laid out as a table – rows of tabulated columns. The table, table-row and table-cell tags allow information to be laid out as a grid. Typing this in the first place is a bit of a chore, but the result can be very effective.

- <table>…</table> is wrapped around the whole of the table content
- <tr>…</tr> is wrapped around each row of the table – there can be many of these tag pairs within a single table
- <td>…</td> is wrapped around each information cell (column) – there can be many of these tag pairs within a single table-row
- If required, the text within <td>…</td> can be formatted with any of the text formatting tags described above

```
<table>
<tr><td>Day</td><td>Food</td><td>Bar</td></tr>
<tr><td>Mon</td><td>12:00 - 20:00</td><td>12:00 - 23:30</td></tr>
<tr><td>Tue</td><td>12:00 - 20:00</td><td>12:00 - 23:30</td></tr>
<tr><td>Wed</td><td>12:00 - 20:00</td><td>12:00 - 23:30</td></tr>
<tr><td>Thu</td><td>12:00 - 21:00</td><td>12:00 - 23:30</td></tr>
<tr><td>Fri</td><td>12:00 - 21:00</td><td>12:00 - 00:30</td></tr>
<tr><td>Sat</td><td>12:00 - 21:00</td><td>12:00 - 00:00</td></tr>
<tr><td>Sun</td><td>12:00 - 19:00</td><td>12:00 - 22:00</td></tr>
</table>
```

Appears on the web page as…

Day	Food	Bar
Mon	12:00 - 20:00	12:00 - 23:30
Tue	12:00 - 20:00	12:00 - 23:30
Wed	12:00 - 20:00	12:00 - 23:30
Thu	12:00 - 21:00	12:00 - 23:30
Fri	12:00 - 21:00	12:00 - 00:30
Sat	12:00 - 21:00	12:00 - 00:00
Sun	12:00 - 19:00	12:00 - 22:00