

How to create or edit an Extension program page

Adding a new Extension program page

1. Before logging into the Personnel Management System, create a Word document that includes:
 - a. A short program description – this gives end users a quick summary of what the program is about. Limit 670 characters including spaces (approximately 100 words).
 - b. A long program description – for most programs, this is the program’s main webpage. It can include details about the program’s activities, upcoming classes, accomplishments and achievements, impact statement, history, etc.
2. [Using Firefox](#), log into the [Personnel Management System](#).
3. Click Extension Programs.
4. Click Add New Program.
5. Add the program title.
6. Copy-Paste your short and long descriptions **with no formatting**; you can reformat afterward. **WARNING: Microsoft Word is weird and failure to remove formatting may break accessibility, which means your publication may not be approved for posting to the website.**
 - i. Windows: Ctrl + Shift + v
 - ii. Mac: Command + Shift + v
 - iii. To preview, click **Save** at the bottom left of the page, then within the Edit Program page, click Preview in the button ribbon at the top.
 - b. **CLICK SAVE CHANGES AT LEAST ONCE PER HOUR** – the system will kick you out if you appear “inactive” for an hour, and it doesn’t recognize typing or formatting in the Long Description box as being active. The button is at the bottom of the page.
 - c. The University-required annual training for people who create, edit or post content online will help you in making the webpage version of your publication accessible. Log into wcl.unr.edu to take the training online or visit [Teaching & Learning Technology's website](#) to enroll in an in-person session.
7. Add keywords
 - a. List your keywords **left-to-right** in order of priority and importance.
 - b. Include **words that a general audience might Google**.
 - c. Include **common misspellings** of keywords.
 - d. Include **words that might be used in-house**, such as jargon and acronyms.
 - e. Include **last names of program leaders and contacts**, including common misspellings.
8. Select all relevant website areas – this lets your program show up on related pages.
9. Optional: If your program does have a separate website, you can add the website’s link to the Outside Link section.
 - a. If the somewhere else on the web is an Extension website (e.g. livingwithfire.info), it must be accessible.
10. When the page looks the way you want, Click **Submit for Review** at the bottom right of the page. The communication’s team will receive an email asking them to review your submission for ADA compliance. If it passes, they will allow the program to show up on the website. If not, they will let you know that changes need made.

Adding images

Accessibility, ADA compliance and why we cannot use images containing text

Because of the funding the University receives, we are bound by federal law on accessibility to make sure **everyone** is able to experience the content on our site. A recent legal agreement between the University and the Office of Civil Rights in Washington, D.C. also obligates us to make our site content accessible. Plus, Extension’s purpose is to help people, including people who have an ability difference.

Alternate text, also known as alt text, helps people with visual impairments who use screen readers; however, not everyone with a visual impairment uses a screen reader. So, adding alt. text to an image with text on it will still leave some people with disabilities unable to experience the content on our site.

The accessibility checker that is used to monitor the University's compliance with the legal agreement has a manual check in place that causes every single image to be examined for text. If an image without text cannot be found, the University's placeholder image for missing visuals will automatically show up.

Preset images

Preset images show up with program titles and descriptions throughout the website. There are three preset image types for a publication: content blocks, banners and thumbnails. **Content blocks and thumbnails are required for a program page to be approved to show up on the website.** However, after the initial approval, they can be updated without needing to contact the communication team. For more information on preset images, see [How to add images to a publication](#).

Embedded images

Some programs have images embedded in the webpage. These images will be added into the Long Description box after the text has been copy-pasted and reformatted.

How to embed an image into the long description of the program

Images must be **jpgs that are no wider or taller than 586px**. They can be smaller.

Tip: Check out [LinkedIn Learning](#) for videos on how to prepare images for the web.

1. Place your cursor where you want the image to appear.
2. Click the Image icon found in the second row of formatting buttons – the box with mountains.
3. Click Upload, the third tab across the top.
4. Click Browse and select your jpeg image.
5. Click Sent it to the Server. This will automatically bounce you back to the Image Info tab.
 - a. This will also give your image a url. If you save this url, then you can embed the image in other programs and publications on the website without having to re-upload it.
6. Add alt text. Make sure it's a brief and literal description of the photo, tying it to the program if possible (e.g. "two 4-H girls doing backflips," "Master Gardener taking grape-inspection notes on a clipboard" or "peaches on a tree").
7. Delete the numbers in the Width and Height fields, leaving them blank. This keeps the image from getting distorted on tablet and mobile phone screens.
8. Make sure words don't touch the image by adding values to the HSpace and VSpace fields.
9. Click OK.
10. To edit your image, click the image and click the Image icon. Repeat until the page looks like you want it.
 - a. To preview, click **Save** on the bottom left of the page, then within the Edit Program page, click Preview in the button ribbon at the top.
11. When the page looks the way you want, Click **Submit for Review** at the bottom right of the page.

Editing an existing Extension program page

1. Follow steps 1-3 for Adding a new Extension program page.
2. Find the program you want to edit in the list. Click Edit in the left column.
3. Make edits using steps 5-10 for Adding a new Extension program page as a guide, plus any steps for embedding photos.
 - a. To preview, click **Save** on the bottom left of the page, then within the Edit Program page, click Preview in the button ribbon at the top.
4. When the page looks the way you want, Click **Submit for Review** at the bottom right of the page.