



SEA CADETS

UNIT WEB GUIDELINES

Breathe life
into the brand.

INTRODUCTION

The website is an integral part of the Sea Cadet brand. It's helpful to think about the brand in the same way you think about the uniform; it's the marketing "uniform" of the Sea Cadets and should be given the same respect as the uniform you wear, after all, it's on parade to the public across the UK every single day. And in the same way you do not mix and match your different uniforms, likewise the branding should be worn correctly.

A word on brand

Brand is not just the visual identity, i.e. the logo or crest, that's part of it but it's much broader than that, it is everything that goes into how we look, sound, and appear.

That means the language we use, quality of photographs, font, type, uppercase, lowercase, title case, colour, spacing, sizing, because when viewed collectively they make a big impact and are the difference between looking good and looking a little less than your best.

We are a sophisticated bunch in the 21st Century and we demand a lot from the things we see, years of advertising has honed our ability to be discerning, so we know how to size up the value of something in a heartbeat and our judgement is guided by: how well put together something is, does it look trustworthy, does it look professional, can it hold its own against its competitors, how does it compare? First impressions count – so we have to make a good one.

The instructions will, if you follow them correctly, ensure you look the best you can. Please do not 'interpret' the instructions, they are not subjective or based on personal likeability, they are to be followed, and like the uniform worn on parade, this brand is now part of being in the Sea Cadets and something to be proud of.

Please follow the instructions and directions on how to use this site carefully.



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1.0 Dos and Don'ts

Dos and Don'ts

On the following pages are pictorial instructions on how to set up your web pages but we have some dos and don'ts to read before you start. By accepting your unit logon details you are agreeing to abide by these.

The dos and don'ts ensure the consistency of the Sea Cadet brand. As HQ owns these websites it retains the right to amend sites not abiding by these and, if deemed necessary, remove access.

Your unit website is an excellent PR tool. It is external (public) facing and not internal so information loaded onto the sites should always reflect this.

Images

All images throughout the site have set dimensions and your chosen image will need to be amended to the dimensions appropriate for the space. Please refer to the information on images and re-sizing which also includes guidance on how to upload and manage your image library.

Note

Images are part of the brand identity so they need to be spot on, if we were speaking in uniform terms they would be part of your number one uniform. So they must be: sized correctly, good quality, clear, engaging, relevant, have an appeal to the external visitor, upbeat and legal. You will need written parental consent if you want to use photos of one of your cadets

on the site. Pictures must not be: grainy, out of focus, blurry, heads cut off, sized incorrectly, irrelevant or only relevant to the unit, as that makes people feel excluded. The topzone or banner pictures on each page are fixed and can not be changed. This is to maintain a consistency of identity across the SCC brand.

Information on unit web pages

Some information has already been set up on unit websites with areas set aside for unit amends. This is in order to provide consistency across the Corps and to maintain the house style of the Sea Cadets.

Homepage

A homepage has already been set up providing basic information.

Website Changes

email webmaster@ms-sc.org for any changes to contact information, email address for the contact form, social media bar or if you have any questions about your unit website.

1.0 Dos and Dont's

Other website pages

About Us/Who we are

The first column cannot be amended but the second column is dedicated to your unit details.

About Us/About our unit

The whole page is for unit use.

About Us/History

This cannot be amended.

About Us/Info for Parents

This cannot be amended.

About Us/Frequently Asked questions:

This is not to be changed but extra information may be added.

About Us/Parade times

The whole page is for unit use.

Join Us/Cadets

There is an area at the beginning for your unit to describe what it does. Apart from this there should be no amendments to the text though you can delete the sections on Juniors and/or Royal Marines Cadets if appropriate.

Join Us/Volunteers

The first part of this page cannot be amended. From Uniformed Instructors onwards you can delete the sections that are not appropriate for your unit.

Join Us/Pastoral Care

There is a section for you to add information about your unit Chaplain. The rest of the text cannot be amended.

Support Us/Donations

You can change the guide to amounts and the section at the bottom where it is indicated (after the information about corporate donations) but the rest of the text should not be amended. You may also want to set up a link to a justgiving (or alternative) donation site here.

Contact Us /Address

You need to add in the unit contact details and charity number.

Contact Us /Contact Form

We will let you know what email address this form will be sent to.

News/News

When you add stories to the page entitled News and Events the most recent additions will automatically appear on your home page. Please see section on adding news stories.

News/Events Calendar

Please see section on adding events

News/Picture Gallery

Please see section on images

Links to other websites

It is not ideal to encourage your visitors to leave your site which is what happens when you insert links. In addition there is a safeguarding issue that needs to be considered as we cannot guarantee the content on third party websites. Finally, there is a housekeeping issue – broken links are off-putting as are long lists of links to other sites. As a charity we cannot be seen to endorse commercial endeavours and need to be apolitical. We would therefore discourage you from adding links.

Contact information

If you make any changes to your contact details these will also affect the HQ website so please let HQ know. Details kept on the national site under the location finder include contact details, parade times and whether the unit has Marine Cadets / Juniors.

Social Media bar

Your unit website is currently linked to the SeaCadetUK facebook, twitter and YouTube pages via the social media bar on your unit website. You can however link to your unit's justgiving (or alternative) donation page via the social media bar and your correctly branded facebook and twitter pages*.

Logos for facebook / twitter can be requested from marketingsupport@ms-sc.org

Search engines

The best way you can improve your ranking with search engines is to increase the number of sites that link to yours. For example, does your local council have a page that lists activities for young people in the area? How about your local newspaper - does it have a 'Community' section on its website where you could get your site listed? Are there other community activity and clubs resource sites in your locality? The more sites that link people to yours, the higher up a search engine's ranking you will come. It is worth noting, however, that Google can take 3-6 months to index and include new pages into its searches, so there will inevitably be some time delay when new sites come online.

Finally, we hope you like the new websites and that it adds value to the work you do. We have worked hard over to create a template that reflects the concerns you have raised over the last two years and we continue to welcome your feedback.

* logos for facebook can be requested from marketingsupport@ms-sc.org

2.0 How to log into the site

Homepage URL

Your unit URL will be in the form of:
www.sea-cadets.org/unit name

The URLs have been changed for ease, searching and recall. This is the address that you will publicise. Do not worry if you have already produced stationery with <http://units.ms-sc.org/unit name> on it, redirects will be set up.

In order to edit your site, go to:
www.sea-cadets.org/unit name/Secure/Login.aspx
Your unit's user name and password will be supplied by HQ.

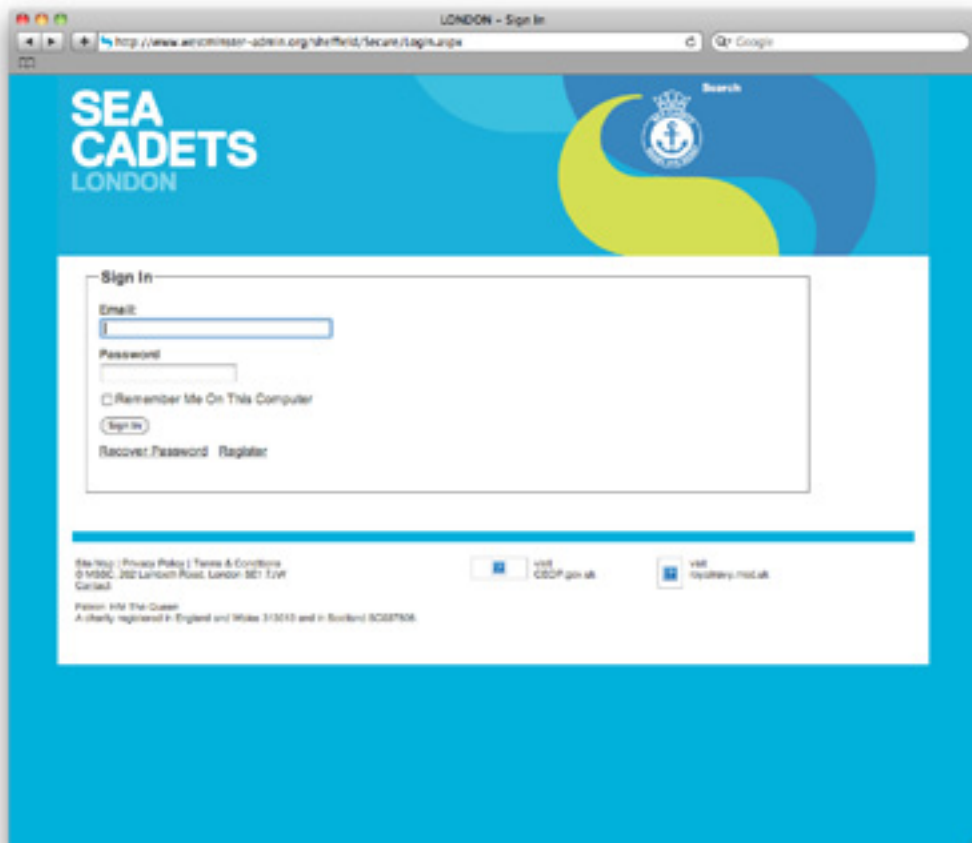
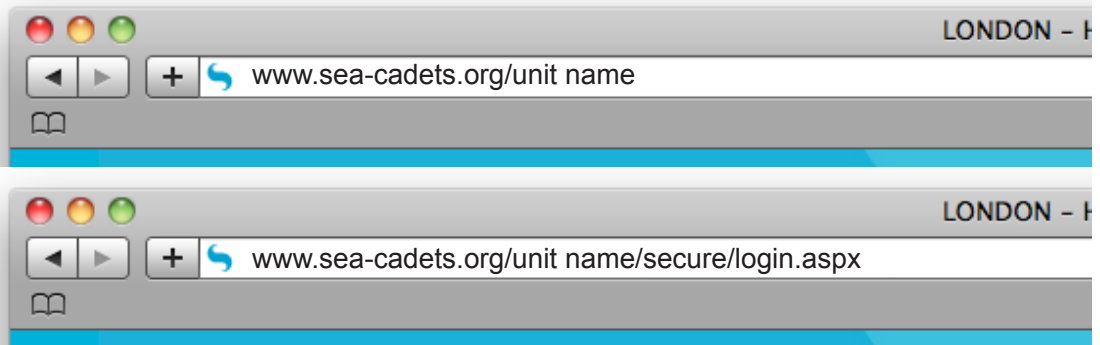
Both are case sensitive. In order to avoid misreading or mistyping the password, rather than re-type the password, you may find it is easier to copy & paste it into the appropriate box. It is very easy to misread a number '1' for a lowercase letter 'l' or an uppercase 'I' for example.

If you would like to change your password to something more memorable, email the details to webmaster@ms-sc.org. The necessary changes will be made and a confirmation email sent to you.

Your logon details will always be sent to the unit CO / OiC in addition to the nominated webmaster, as will any requested password changes.

Login page

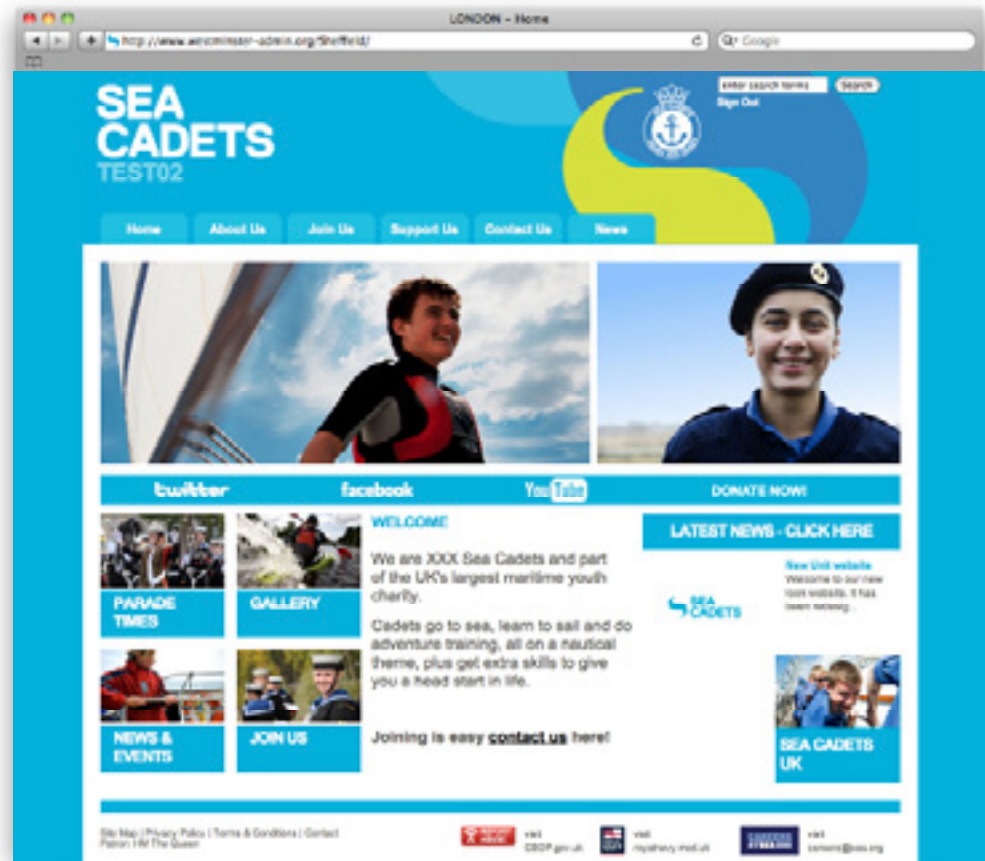
Simply type in your email address and password and sign in. This will be given to you with the unit Site.



3.0 Getting familiar with the logged in area

Logged in

Once you are logged in a sign out button will appear top right under the search box.



4.0 Uploading images/files

Uploading an image

To upload an image you first need to choose where you would like the image to go on the page. In the example in Fig.1 an image is being uploaded into the 'who-we-are.aspx'. So once you are on the page where you would like to upload an image click the 'Edit' link in the top left of that pane.



Fig. 1

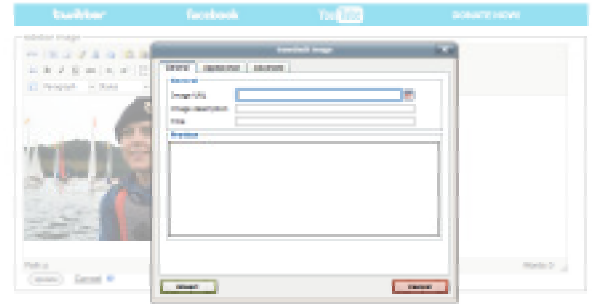



Fig. 2

- So to change or add an image click on the image or in the area you would like the image to go.
- Then click on the image button in the editing menu bar. The one that looks like a tree 

A new window will appear called 'insert / edit image', click 'image url' button



- (Shown in Fig. 2)
- Another new window will appear labelled 'File Browser' this is where all the files are uploaded and stored. (Shown in Fig. 3)



Fig. 3

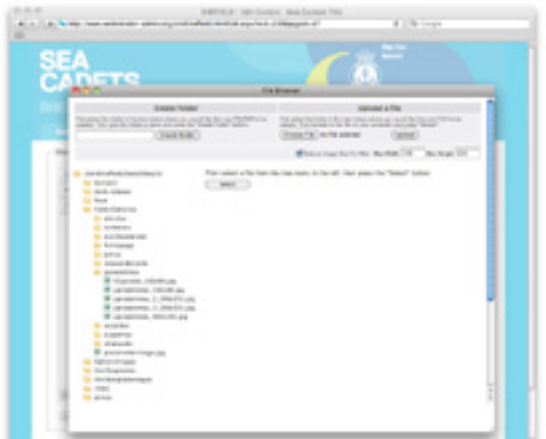


Fig. 4

- On the left hand side is a selection of folders. All images and files should be uploaded into the folder 'FolderGalleries', within this are folders already created that correspond with the tab menu. Before you upload an image you must open up the folder tree to where you would like the image to be stored. (Shown in Fig. 4)

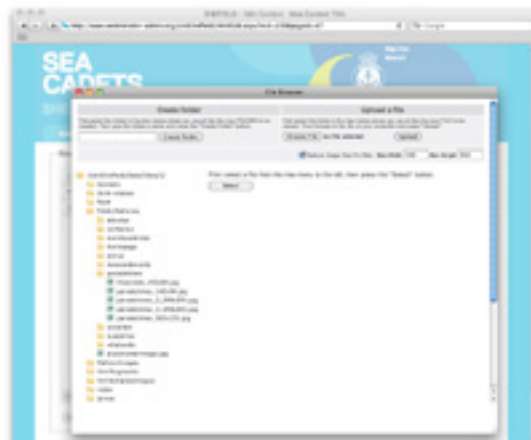


Fig. 5



Fig. 6

- On the top right of the window there is a heading labelled 'Upload a file' within this area is a tick box, untick this. Click choose file and find the image or file you would like to upload making sure it sticks to the size limitations that are shown in the image size section
- Once you have chosen your file click 'upload', this could take a few moments.

4.0 Uploading images/files

- Find your image in the folder tree and click 'select' above where the image appears. (Shown in Fig.7)
- You will now be taken back to the image properties window, click ok.
The image should now be in place, to publish the new image click 'update' in the bottom left. Your image will now be live on the site.
Delete the old image if you need to.



Fig. 7

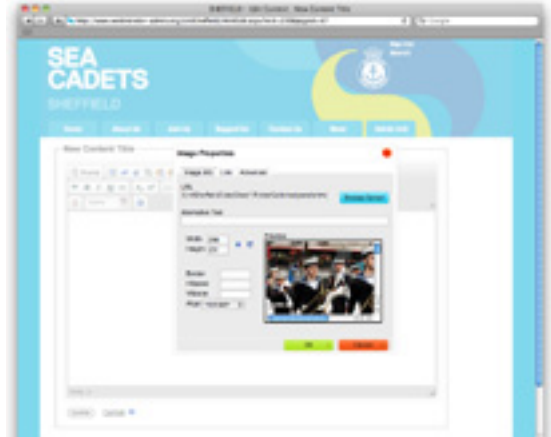


Fig. 8



Fig. 9

5.0 Editing pages

Editing pages

Once logged in, in the top left of each pane there is a heading 'settings, Edit'. To edit content within a certain pane click the relevant 'Edit' link.

The screenshot shows the Sea Cadets website interface. At the top, there is a navigation menu with links: Home, About Us, Join Us, Support Us, Contact Us, and News. Below the menu is a large banner image of two young men on a sailboat. Underneath the banner are social media icons for Twitter, Facebook, and YouTube, along with a 'DONATE NOW!' button.

The main content area is titled 'WHO WE ARE'. It contains three paragraphs of text and a photograph of a young woman in a Sea Cadets uniform. Two pink boxes labeled 'Edit' are positioned above the text and the photograph, indicating where users can click to edit the content.

WHO WE ARE

The first Sea Cadet unit was established in 1854 at Whitstable in Kent, created by communities wanting to give young people instruction on a naval theme. Traditionally old seafarers provided training while local businessmen funded the Unit Headquarters.

The tradition of community - based Sea Cadet Units continues today with 400 across the UK each with charitable status enabling them to raise funds to meet their running costs. All Units are members of the Sea Cadet Corps and are governed by the national charity MBSC - the Marine Society & Sea Cadets.

We work partnership with the Royal Navy under a Memorandum of Understanding (MOU) and receive corporate support from commercial shipping companies and the Maritime sector. Our core purpose is to celebrate Britain's maritime heritage and contribute to its future development by supporting young people as Sea Cadets.

EDIT
ADD INFO HERE ABOUT YOUR UNITS HISTORY AND THE PART IT PLAYS IN YOUR COMMUNITY

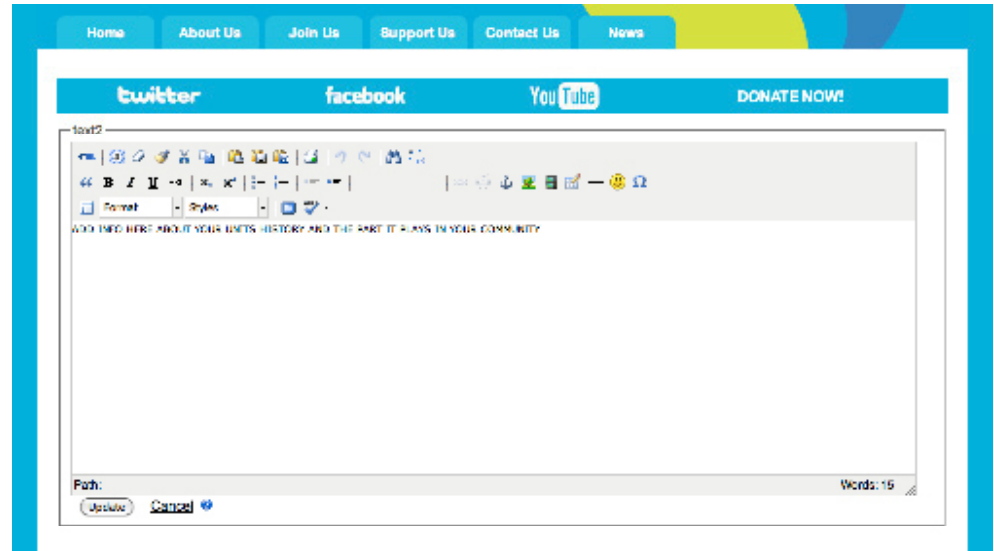
EDIT

5.0 Editing pages

Editing area

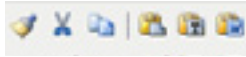
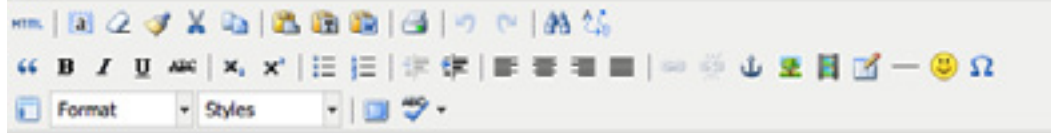
Click into the text area and personalise your unit site.

Here you can also add a picture, but only add text or an image into one pane, not both together. When cutting and pasting text into the chosen pane make sure there are no soft returns in the text before updating the page. The reason for this is, soft returns can add other symbols like '?' into the live copy. You can use 'notebook' on your PC to remove formatting.



6.0 Area bar explanation

Editing area menu



cut
copy
paste
paste plain text
paste from word



Undo
Redo



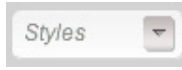
Make a Link
Unlink a link



Link an image



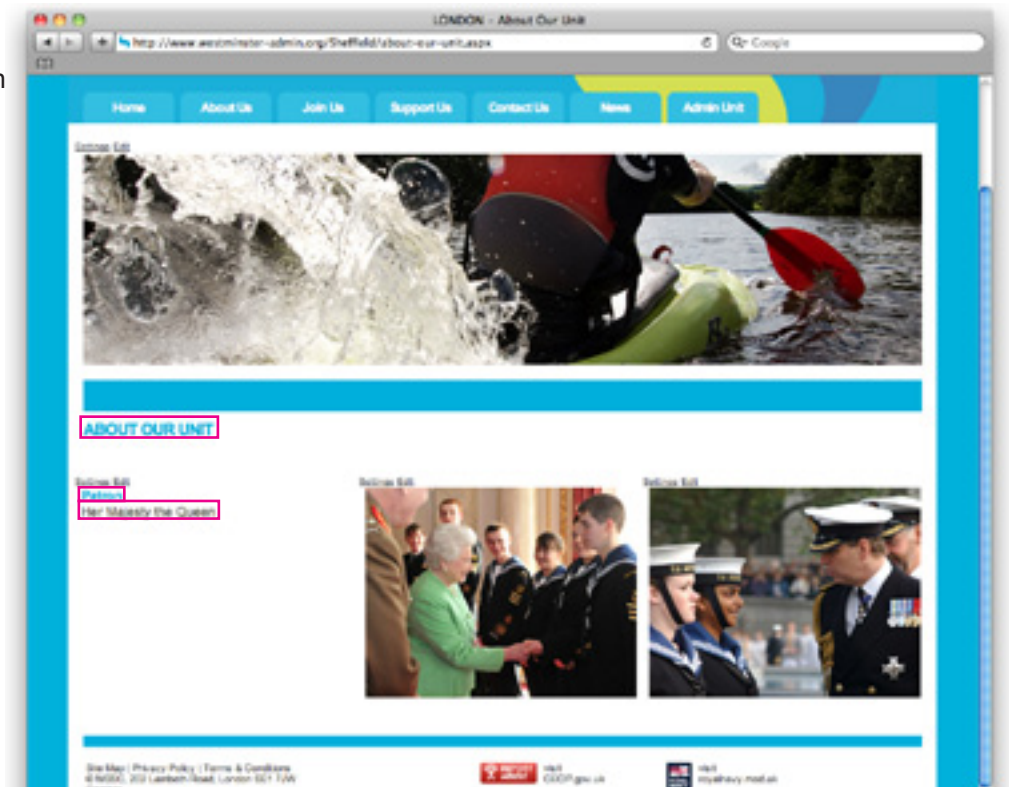
Bold
Italic
Underline



Font styles
(only 3 to be used)

Fonts style

There are only 2 font styles to be used which can be found in the 'styles' tab shown above in the editing area menu.



7.0 Adding news posts to the site

Adding a news post

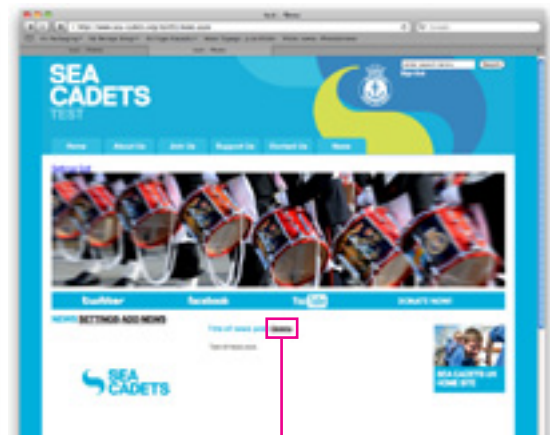
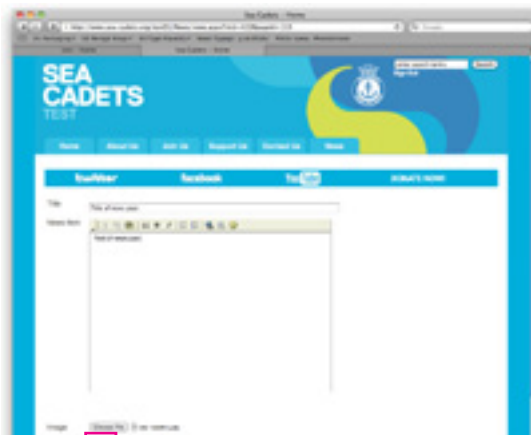
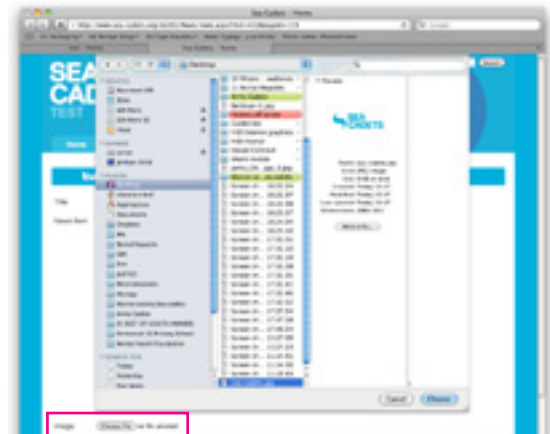
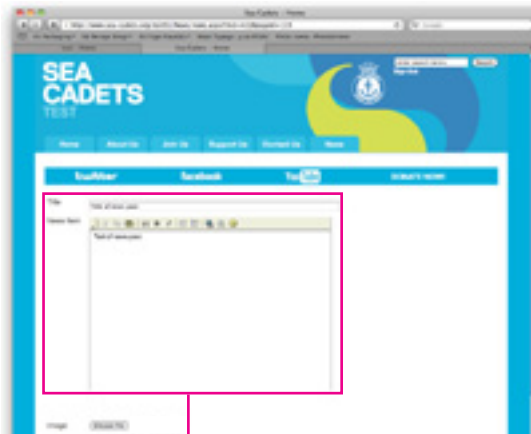
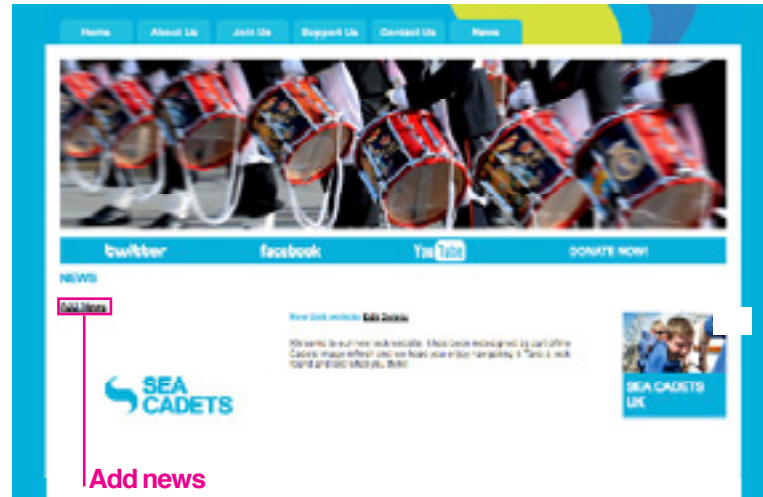
After logging in browse to the news page. At the top of the news page is a link to add a news item.

You will then be taken to a form to fill in your news item as shown.

Fill in the title of the news item, and use the editor to style your news item. There are buttons at the top of the editor that allow you to bold text, create lists and a button to add links.

After filling in the news item, click the choose file button to select an image. Remember this image must match the guideline size of 298 pixels width and 174 pixels height. After clicking the save button, you will be taken to the news page with your news item on it. If you made a mistake with the news item, if you logged in next to the news item will be a delete button as shown.

Simply click the Delete link, and it will delete the news item. This will allow you to re-add the news item with the correct properties.



8.0 How to add an event

Adding an event

Go to the events calendar by going to the 'news' tab then find news calendar in the menu.

In the top left of the calendar click 'add event' a page shown in Fig.1 will appear. Fill in appropriately, and click update.

Add your description of the event

Details of the event

The screenshot shows a web browser window titled 'LONDON - Edit Event'. The URL is 'http://www.westminster-admin.org/Sheffield/EventCalendar/EditEvent.aspx?eventId=232&pageid=68'. The page has a navigation menu with 'Home', 'About Us', 'Join Us', 'Support Us', 'Contact Us', 'News', and 'Admin Unit'. The main content area is titled 'Create/Edit Event' and contains a rich text editor for the event description. Below the editor are fields for 'Event Title', 'Event Date' (set to 8/26/2019), 'Start Time' (12:00 AM), 'End Time' (12:00 AM), and 'Location' (Name of location). There are 'Update' and 'Cancel' buttons at the bottom.

Fig. 1

The event will now appear in the calendar. To amend or delete the event click on the pencil next to the event name, shown in Fig.2 and the page shown in Fig.1 will appear.

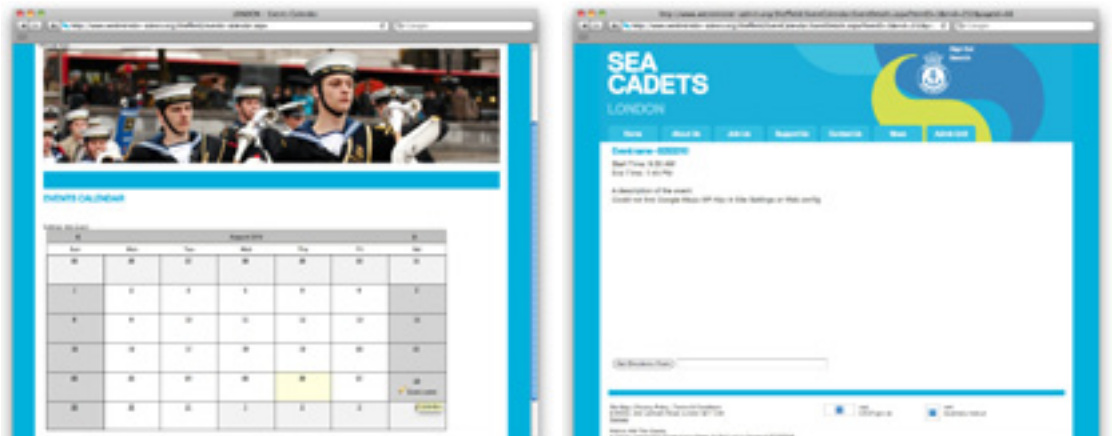


Fig. 2

9.0 Adding an image to the picture gallery

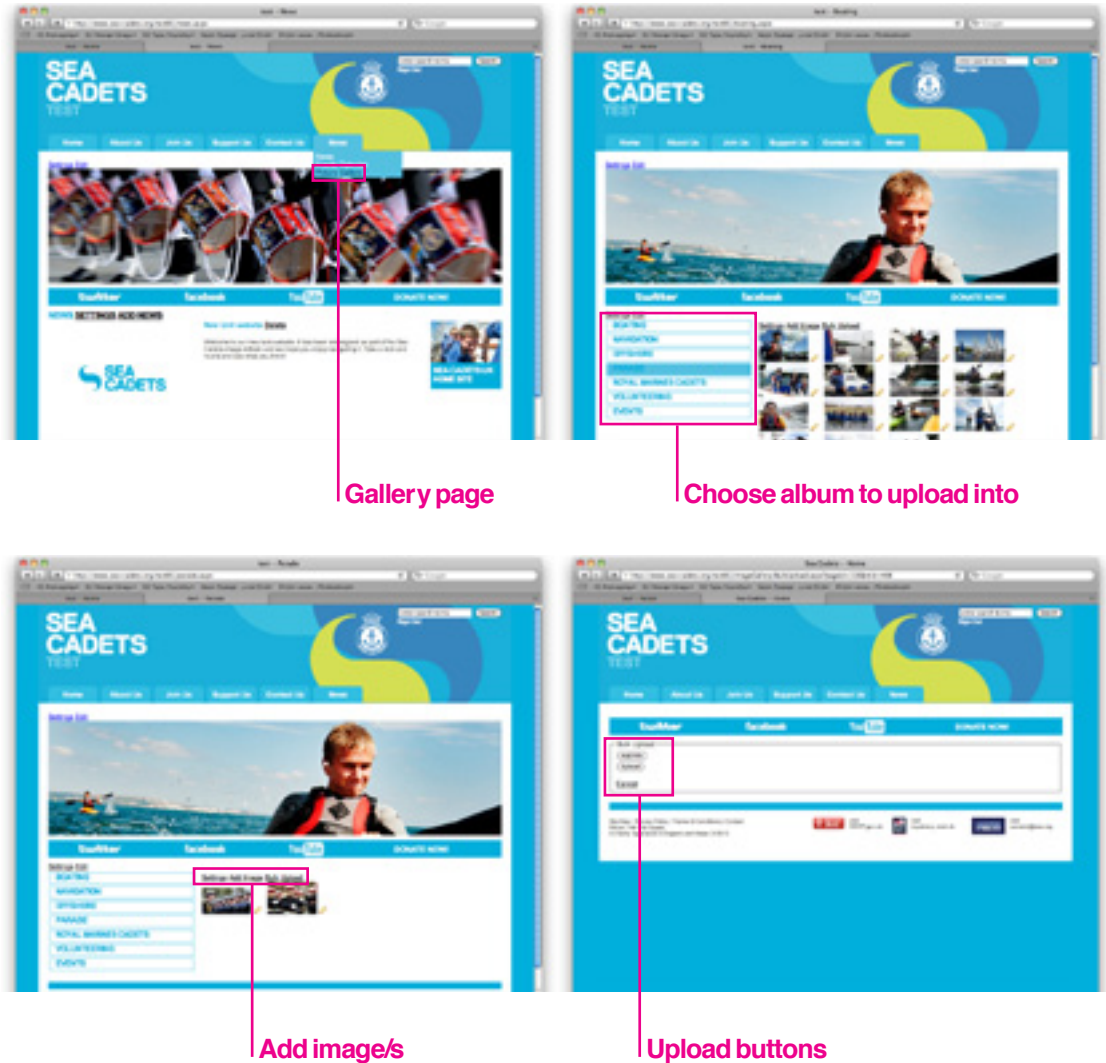
Adding an image to the picture gallery

Select the gallery you wish to add photos to. At the top of the gallery is a link to bulk upload new photos.

It will then present you with the following screen.

Click the add files button and select any images you wish to upload. To upload more photos simply repeat the process. After you have selected all the images to upload, click the upload button and it will begin the upload. After completion, you will be redirected back to the gallery with the new photos in it.

Photos need to be resized before being uploaded. See section on resizing images.



10.0 Image sizes: Generic Image

Image sizes

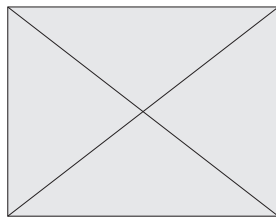
The only image sizes that are to be used on this site are shown on these next few pages.

A selection of images have been imported into your webpage to populate the gallery. These may be added or removed as required.



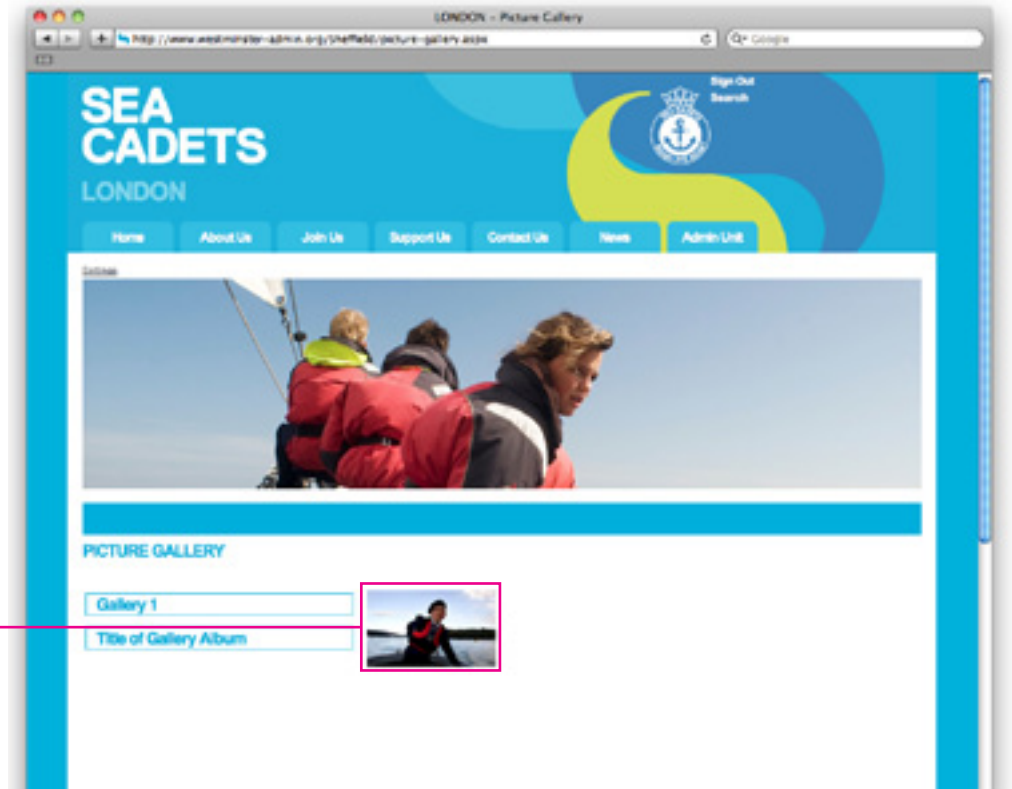
Generic image

This is the only image size to be used in the lower 3 panes no customized sizes.



298x231 pixels

10.0 Image sizes: Picture Gallery Thumbnail Image

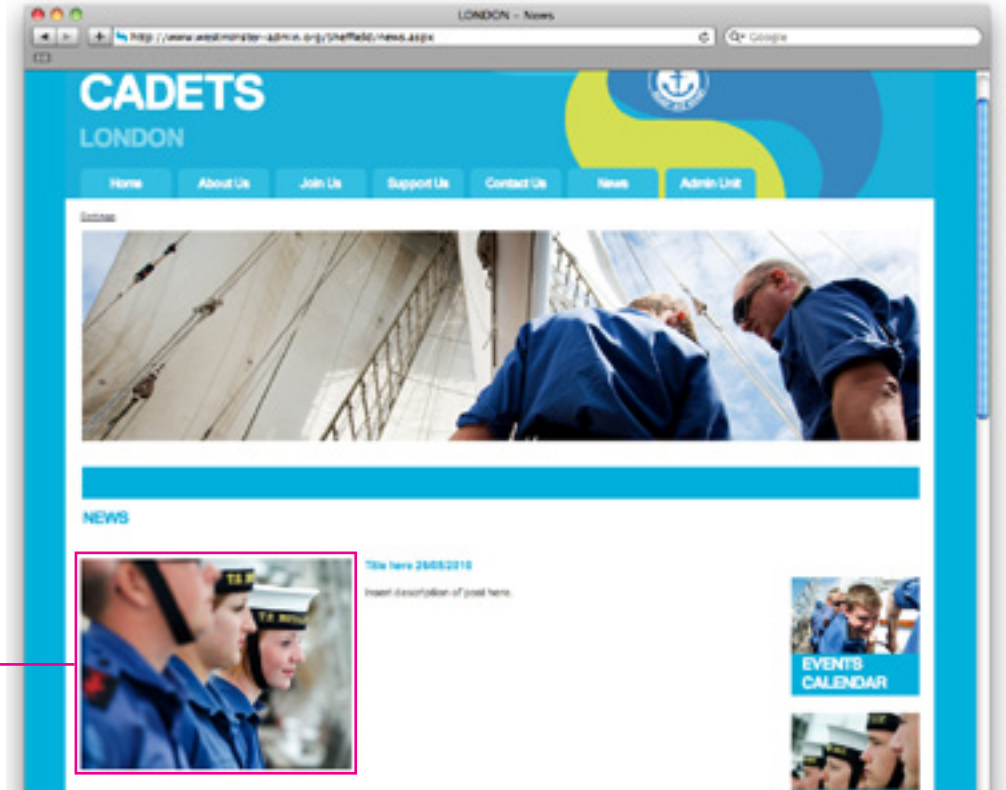


Image

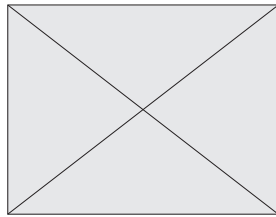


142x84 pixels

10.0 Image sizes: News Image



News image



298x174 pixels

11.0 Resizing images

How to resize images

To resize images go to www.webresizer.com

- When you have opened up the page that is given above click the link 'Resize photos'.
- A new page will appear, in the top left there is the upload image area click this and choose your image from your computer, and click 'upload image' this may take a few minutes.
- Once the image has uploaded click the 'crop image' button in the top left of the screen. (Shown in Fig. 4)
- A box with dimensions will appear, in here put the dimensions you wish to convert your image.
- A crop area will now appear to these dimensions, once your happy with these dimensions click 'apply changes' at the bottom of the image. (See Fig.5)
- The image will now have resized and be ready for the web. To download, click 'download the image'.



Fig. 1

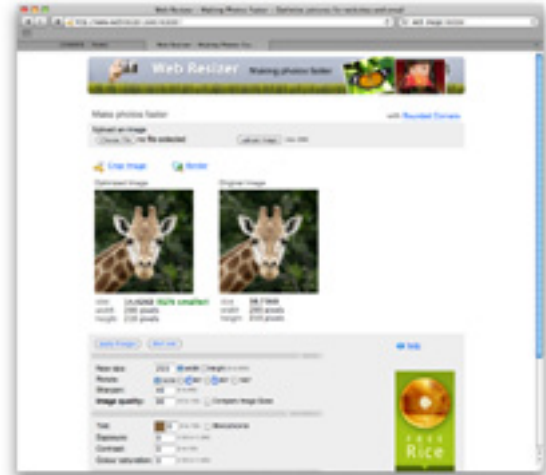


Fig. 2

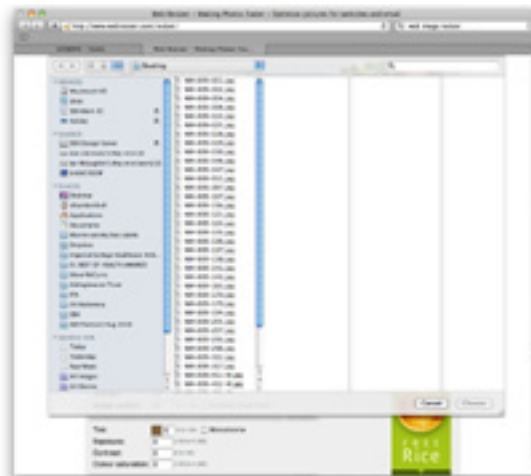


Fig. 3

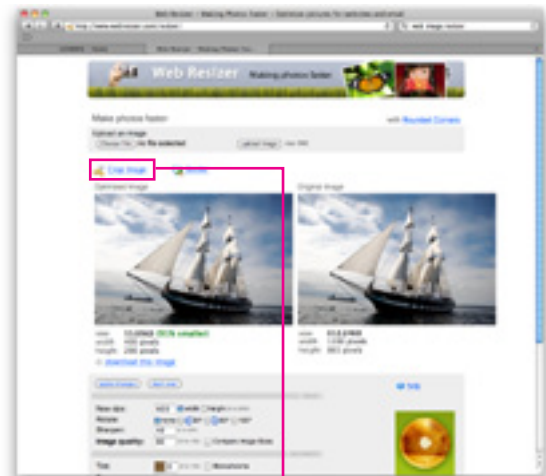


Fig. 4

Crop image



Fig. 5

Apply changes



Fig. 6

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