

MANAGING CONTENT ON THE OGA WEBSITE: UPDATE 14 JANUARY 2020

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These notes are intended to provide support for all OGA online Editors who should follow the guidelines and refer any enquiries to the OGA Editor (online). All online Editors must be aware that their actions may have an impact across the entire website, depending on their 'permission' levels.

Key points for Editors to note are **highlighted in bold**.

Roles and responsibilities

The OGA Editor (online) has general editorial oversight for all content on the OGA website, including content held in the online Boat Register. S/he monitors the site regularly to ensure that the OGA brand and quality standards are maintained across all content and that where Editors and Members have editorial permissions, there are no issues arising from their actions.

Monitoring extends to the style of writing, quality and provenance of images and style/layout to ensure the site is usable, complies with common web standards and is accessible across all web browsers (eg Internet Explorer, Chrome, Firefox), operating systems (eg Windows, MacOS, Linux) and devices (eg desktop computers, laptops, tablets, smartphones).

The OGA Editor (online) manages the relationship with those providing server, technical and maintenance support, but offers 'first line' support for all issues relating to navigation, roles, permissions and content management including 'blocks' and 'views'.

When an Editor logs in, there's a narrow black administration navigation bar along the top of the screen 'customised' to the role/rights and permissions of the logged in User.

This menu allows the Editor to create and modify content based on their role.

There is a separate guidance document for editing the 'Boat' content type. OGA Boat Register Editors, Alison & Julian Cable, are responsible for adding any new boats to the system and other Editors must always liaise with them over any issues relating to boats.

Area websites and site navigation within the OGA domain www.oga.org.uk

The Solent, South West and East Coast Areas have their own websites, hosted on the OGA server and using the same content management system (CMS) with several tabs for Area-specific navigation as well as links back to the Association website, Boats for Sale and incorporating the image 'Galleries' and 'Features' content as required.

The Association website has a two-level navigation structure with side menus in some sections and 'blocks' to provide links to content eg Boat Register form, Events calendar, Membership etc.

When content is 'tagged' to be published in more than one Area, is not 'area specific' or is general content, links from the Area websites may refer back to the main OGA site. The header will show where visitors are and using the 'back' button should enable users to return to the Area website. This navigation feature is not ideal, but enables those Areas wishing to have 'sub-sites' their individual 'look and feel' for some content.

Navigation for the online Boat Register section and other 'top level' tabs on the main OGA site may not be customised for Area websites.

Where is the content on the OGA website and who can see what?

The OGA website is built using a content management solution (CMS), Drupal. All content is held in a database for use and re-use across the entire Association website, which includes the online Boat Register, Boats for Sale, OGA Photo competition, Area sites (eg Solent, EC & SW), News, Events, Features and Galleries. This approach means that the site may be extended, if required, to support future requirements and functionality eg an online image library and searchable document store.

There is no 'Members area' or 'Members only' content.

What a visitor can see beyond the content that is available for public browsing depends entirely on their assigned role/rights and permissions.

All images on the site are held in an image library so that they are available for re-use across the website. Please refer to the detailed guidance below on managing and uploading new images.

All OGA members and spouses/partners may log in to the website, using login credentials verified with the GOLD membership database. Once logged in, they will be able to see additional content (eg boat records in the online Boat Register). Logged in members may have additional rights and permissions eg to edit content, enter the OGA Photo competition, add new content, manage a particular section of the site, contribute to discussions via the 'Comments' box, when available etc.

This link with the membership database ensures that only fully paid-up members may log in and could be developed to include an OGA messaging service within the website.

**The CMS controls all design, style, site navigation and structure, enabling Editors to concentrate solely on content (words and images).
It is essential for all Editors to understand these concepts.**

Once in the database, content may be displayed in a range of different places across the website eg an Event is listed with a thumbnail image and short summary on the Events and appropriate Area page, selecting this event displays the full article with enlarged version of the image, additional images and full details. Events may also be 'highlighted' on the OGA/Area homepages.

Wherever this content is, the Editor will only need to edit it once for changes to appear.

Who has editorial rights/permissions?

Any member of the OGA may publicise and report on activities via the OGA website by sending material for consideration to the OGA Editor (online) and/or their Area OGA website Editor. In these cases, the nominated Editor will upload the content for them.

Area and Association Editors can create new content and edit existing content within their areas of responsibility, defined by the permission levels, assigned through roles, granted to them on the website and managed by the OGA Editor (online).

The 'Events calendar' functionality enables all OGA Areas to use a shared resource to list Events in their 'Area' section www.oga.org.uk/areas without the need for a separate Area website. All Events may also be found in the main Events listing www.oga.org.uk/events

The Bristol Channel Area makes particularly good use of this facility:
www.oga.org.uk/areas/bristol-channel

The Solent Area launched it's own 'branded' website in January 2015 with the East Coast website going live in late June 2015 and South West Gaffers in January 2017. These sites are managed within the OGA web application (Drupal) and hosted on the same server. First line support and

guidance regarding content management, permissions, roles etc., is provided to Area Editors by the OGA Editor (online).

There are four Areas who have nominated members with editorial rights:

Jessica Warren/Richard Jacobs, Solent

(News, Events, Features, Galleries and 'Solent Area' website www.oga.org.uk/solent)

Richard Giles/Alison Cable/Clare Thomas, East Coast

(News, Events, Features, Galleries and 'East Coast Area' website www.oga.org.uk/east-coast)

David Bewick, South West

(News, Events, Features, Galleries and 'South West Area' website www.oga.org.uk/southwest)

Keith McIlwain, Bristol Channel

(Events: www.oga.org.uk/areas/bristol-channel)

Other members with enhanced permissions to support their roles are: **Alison & Julian Cable** (OGA Boat Register Editor), **Colin Stroud** (OGA Secretary), **Bob Aylott** (Photo Competition Judge 2019), **Patrick Vyvyan-Robinson** (OGA President), **Tony Kiddle** (OGA Treasurer), **John O'Donnell** (OGA Editor) and **Mary Gibbs** (OGA Membership Secretary).

All OGA members have editorial rights to update content and images for their own boat(s). They cannot create any new content or edit boat(s) they do not own. They may post comments on articles when an OGA Editor has decided to make this feature available. OGA Editors monitor comments carefully and may delete or modify any that may be inappropriate.

The Editorial role includes responsibilities to adhere to website guidance and respect content published by other Members.

Editing existing content

Nominated OGA Editors may create, edit and delete content they have authored, or have had authoring rights/permissions assigned to them by the OGA Editor (online).

To edit content, login to the OGA website, select Content from the black Admin. menu bar above the blue banner and find the 'edit' operation alongside items you have permission to edit.

Alternatively, browse to the article you wish to edit and look for the 'Edit' tab in the black Admin. menu bar above the blue banner.

NB: OGA Editors also have the option to DELETE articles, some of which are 'authored' by others. This option is permanent and cannot be restored. Please take care over using it :-)

If you are unsure about using 'DELETE' but wish to 'hide' a piece of content, uncheck the 'Publish' under the tab 'Publishing options' instead as a temporary measure (see below).

Open the article, edit fields as appropriate and Save.

If you don't want to 'publish' immediately, or need to review your work, uncheck the 'Published' box. Until a piece of content is 'published', it will not show up in the various listings eg homepage, News listing etc., or be visible to anyone apart from the OGA Editor (online), the author and other Area Editors. It has a pink 'wash' to show its 'unpublished' status.

NB: Always review new or updated content in a browser before and after publishing, including testing all links and placement in content listings. If it has been 'tagged' to show up on the Association website as well, check that it does so in the expected place(s).

Make any further amends, consider posting an update on Facebook, Area email newsletter etc.

'Landing pages' for OGA AREA PAGES (x2 for each Area), EVENTS, NEWS, ABOUT and YOUTH FUND (including the 'nested' pages).

These are all 'Basic pages' and may be edited by nominated OGA Editors. There are fewer fields to complete, and no option for slideshow collections of images. Copy for these pages should be short (ie basic). The menu structure is managed by the OGA Editor (Online) to whom any issues should be referred eg the need for additional sub-sections.

NB: Editors must not 'Delete' or 'Unpublish' this page or it will damage the site navigation.

OGA Area and Association Editors should NOT create new 'Basic page' content as they underpin the site navigation.

HOW DO AREA AND ASSOCIATION EDITORS PUBLISH NEW CONTENT?

Nominated OGA Editors may create new content for publishing on the OGA website. Contact the OGA Editor (online) for additional support and guidance, and/or to add your name to the list of members with the OGA Editor role and associated permissions.

Area and Association Editors may create new content as outlined below using a range of 'content types' which display in a range of 'views' across the website.

For regular Events or News items, it may be useful to 'clone' a previous version, rather than starting from scratch, and editing it to include the new details, updated images etc.

Please refer to the summary above and browse the website to understand the principles of site design, navigation and structure before creating any new content.

NB: Only the Boat Register Editor may create new 'Boat' content types.

Editors must understand where their content may be displayed, and test navigation links when uploading new content.

When viewing the list of content, Editors will notice the option to 'clone' which may be useful for an Event or News item that has happened in previous years.

Selecting this option makes a 'copy' or 'duplicate' of the Event or News item.

To find an item that is no longer visible in the listings, eg an event from previous years, use the site Search to find the old article and then use the 'clone' option.

'Content types' on the OGA website

All content on the OGA website is created in one of the following 'content types' and displays according to type, both in presentation, fields available and to users browsing the site.

ARTICLE is a general piece of content, which may be displayed on the OGA main site in the 'top-level' slideshow. It is not part of the site navigation structure, so should be used only occasionally for specific 'one-off' purposes. **Area Editors should not usually originate 'Article' content**, but may be assigned as 'author', by the OGA Editor (online), if there is a particular Area interest.

BASIC PAGE is the 'content type' for the 'top-level' or 'landing pages' of the whole OGA site. **Area Editors should not create any new 'Basic Page' content**, but can edit those already in existence which have been assigned to them eg the Solent, South West or East Coast Area Editor may edit Solent, South West or East Coast Home, About, Events and News Basic Pages.

BOAT is the 'content type' used for boats held in the online Boat Register. **Only the Boat Register Editor may create new 'Boat' content.** All OGA members may edit the content for their own boat(s). Please refer to separate documentation for editing boats already in the system.

IMAGE GALLERY is the 'content type' for creating a collection of images to display in a 'gallery'. Area Editors and other nominated members may create Image Galleries.

EVENT, FEATURE and NEWS are three more 'content types' which may be 'featured' on the main OGA site and/or listed on Area pages, providing two direct 'routes' to Area information. **All new content originated by Area Editors should be one or other of these three 'content types'.**

Editors may upload one image for each item of text-based content which forms the 'teaser' thumbnail and displays at the top of 'News', 'Events', 'Feature' and 'Boat' content. Up to six additional images may be uploaded which are displayed as thumbnails below this 'key' image and browsed as a 'slideshow' by visitors viewing that article.

All content has a 'Summary' field which should be completed by the Editor using 'keyword rich' copy and an informative, engaging style. This will assist online search engines to find content, and displays alongside the thumbnail image in lists and search returns, encouraging visitors to 'click through' to browse the full article. Copy should be brief and engaging.

Events listings display in date order beneath the intro. copy with past events 'dropping' off the list automatically, organiser details are set out at the foot of the Event along with any 'downloads' eg:

OGA website Events page www.oga.org.uk/events

OGA website Area pages eg Bristol Channel Area www.oga.org.uk/areas/bristol-channel

Solent website Events page www.oga.org.uk/solent/events/

News listings display in date published order and do not 'expire' eg:

OGA website News page www.oga.org.uk/news

Solent website News page www.oga.org.uk/solent/news

Selecting the 'teaser' from the listing leads visitors to 'full details', including an image or image slideshow and the option for 'downloads' such as Race programmes, fliers, press releases etc.

Features listings display in date published order and do not 'expire'. This 'content type' initially came into use for the Solent Area in June 2015, and may also be found from the tab on the main OGA website www.oga.org.uk/features

This 'content type' is designed for longer 'blog' type articles which are not date-dependent and may be re-visited for review and updating. The OGA has agreements with the Yachting Press and others to publish their content in this format eg www.oga.org.uk/ocean-gaffer-vixen

There is a wider range of display formats available to Editors, but the 'slideshow' option is not available. As more 'Feature' content is published, a future development may be to 'tag' content by theme to enable quicker browsing eg boatbuilding, cruising, technical tips etc.

Image galleries are displayed as a list, accessed via the main OGA website or East Coast, South West and Solent area navigation bars. eg:

OGA website Galleries page www.oga.org.uk/galleries

Solent website Galleries page www.oga.org.uk/solent/galleries

Selecting an 'image gallery' opens the gallery to display up to 30 images from the OGA Image Library, 'curated' by an OGA Editor.

CREATING NEW CONTENT: NEWS, EVENTS, FEATURES & IMAGE GALLERY

Nominated OGA Editors may create new content in consultation with the OGA Editor (online). Most editorial will be published as one of the 'News', 'Event', 'Image Gallery' or 'Feature' content types.

Login to the OGA website, select Content>Add content> and select the appropriate 'content type' from the dropdown list in the black Admin. menu bar above the blue banner.

NB: OGA Editors also have the option to DELETE articles, some of which are 'authored' by others. This is permanent and cannot be restored. Please take care over using it :-)

Choose the 'Events' content type for each separate event being run, whether or not it is organised by the OGA (there is a checkbox to differentiate between these).

For 'News' items, select the 'News' content type. For content which is less 'time dependent', or a longer article with illustrations and more copy, consider using the 'Feature' content type. Some 'News' items may be suitable for conversion to 'Feature' articles.

Choose the 'Image Gallery' content type to 'curate' a collection of up to 30 images.

All four input forms are similar from the Editor's perspective, but the display varies according to the styles set for each type of content. Completion is outlined in the detailed guidance below.

OVERVIEW

'News', 'Events', 'Features' and 'Image Gallery' may be tagged with the appropriate Area to determine where the articles are displayed on the website. Use CTRL/click to select more than one Area if an item is of interest to more than one Area eg 'Cruise from Yarmouth to St Malo' is tagged Solent and France.

Do not check 'Add to Homepage slideshow' as this places the item on the main OGA website slideshow, which is managed by the OGA Editor (online). If you would like it to be highlighted, send an email request with the URL.

For Areas with their own website eg Solent, East Coast, South West check the 'Do not show on OGA main site' if an Event, News or Feature item is only of interest to the local area.

Take care in selecting suitable images. In the case of 'News', 'Events' and 'Features' the image illustrates the article and is also the 'thumbnail'. In the case of 'Image Gallery' the images are, of course, the main purpose of creating the content.

Refer to the detailed notes on managing images for more guidance.

GETTING STARTED

It is advisable to prepare all material 'offline' before starting to create a new item on the website, and keep a back-up copy on a local computer. When working on the website, there is no 'auto-save' capability as it is a 'live' online environment.

Moving away from a webpage will lose all amends if the form has not been saved.

Preparations should include: selecting suitable, good quality copyright-cleared images and ensuring they have a suitable aspect ratio, work well as a 'landscape' image, are less than 8Mb and more than 640x480 pixels, writing copy in plain text for the Summary and Body text areas, deciding on any associated links to cross-reference the article and checking URLs for inclusion etc.

NB: It is just as important to have good quality copy on a website as it is in print, so proof-read and check for typos or grammatical inconsistency before inputting the copy.

When thinking about choice of images, remember to consider re-using images already in the online Image Library. Preparation for uploading an Image Gallery should include careful picture research from images already on the website, as well as some new ones.

Unfortunately, the search user interface for the extensive OGA image library was never developed. It is possible to search, but quite 'idiosyncratic' in a very clumsy interface. Contact the Editor (online) for guidance in how to find and re-use images.

Refer to the notes below about HTML. All Editors need to have a basic understanding of this.

Ensure any 'downloads' eg Race results, you wish to add are less than 8Mb and in suitable file formats, ideally PDF.

PUBLISHING AN ARTICLE: NEWS, EVENT OR FEATURE

Login to the OGA website, select 'Content>Add content>Event', 'Content>Add content>Feature' or 'Content>Add content>News' from the black Admin. menu bar, depending on whether you are preparing a News, Event or Feature item.

Most of the fields are self-explanatory, and the best way to learn is to work on a few articles of the different 'content types'. Remember that you are working on a live site, and once 'saved' the article is public, unless you deselect the 'Publish' checkbox.

Always allow sufficient time to correct any potential problems that arise.

Title: This forms the URL or web address. The URLs are designed to be 'human readable' and should be kept as short as possible, whilst meaningful eg Bembridge Rally auto-generates the URL suffix: **/events/bembridge-rally** Including the year is useful for future search returns. Once saved, the URL may be modified by selecting the tab near the foot of the form 'URL path settings' and creating a 'URL alias'. **ALWAYS use dashes/hyphen, not spaces in URLs.**

Summary (Event/News): This forms the 'teaser' in listings and should be a short sentence or two providing an overview/introduction written in an engaging, 'keyword-rich' style. Always complete this section - it is what people see first and 'draws' them to click through and read the full article. It is also what will be returned in search results.

Description (Event)/Body (News): This forms the main body of content for the Event or News item. Check the notes on HTML below and always double-check display, copy, listings and links in a browser once it has been published.

Do not include Organisers' details here in Events as they are listed below in separate fields.

Upload a suitable image/image slideshow (Event/News): The 'key' image illustrates the article and is also the 'thumbnail' in Events and News listings. Other images may be uploaded to form a 'slideshow'. Select a 'landscape' image, or one which will 'auto-crop' appropriately and has a clear 'focus' of interest related to the article.

There may already be a suitable image in the OGA Library. If you think there is, browse the 'Library' or 'My files' tab to find it. Try to avoid uploading duplicate images. Please refer to detailed notes on managing and uploading images below.

The order of images in the slideshow may be changed using the '+ handles' in the form to the left of an image.

Summary text and image (Feature): The 'Feature' content type is for longer articles, and uses a slightly different approach for inputting content (copy and images), described below. A separate 'summary' and 'image' must be uploaded to form the 'teaser' in listings and should be a short sentence or two providing an overview/introduction written in an engaging, 'keyword-rich' style.

Always complete this section - it is what people see first and 'draws' them to click through and read the full article. It is also what will be returned in search results. Select a single image for use in listings, this will not be displayed in the 'Feature' itself, unless it is also included in a Content Paragraph (see below).

Content (Feature): The 'Feature' content type is for longer articles, and uses a slightly different approach for inputting content (copy, images and 'pullout' quotes) to provide a range of styles as the reader scrolls down the page. Editors may add as many instances of the 'Paragraph type' as required for a 'Feature' and should select one of four from the 'Paragraph type' menu for each section of the article: Text, Image left Text right, Text left, Image right or Quote pullout right.

Repeat the process until the full 'Feature' content is uploaded, review what it looks like, and re-order the 'Paragraph type' content using the '+ handles' to achieve the desired page layout. Remember that the display will change according to the user's browser and/or device. Try testing out how the 'Feature' displays on a range of devices/browsers (including smartphones) if possible.

Check the notes on HTML below and always double-check display, copy, listings and links in a browser, once it has been published.

Calendar (Events): Select a start date for Events, there is the option to include an end date.

Published and Expiry date(s) for News: optional

Tag the Event if it is organised by the OGA.

Select the OGA Area. Use CTRL/click to select more than one area if appropriate.

For Events/Feature/News for an Area website only, check 'Do not show on OGA main site'.

Events/Features/News may be added to the main OGA Homepage slideshow, in consultation with the OGA Editor (the slideshow must have a 'balance' of articles from around the Areas). Send an email with the URL of the article to ask the OGA Editor (online) to do this.

Complete the Venue address (Event), including postcode if appropriate.

Complete the fields for Organiser details (Event), if required.

NB: avoid using individuals' personal email addresses but use OGA domain addresses eg solsec@oga.org.uk (Solent Area Secretary)

Add file/s to download, if required, eg Programme, Notice of Race, Poster, Race results etc.
NB files must be less than 8Mb.

For Solent/East Coast/South West Area websites, amend the URL path settings for Solent/East Coast/South West Events, Features and News: uncheck 'Generate automatic URL alias' and change the URL to, eg: [solent/events/xxxxx](#) | [eastcoast/news/xxx](#) | [south-west/news/xxxxx](#)

Do not use uppercase or spaces in the URL, separate words with a dash/hyphen.

Save and review the content regularly, checking all links and listings (including whether it displays where expected on the main OGA site).

Consider posting an update on Facebook, or including a link in an Area email newsletter.

Incorporating video and audio

Video and audio clips may be 'embedded' in articles to play 'inline'
eg www.oga.org.uk/events/oga55-cardiff-bay-bca Editors wishing to include video or audio should contact the OGA Editor (online) for guidance. The video must already be uploaded to a suitable media service eg YouTube, Vimeo. The OGA has a YouTube channel.

'CURATING' AND PUBLISHING AN IMAGE GALLERY

Editors should prepare any new images for upload, based on the notes below and in previous sections as well as researching any suitable images already held in the online Image Library.

Login to the OGA website, select 'Content>Add content>Image gallery' from the black Admin. menu bar.

The best way to learn is to build the first image gallery and review it 'unpublished'. Try to avoid uploading duplicate images and always consider re-using images already held in the Library.

Remember that you are working on a live site, and once 'saved' the article is public, unless you deselect the 'Publish' checkbox.

Always allow sufficient time to correct any potential problems that arise.

Title: This forms the URL or web address. The URLs are designed to be 'human readable' and should be kept as short as possible, whilst meaningful eg East Coast Classics auto-generates the URL suffix: **/galleries/east-coast-classics**

Summary: This forms the 'teaser' in listings and should be a short sentence or two providing an overview/introduction written in an engaging, 'keyword-rich' style. Always complete this section - it is what people see first and 'draws' them to click through and read the full article. It is also what will be returned in search results.

Gallery description: This is displayed above the collection of photos and provides an overview of what has been selected for inclusion. Check the notes on HTML above and always double-check display, copy, listings and links in a browser once the Gallery has been published.

Upload/select up to 30 images for inclusion in the Gallery: The 'key' image illustrates the article and is also the 'thumbnail' in Gallery listings. Up to 30 images may be uploaded to form the Gallery, or selected from the Image Library for inclusion. Browse the 'Library' or 'My files' tab to find images already uploaded. Try to avoid uploading duplicate images.

Please refer to detailed notes on managing and uploading images below.

The order of images in the Gallery may be changed using the '+ handles' in the form.

Essential notes about working with HTML

HTML is the 'markup language' used by most web applications to display content. Using a CMS means that Editors only need to have a minimal understanding of what is involved, but it is important to understand the basics.

The website 'styles' (headings, spacing, colour of text etc.) are managed by the CMS (content management system) and so all the Editor has to do is 'tell' the system what 'style' to use. The WYSIWYG editor enables Editors to use some basic styling eg headings, bulleted lists.

Editors should not create tables and other styles or display/design elements within their content.

HTML tags are used to add formatting information to the text eg heading styles.

Tags are held within <angle brackets>. They are opened, and closed with a slash </> eg <p>This is the first paragraph of copy, with the paragraph tag opened and closing the sentence.</p>

When adding a link to a website or email address, use the WYSIWYG menu which opens a dialogue box. Always set the 'Target' for URLs to 'open in a new window' and 'hide' them behind some plain English.

The CMS provides three heading styles and the tags are: <h1> <h2> <h3>

 and are essentially synonymous to embolden text, although should be used in preference to . **Never** use these for headings and sub-headings which are managed via the CMS and **don't** use them in conjunction with <h> tags.

There is no need to add any additional spaces, carriage returns, line breaks etc. as these are dealt within each 'style'. Inserting line breaks within the text input box creates large breaks between paragraphs when the Article displays and can damage display on some devices and browsers.

Avoid the use of italics and underlining.

Use only a single space after full stops.

Avoid 'cut and paste' of copy directly from Word into the CMS.

If copy-typing is not practical, try to save your copy in an unformatted file (eg txt, raw text). If you have to input from Word, check the HTML to remove any 'stray' tags. Typically, there may be tags such as and <div> all of which should be removed. If possible, it is best to type directly into the input form, or prepare copy in a plain text editor without any formatting.

When inputting copy to an article, event, feature or news item, use 'Disable rich-text' / 'Enable rich-text' to toggle between the WYSIWYG editor and raw html version. This link is directly below the body copy form on the left-hand side. If the html is not showing up, check that 'Full HTML' checkbox is selected in the INPUT FORMAT drop down list below.

If the article does not display correctly in the browser, eg fonts are not consistently displayed, there are line breaks in the wrong places, there may be some 'stray' html tags which should be removed.

MANAGING IMAGES ON THE OGA WEBSITE

All images on the OGA website, including entries to the OGA Photography Competition, the online Boat Register, Features, News, Events and Image Galleries are held in the OGA Image Library.

The CMS enables Editors to upload one image for each item of text-based content which forms the 'teaser' thumbnail and displays at the top of 'News', 'Events', 'Feature' and 'Boat' content when opened by visitors.

For 'Boat', 'News' and 'Event' 'content types' there is the option to upload up to six additional images which are displayed as thumbnails below this 'key' image. The image collection may then be browsed as a 'slideshow' by visitors viewing that article. Selecting individual images opens them at full size to run a slideshow at full resolution.

The title or caption and copyright status of each image is displayed on it everywhere apart from the 'thumbnail' listings.

The brand and style of the OGA, reflected across online communications, the website and printed material, is based on high quality photography, illustration and use of a strong colour palette. Editors must endeavour to select images carefully to ensure this high quality is maintained.

Editors should try to avoid uploading duplicate images, and should always complete as much of the metadata as possible. This will help to ensure good search returns in future if the online Image Archive is developed further.

The following notes are intended to provide technical and visual guidance in selecting, managing and uploading images for use on the OGA website.

File size and name

The maximum file size for images on the OGA website is 8Mb.

The minimum dimensions are 640x480 pixels. Consider re-naming the file to something reflecting the image content eg change DSC39457.JPG to regatta-ipswich-2015-slewis.jpg

This will make it easier to find for re-use in another piece of content.

Copyright

All images on the OGA site must be used with permission of the rights holder. It is essential that the provenance of photos and illustrations is credited and under no circumstances should Editors upload images for which there is any doubt over copyright.

Several photographers and rights owners have granted the OGA permission to use their material, providing it is credited: Keith Allso (Solent), Sue Feather (East Coast), Tony Pickering (East Coast), Beken of Cowes, Classic Boat, PBO, Lodestar Books amongst others.

Refer any queries regarding copyright to the OGA Editor (online) in the first instance.

Some archive images may be credited as 'OGA Archives' if they have been used in previous publications and the copyright holder is unknown, donated to an Area archive etc. Images may also be sourced from other websites using Creative Commons licensing, with the source credited and license noted where appropriate.

The OGA does not purchase images from photo libraries and library images should never be used. Watermarked images should never be uploaded to the website.

The 'Copyright' field in the image metadata is a required field and will display on the image wherever it is used, alongside the caption or title.

Permission to use images of people, in particular, minors

When submitting images of people for use in OGA publications, including the website, the photographer is responsible for seeking permission for use from those in the image.

In sensitive situations, eg when a photo includes children, Editors should check that this has been done.

In the case of minors (under-18 years) **it is essential** that the Editor uploading the image has confirmed permission for use, in writing (email or letter), with the parent/guardian.

Images with overprinting

Never use images which are designed as posters or fliers, with writing over the image, as this will not display well.

Ask the producer of the flier to supply the image as a separate file or use a different image to illustrate the article eg www.oga.org.uk/events/belfast-tallships-sea-festival-2015 the image displayed has been supplied separately from the poster www.oga.org.uk/sites/default/files/Tallships%20Belfast%20poster.pdf

Aspect ratio and image 'focus'

Images are displayed on the website in a range of views eg landscape thumbnail in listings, larger landscape in articles and square in the online Boat Register. In order to ensure that the 'crop' is always appropriate, some 'auto-cropping' is undertaken by the CMS eg to 'focus' on the lower part of a landscape image (generally the hull of a boat).

Editors must use their own judgement when selecting images to ensure that they will display appropriately in all places. Always check the display once uploaded, ideally in a range of browsers.

It may be necessary to crop an image before uploading it to change the aspect ratio or improve composition eg to remove a large area of sea, sky or some other unwanted feature like the bow of a large GRP motor-cruiser or lengthy stretch of pontoon!

A 'landscape' image is best for use in 'News', 'Event' and 'Feature' content types. 'Portrait' images may also be used to illustrate boats in the online Boat Register. 'Panorama' images do not display well, as they are too wide for their height, and should be cropped.

When uploading images, drag the 'crosshair' to an appropriate part of the image to set the 'focus'. Check the display once the image is uploaded.

Image resolution

Image resolution is measured in dots per inch (dpi) and describes the amount of detail in the image. Typically, images for use on the web may be as low as 72 - 96 dpi whereas for print it must be higher, ideally 300 dpi.

Contributors may 'compress' images to send via email, or 'embed' them in the body of another document. This reduces the quality of the image significantly, often making the image completely unusable for print or online.

Editors should ask contributors to send a higher resolution image as a separate file attachment or via photo-sharing apps. eg MailBigFile, We Transfer or Dropbox.

Sadly, many older digital images are not usable either online or in print, due to the low resolution of the originals.

Scanning images from prints

The OGA has a large collection of printed archive photos that may be scanned to a suitable resolution for use online and in print.

If an image is very small eg those in early copies of the A5 OGA Newsletter, they cannot be scanned to a sufficiently high resolution to be usable online or in new print publications.

Individual images should be scanned to the highest possible resolution, in RGB ie colour (even if the image is monochrome). Save the output as .jpg (photographs) or .png (illustrations and line drawings) with a suitable filename eg in the case of a boat, include the OGA boat no.

ADDING IMAGES TO CONTENT ON THE OGA WEBSITE

Nominated OGA Editors and Members with boats in the Boat Register may upload images to the OGA Image Library for use in a range of 'content types' on the OGA website. Photo Competition entries are also stored in the Image Library, and available for re-use. Images display as a 'teaser' thumbnail and at the top of 'News', 'Events', 'Feature' and/or 'Boat' content when opened.

There is the option to add more images, either from a local source or from the online Image Library, to display as thumbnails below the 'key' image and browsed as a 'slideshow' in 'News', 'Event' or 'Boat' content types.

Area Editors may also 'curate' collections of images from the Image Library and/or add new images to the Library to display 'Galleries' of up to 30 images on a topic of interest to website visitors.

The guidance below assumes that Editors are familiar with all notes in preceding sections.

Login to the OGA website, find the 'News', 'Event', 'Feature', 'Image Gallery' or 'Boat' article you wish to add images to and select the 'Edit' view

'Browse' opens a pane with the option to upload a new image or to choose an image already in the OGA Photo Library. There may already be a suitable image in the OGA Library. If you think there is, browse the 'Library' or 'My files' tab to find it. Try to avoid uploading duplicate images.

When uploading an image file from a local source, Editors must complete the metadata fields for each image. Do not use the following characters in the metadata: " ' or &

The metadata will be useful in future if/when the full OGA online Photo Archive/Library is developed.

***Title** A short (max. 30 characters) title for the image, capturing the essence of what the image portrays. Title is displayed in 'Feature' items under the image and used in the Photo Competition and Galleries.

***Caption** A brief (max. 60 characters), informative caption for the image including sufficient detail for visitors in different contexts across the website eg boat name, date, place sailing, people etc. Displayed in many places across the site within the image itself and used for searching images.

Alt text May be the same as the caption, should 'describe' the image for someone who can't see it. Alt text is used by screen readers, search engines etc. for people who cannot see the image for a range of reasons including visual impairment.

Description A long/extended description for the image which will be displayed if/when the online Photo Archive is developed.

Year the photograph was taken

OGA Area where the photograph was taken (NB: **NOT** the photographer's home Area)

OGA Event OGA Event at which the photograph was taken (start typing and if the Event is already listed, it will auto-fill)

Creator (photographer or illustrator) of the image (start typing and if the photographer's name is already listed, it will auto-fill)

***Copyright** The owner of the copyright eg photographer's name, Creative Commons with ref., OGA Archive etc. (start typing and if the photographer's name is already listed, it will auto-fill)

***Image category** select as many as appropriate