Kilts Center Website Editing Guide

Description:
This is the public-facing Kilts Center for Marketing website.

URL:
http://research.chicagobooth.edu/kilts

Additional Resources:

General Page Editable Areas:

- Field: Title (text)
- Field: Body (WYSIWYG)
- Navigation; contact AD of Marketing
- Modules; contact WebHelp
- Navigation; contact AD of Marketing
Profile listing pages:

- Pages using this template include Kilts Leadership, Steering Committee, Full Faculty Roster, Faculty Profiles, Doctoral Fellows, Student Profiles, Alumni Leaders, Recruiter Profiles, and Marketing Lab Profiles.

- The main page items follow the standard Title/Body format at the top, with the individuals listed below populated by subitems. The full profiles linked from these pages are sub-subitems. Click the plus signs in the Sitecore navigation tree to see subitems, then click the subitem to view it in the Content Editor. See below for an example.

- To request a new individual be added, send a request to WebHelp. Include: on which page they should be listed, name, class year (if applicable), title, company, short intro (1-2 sentences), full profile, and photo (uncropped, please).
Full Profile pages:
- These pages are sub-subitems of the profile listing pages. See previous page in this documentation for details.
“Accordion” pages:

- Pages using this template include Publications and Research Highlights.
- The pages follow the standard Title/Body format, with additional subitems for the content in show/hide areas (“accordions”). The “accordion” subitems are located below Publications > content > Year or Research Highlights > content > Research Highlights - (Year), respectively. Click the plus signs in the Sitecore navigation tree to see subitems, then click the subitem to view it in the Content Editor. See below for an example.

- To create a new “accordion”, right-click on the Year or Research Highlight item in the navigation tree and select Insert > FAQ.
The News page:

- This page is populated by sub-subitems located below the News item > (Year). Click the plus signs in the Sitecore navigation tree to see subitems, then click the subitem to view it in the Content Editor. See below for an example.

- To create a news snippet, right-click on the appropriate year item in the navigation tree and select Insert > Kilts News Story. Use the date for the filename.

- To create a new year option, right-click on the News item in the navigation tree and select Insert > Option3 News Year Folder. Note that the year dropdown on the webpage will display news snippets that are subitems to that year item, not the time stamp or filename of the news snippet.
Event Details page:

- The main Events page follows the standard Title/Body format, with additional subitems for the content in the Upcoming Events table. Click the plus signs in the Sitecore navigation tree to see subitems, then click the subitem to view it in the Content Editor. See below for an example.

- To create a new event, right-click on the Events item in the navigation tree and select **Insert > Option3 Event Story Page**. Make the filename the event date in the format **MM DD YYYY**. Once it’s approved, this item will automatically populate the event table on the Events page, with a link to the event details page.

- If you have an image for an event, send a request to WebHelp including the URL of the event details page and an attached image file.