



Local group websites user guide

Version 4.5.2

Last updated: February 2021

If you have a technical query about your site, please contact:

volunteering@diabetes.org.uk

	Description	Page
1.	Introduction	3
2.	Logging in	3
2.1	What to do if you have forgotten your password or username	4
3.	Editing your website	6
3.1	Helpful information	7
3.2	Global header	7
3.3	Group name	7
4.	Homepage – how to write good copy	8
4.1	Make your copy search engine friendly	8
4.2	Create a good first impression ('shop window')	8
4.3	Editing content on the homepage	10
4.4	Tag line	11
4.5	4.5 Welcome message (mission statement)	11
4.6	Homepage images (image header)	12
4.7	Facebook link	13
4.8	Twitter feed	13
4.9	Contact details	13
4.10	Saving, previewing and publishing your changes	13
5.	Pages – About us, Our Committee, Fundraising, Volunteer with us, Local info.	15
5.1	Adding additional Pages	15
5.2	Adding content to a page	16
5.2	Additional sidebar content	17
6.	News articles	19
7.	Event items	21
8.	Albums (photo galleries)	23
9..	Contact us page	25
10.	Library – add PDF, Word and Excel files	26
11.	Uploading images to your pages	27
12	Dealing with Spam emails	28
12.	Appendix	30
13.1	What makes a good image	30
13.2	Uploading large images	30
13.3	Making links to files and web pages	31
13.3	How to reduce your image file size	31
13.4	Make it easier for search engines to find your content	32
13.5	12.5 How to embed YouTube videos	33

Introduction

Thank you for running the website for your local Diabetes UK group. This user guide includes full instructions on how to manage your website if you have been set up as your **group's website administrator**. It is a detailed guide designed to be followed by all, regardless of the level of your digital skills.

You can update your site through our online system known as a **Content Management System** or **CMS**. We'll refer to it as the 'system' or 'CMS' throughout this guide. You just need a computer with a web connection, as well as your login details (below).

The system is designed to be used on a desktop or laptop computer. You might struggle if you're using a tablet, depending on the device – we would recommend using an additional plug-in keyboard if you are trying to update using a tablet.

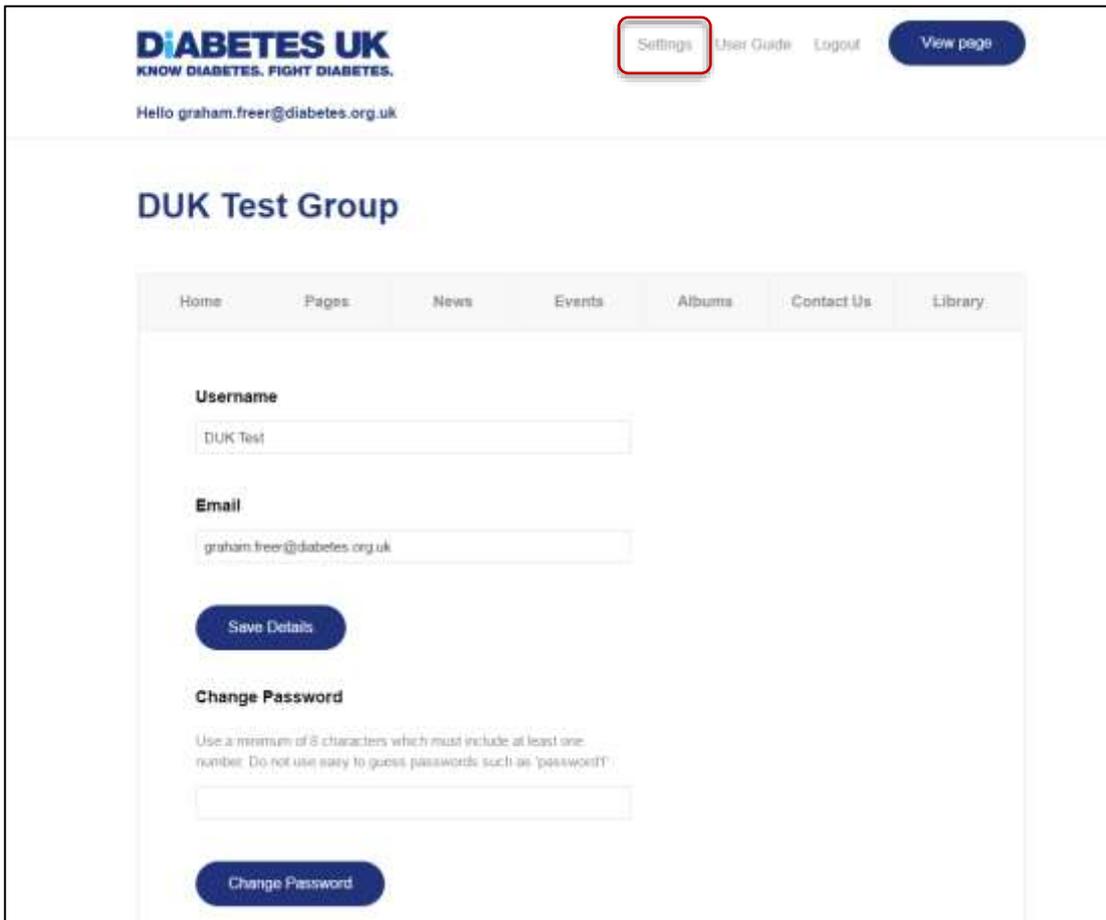
It is very easy to use. If you are used to using a computer and have used Microsoft Word, much of the interface will be familiar to you.

1. Logging in

1. Once you have requested a local group's website or taken over as your local website administrator you will be sent your login details by email. This will contain your username and password, together with group name and a link to the login page for your group. Follow the link in the email or go to <https://diabetesukgroup.org/login> ([you don't need a 'www.'](#))



2. You will then be asked for your username and password found in your email.
3. Once entered, click on the login button to enter your group's site..
4. You should change your password the first time you login with a new password (minimum of 8 characters with a mixture of words and numbers). Just click on 'settings' which you can find in the links at the top of the page.



Tip: Keep a note of your new password. (it isn't viewable on the website)

2.1 What to do if you have forgotten your password or username?

If you forgot your user name you can use also your email address instead of your user name.
If you have forgotten your **password**, please follow these steps:

1. Go to https://diabetesukgroup.org/login_(you don't need the 'www.')
2. Click on the forgotten your password link



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

Please enter your username / email and password to login

Username / Email *

Password *

Login

Forgotten your password?

3. Enter your email address (the one you used to register with) and hit 'Send' to be sent a password reset email



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

Forgotten password?

Please enter your email address and click send

Email *

Send

< Cancel

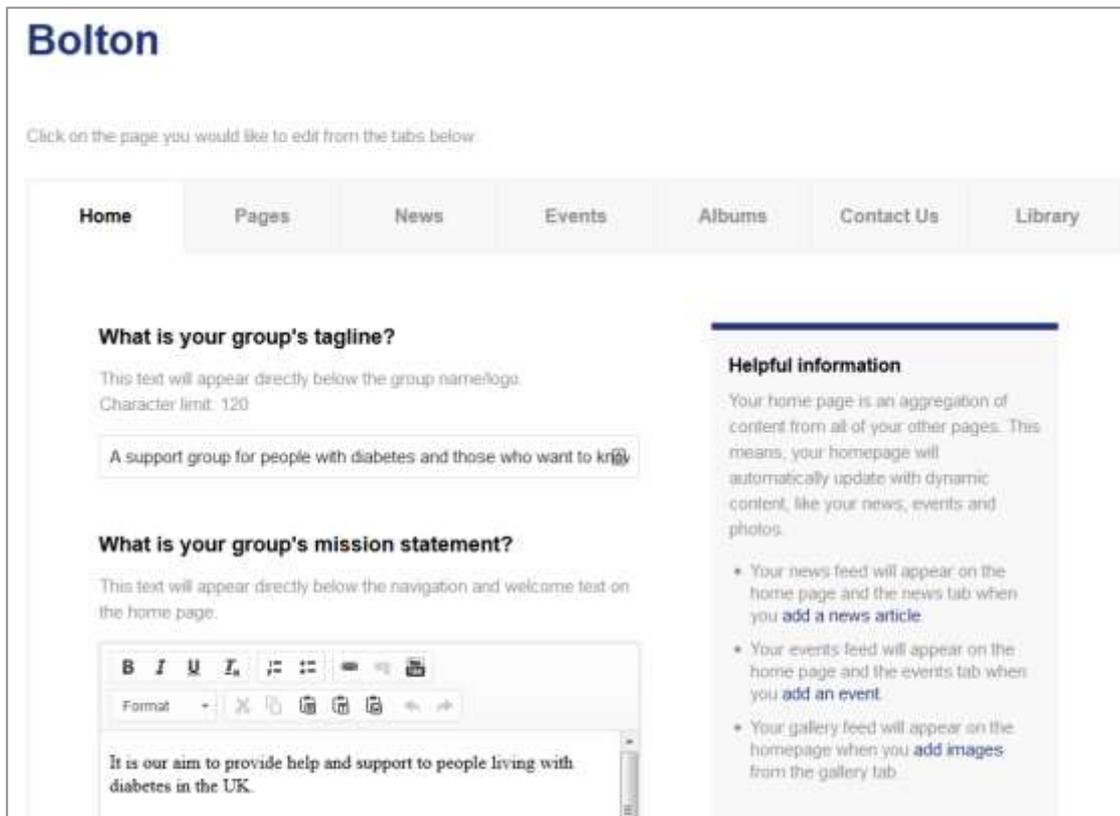
4. Follow the instructions in the email to reset your password

The email should arrive almost immediately but if you can't find it it may have been marked as spam by your email provider so do check your spam/ junk folder if you can't find it.

If you still have problems, please get in touch with the central volunteering team at volunteering@diabetes.org.uk who will be happy to help.

3. Editing your website

After logging in, you will see a screen similar to this one:



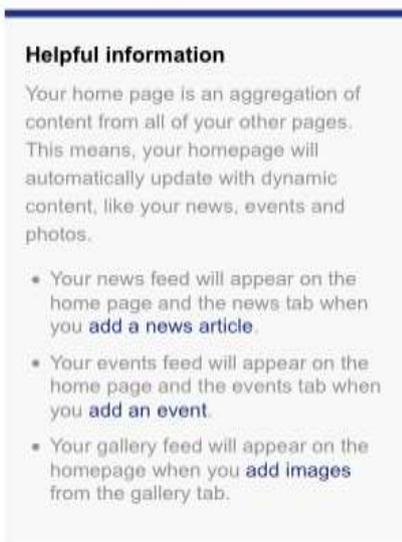
You can edit your website content by clicking on the menu tabs across the top:

- **Home** – homepage
- **Pages** – About Us, Our committee, Fundraising, Volunteer with us, Local information
- **News** – create news articles
- **Events** – create event items
- **Albums** – create albums for photographs
- **Contact us** – contact page
- **Library** - upload PDF documents and images to be used on your site

**** Save your changes ****

You always need to save or publish your changes while are you still on the current tab – before you move to another tab. If you navigate to another tab before saving, you will lost your changes.

3.1 Helpful information



Helpful information

Your home page is an aggregation of content from all of your other pages. This means, your homepage will automatically update with dynamic content, like your news, events and photos.

- Your news feed will appear on the home page and the news tab when you [add a news article](#).
- Your events feed will appear on the home page and the events tab when you [add an event](#).
- Your gallery feed will appear on the homepage when you [add images](#) from the gallery tab.

Each tab contains a 'Helpful information' box to guide you when you're adding content.

For example, the 'Helpful information' box on your homepage explains that some of the content appearing on the bottom half of the homepage is pulled through automatically from elsewhere on your site.

3.2 Header menu

You'll find a menu at the top of every page:



Diabetes UK
KNOW DIABETES. FIGHT DIABETES.

Hello graham.freer@diabetes.org.uk

Settings User Guide Logout **View page**

- Under **Settings**, you can change your password.
- The latest version of this guide is available through **User Guide**.
- You can **Logout** of the system.
- You can view your website as it appears 'live' by clicking on the **View page** button.

3.3 Group name

The **name of your group**, which appears at the top of every page, cannot be changed by you. Please contact the volunteer team if you are thinking of changing your group name.

4. Homepage – how to write good copy

Your **homepage** is the most important page of your website – it is likely to be the first of your pages to appear in any Google search results, and is probably the first page that any visitor will see.

4.1 Make your copy search engine friendly

To have the best chance of being found by users in Google (and other search engines such as Bing and Yahoo), you need to make sure your homepage contains text that best matches or reflects the sort of terms that people looking for local diabetes info and support are likely to use.

For more information on this please see the search engine guide in the appendix at the end of this document.

4.2 Create a good first impression ('shop window')

Your homepage is where most of your visitors arrive before seeing the rest of your site. This means it is really important to get the first impressions right for new visitors, as well as generally promoting your most recent or important content for all visitors.

Try to make sure you:

- **make it clear who your group is there to help** – e.g. people with diabetes, families, children with diabetes, parents, any focus on a particular type of diabetes, age group and, of course, location – so people know they've come to the right place
- **use natural, conversational language** – simple, friendly, approachable – nothing too formal or long-winded. Try saying it out loud to see if it sounds right
- **update your homepage** with any news, new events or other current information – this keeps the site feeling fresh for returning users and, since new content is favoured by Google in its search results, gives you more chance of ranking higher in search results
- **use appealing, genuine photographs**, ideally of your own group members and activities, showing (where possible) the Diabetes UK brand, such as people in Diabetes UK t-shirts, events with Diabetes UK banners and balloons, etc. – this gives people an idea of what to expect, and a feeling of authenticity not usually seen in generalised photography. See part 12 of this guide for more photo tips.

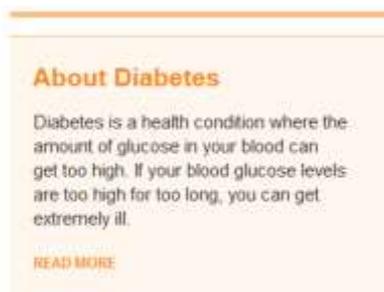
4.3 Editing content on the homepage

Home	Pages	News	Events	Albums	Contact Us	Library
-------------	-------	------	--------	--------	------------	---------

Under the **home** tab, you can edit the following homepage sections:

- Tag line
- Welcome copy (Mission statement)
- Main images
- Contact details
- Link to your Facebook group
- Your latest tweets

Tip: As you create event and news articles, the latest of these are automatically displayed on the homepage. If you create photo albums, these too will become visible on the page.



About Diabetes

Diabetes is a health condition where the amount of glucose in your blood can get too high. If your blood glucose levels are too high for too long, you can get extremely ill.

[READ MORE](#)

Your homepage also features two sections in the sidebar you cannot edit: About Diabetes and About Diabetes UK.



About Diabetes UK

Diabetes UK is the UK's leading diabetes charity

We care for, connect with and campaign on behalf of all people affected by and at risk of diabetes, reaching people with diabetes in local communities across the UK.

[READ MORE](#)

These are centrally edited (by Diabetes UK) and are the same for all group websites. This means the content cannot be customised for your group's website.

4.4 Tag line

The 'tag line' text appears on your group's page in a dark blue band, above the main navigation menu:



Sometimes this text will form the description that Google pulls into its search results – so try to make it a good summary of your group to tempt people to click through.

This is limited to 120 characters including spaces, so use it to briefly explain who your group is for. The following three examples show different levels of detail – be as specific or as general as you need to be, depending on the focus of your group.

- *A local Diabetes Group (Essex Group)*
- *A support group for people with diabetes and those who want to know more about it (Chesterfield Group)*
- *A parent-run support group for families of children with Type 1 diabetes under the care of Ysbyty Gwynedd (North West Wales Family Group)*

4.5 Welcome message (mission statement)

This is the first main bit of text on your homepage, appearing beneath the navigation menu, and your first chance to tell your visitors what to expect, and to set the tone and personality for the group and the rest of your site.



It gives you a chance to welcome your visitors and gives a bit more space to explain who the group is for and what you do.

It is also (along with or instead of the tag line) the bit of text most likely to appear in Google (or other search engine) results – so, as with the tag line, try to include enough information to make people want to click through or, once they're on your homepage, read more and explore your site.

You must include text in this section – **please do not leave it empty**, otherwise it will confuse or disappoint your visitors, and will harm your chances of appearing in search results (meaning your site might not even be found in the first place.)

Try to use active, friendly and inclusive language – e.g. 'We aim to' is better than 'Our aim is to', 'We meet once a month' is preferable to 'Meetings are held once a month' – and be as friendly and welcoming as possible. Your welcome message will help people understand if they're in the right place and encourage them to read more and make contact.

4.6 Homepage images (image header)

This section is for two main photos that appear beneath the welcome message. They appear side by side on larger screens (as in the below), while when viewed on smaller screens (such as mobiles) the right-hand image moves below the left-hand one.



You will initially see two general Diabetes UK images in this section. Replace these images with photos of your own group members and activities as soon as you can, showing wherever possible the Diabetes UK brand, such as people in Diabetes UK t-shirts. See section 9 and appendix of this guide for more photo tips.

These photos should be a minimum of **483 pixels wide x 260 pixels high**. If your image is a different size, you can crop the image within the CMS when you upload it – or, if the image is already uploaded, by clicking on the Edit button on the image. However the image must meet the minimum size requirements or the system will reject it.

Please also see 'uploading large images' in the appendix below.

Tip: Portrait images, where the height is the long side are not generally suitable unless they can be cropped down to work as a landscape image, where width is the long side(483px wide).

4.7 Facebook link

If your group has a Facebook page, you can link to it from the homepage.

The **Facebook group link field** is preset to the main Diabetes UK Facebook group page – just replace this with the full web address of your Facebook page if you have one:

<https://www.facebook.com/kidsclubmacclesfield/>

If you don't have your own Facebook page, the homepage Facebook link will send visitors to the main Diabetes UK Facebook group.

4.8 Twitter feed

If your group has a Twitter account, you can display your latest tweets on your homepage.

There is a preset link to Diabetes UK's main account (@Diabetes UK) – just replace this Twitter username with your own:

DiabetesUKMK

You don't need to include the @ at the beginning.

4.9 Contact details

Your contact details are displayed on the homepage sidebar. This is preset with the contact details for the Diabetes UK main office – fill in your own contact details to overwrite these.

**** It is really important to fill in your email address as messages submitted on the Contact us page will be sent to this email address, otherwise any email enquiries made will not come through to your group administrator.**

4.10 Saving, previewing and publishing your changes

Once you have finished editing the homepage, you have three options (which you'll see at the bottom of the page):

You can **publish** your changes. Just click on the publish button and your changes will appear on your website.

Publish

You can **save it to drafts** which allows you to continue editing the homepage later.

Save to drafts

You can **save and preview** your article. Clicking on this button first saves the changes you've made to the homepage and then gives you a link at the top of the page to see how your changes would appear on the 'live' site.

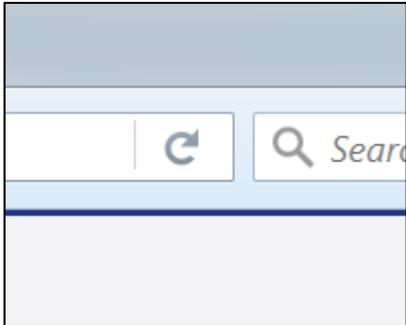
Save and preview

When you are happy with the changes to your page click publish to put your page live (so that other people can see it).

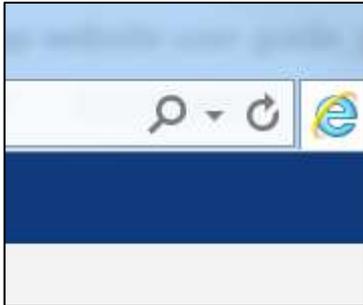
Tip: Please note – Any changes you make to a page will not automatically update within your web browser (Google Chrome, Firefox, Internet Explorer etc). To see the changes you will need to click the refresh button (the circular arrow icon) adjacent to the webpage address at the top of the page to reload the content.



Google Chrome

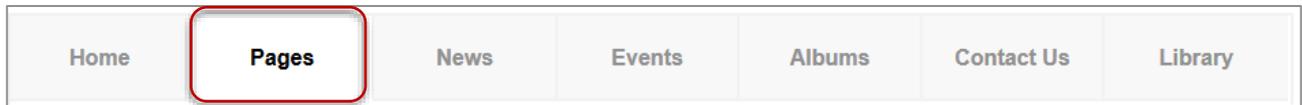


Firefox



Internet Explorer

5. Pages – About us, Our Committee, Fundraising, Volunteer with us, Local information



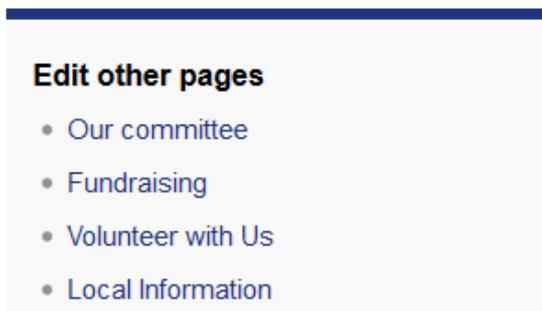
Under the **pages** tab, you can edit the following most frequently used pages:

- About us
- Our committee
- Fundraising
- Volunteer with us
- Local information

The **About Us** page always appears on the website so **please don't to leave it empty**.

5.1 Adding additional Pages

There are four other pages that only appear on your site if you choose to publish them.



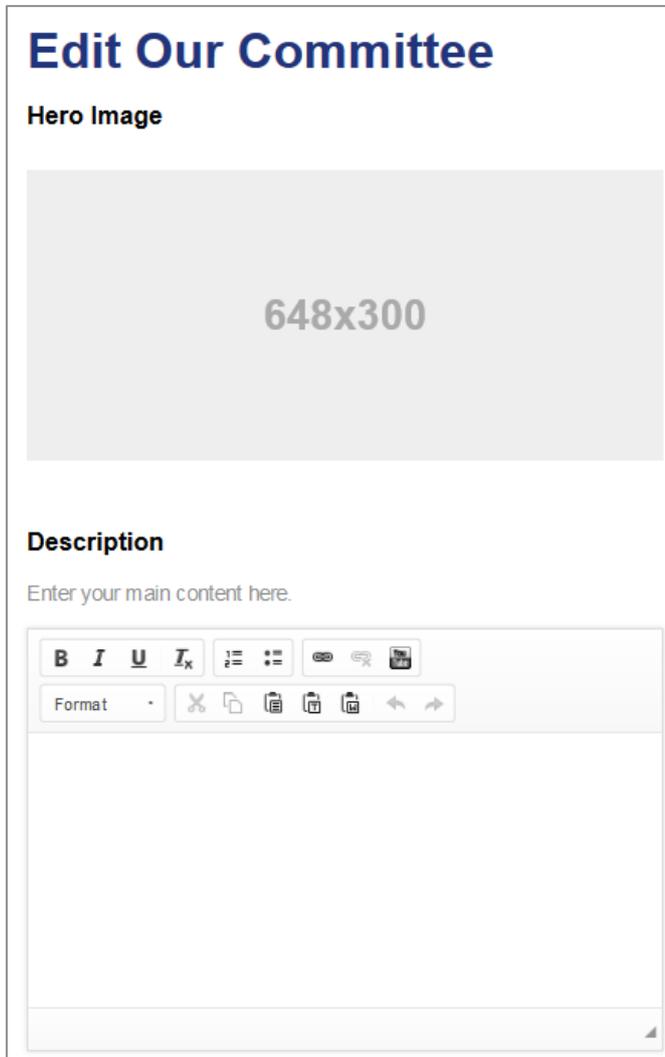
To do so, simply navigate to the pages tab and select one of the additional page in the right hand sidebar under 'Edit other pages' select the page you want to add, add your content (see below) and click on the 'Publish' button at the bottom of the page. Your extra page will be found under the 'more' tab in the main navigation.



All these pages use the same page template which means that each page is edited exactly the same way.

Tip: The main title of the pages (e.g. About us; Fundraising) are preset and you can't change them.

5.2 Adding content to a page



The screenshot shows the 'Edit Our Committee' page editor. At the top, the title 'Edit Our Committee' is displayed in a large blue font. Below the title is a section labeled 'Hero Image' with a large grey rectangular placeholder containing the text '648x300'. Underneath the hero image is a 'Description' section with the prompt 'Enter your main content here.' and a rich text editor toolbar. The toolbar includes buttons for bold (B), italic (I), underline (U), strikethrough (I_x), bulleted list, numbered list, link, unlink, and YouTube embed. Below the toolbar is a large text area for entering the main content.

For each page, you can add a main **image**.

This should be **648 x 300 pixels** in size. You can crop your image to the right size when you upload it to the system. If it is smaller than this however you won't be able to upload it.

See part 12 of this guide for more photo tips.

Use the **Description** field for the main copy of your page.

This features a 'what you see is what you get' (WYSIWYG) editor. You can add links and sub-headings (under Format) and embed YouTube videos. There is no word limit.

The buttons above the text area work in a similar way to Microsoft Word. You can format the text, create bullet point lists, create links, paste in content from elsewhere and even embed a youtube link. (See parts 13 of this guide for more about links and the appendix for more about embedding video).



The top row of buttons (left to right) are to: bold, italicize or underline text or remove formatting; Add numbered lists or bullet points; link, unlink or embed a Youtube video (instructions on how to upload a Youtube video are included in the appendix).

The second row of buttons (again left to right) allow you to add a heading (select heading 3 from the dropdown), cut, paste text, paste as plain text (removes any old formatting from your previous document or webpage) or paste from word if you are pasting from a word document (again to remove unwanted formatting creating in word) The final two buttons are to undo or redo your changes.

Try experimenting with the buttons and you should soon get an idea how they work. You can always remove any changes you make and save over. That is the beauty of the Internet!

Tip: The Local groups websites have their own choice of fonts, text colours and font sizes to ensure consistency and convey a professional image. Hence you won't see any options to change the formatting of text in the local groups cms.

It is important when pasting in content from other documents or webpages you remove any pre-existing formatting by using the 'paste as plain text' or 'paste from word' icons.

5.3 Additional sidebar content

You can also add additional content which will appear on the right-hand side of the page in a box (or boxes):

About us



The Huntingdonshire Group held its first meeting in January 2001 and has been active ever since. We currently have about 300 names on our membership list and we generally have between 25 and 35 members attending our Monthly Meetings, occasionally more.

These informal meetings are for people with diabetes, carers, family, friends or anyone who simply wants to know more about diabetes. We have speakers who are interesting and informative, many of them Health Specialists. They frequently provide an opportunity for questions and answers.

Group Meetings

We meet at:

**Millennium Community Centre,
Burberry Road, Buckden, PE19 5UY
(Road Signs read: Village Hall)**

Meetings start at 7:30pm on the last Tuesday of every Month, except for August, when we organise a dinner together in early September, and December, when we organise a dinner early in the month.

Newsletter

We publish a monthly newsletter which enables those who cannot make meetings to keep in touch with what is going on in the Group.

To find out more visit the [Contact Us](#) page and send us a message.

To do this, add a title and the copy (description) to the **Sidebar content** fields

You can create additional sidebar boxes by clicking on the 'Add another sidebar widget' button.

Once you have finished adding content to your page, you again have the same three options which you'll see at the bottom of the page:

You can **publish** the page. Just click on the publish button and the page will appear on your website.



You can **save it to drafts** which allows you to continue editing the page later.



You can save and preview your page. Clicking on this button first saves your page to drafts and then gives you a link to see how it would appear on the 'live' site:

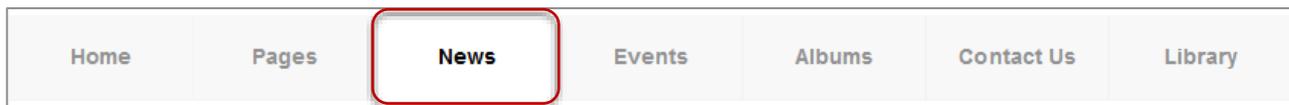


Congratulations, the article has been saved. [Preview it here](#)

You need to publish the page so that the page is publically visible on the web.

Tip: Once you have published your page, you will also see an option to **delete** it. This option will appear at the bottom of the page for all but the About Us page which cannot be deleted. **Please note – once deleted content can't be retrieved so proceed with caution!**

6. News articles



You can create news articles in the **news** tab. News articles are like regular pages except that they have a date associated with them.

These will appear on the news page and the latest three are also displayed on the homepage. Note that the news page will only appear in the website navigation if you have created news articles.

To create a news item, first select a category for your article from the available options (see image).

This will provide readers additional information about what your article is about, and help them filter the news content on your site according to the topics that interest them.

You need to give your news article a title (headline) - keep this short but descriptive.

A form for creating a news article. It has three main sections: 'Article Title' with a text input field; 'Hero Image' with a large grey placeholder box labeled '648x300'; and 'Description' with a text area and a rich text editor toolbar. The toolbar includes icons for bold, italic, underline, strikethrough, bulleted list, numbered list, link, unlink, and image, along with a 'Format' dropdown and undo/redo arrows.

You can add a **main image** to your article. The image should be **648 x 300 pixels** and you can crop your photo to the correct size when you upload it to the CMS. See part 12 of this guide for more photo tips.

Your news story goes in the **description** field.

As with the other description fields, this features a 'what you see is what you get' editor and you can add links, sub-headings and YouTube videos.

See parts 13 and 14 of this guide for more guidance on videos and links.

Once you have finished writing your news article, you again have three options (which you'll see at the bottom of the page):

You can **publish** your article. Just click on the publish button and your article will appear on your website.



You can **save it to drafts** which allows you to continue editing the article later.

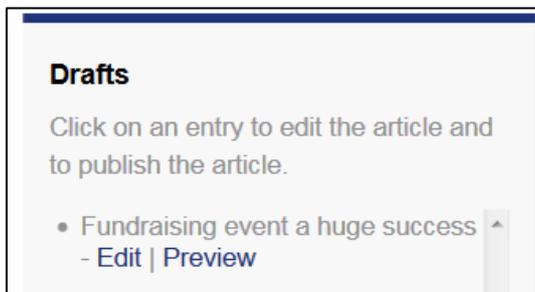


You can save and preview your article. Clicking on this button first saves your article to drafts and then gives you a link to see how your article would appear on the 'live' site:

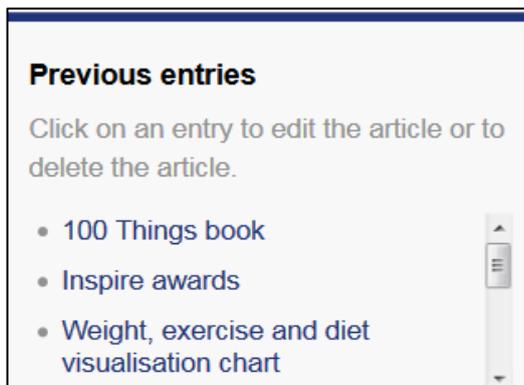


Congratulations, the article has been saved. [Preview it here](#)

You again have the option to **delete** the news item.

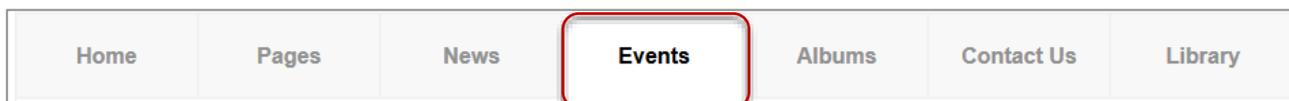


If saved to drafts you can continue working on your saved news article at any time. You'll find them listed under **drafts** in the news section (published articles can, of course, be also be edited).



You can also make changes to articles after they have been published. You'll find your published ('live') news articles in the **previous entries** box in the news section.

7. Event items



You can also create event items in the **events** tab. These will appear on the events page and the latest three are also automatically displayed on the homepage. Note that the events page will only appear in the website navigation if you have upcoming events you have created pages for. Once the event has passed they will automatically be taken down from the live site and no longer visible to the public.

Event from *			
Date *		Time *	
29/05/2016		10	00
Event to *			
Date *		Time *	
29/05/2016		12	00

First, select the start and end dates and times for your event from the dropdowns.

Please select times as well as dates as both are published on your website. If you leave the times unselected, the times for your event will be shown as 00.00.

Event Title
Annual General Meeting
Event Location
Holiday Inn, Bolton Town Centre, 1 Higher Bridge St Bolton BL1 2EW

Type in a title (headline) for your event. Keep this short but descriptive.

Type in the location for your event.

You can add a **main image** to your article. The image should be **648 x 300 pixels** and you can crop larger photos to the correct size when you upload it to the CMS but you can't upload images smaller than this size. See part 11 of this guide for more photo tips.

Add details about your event to the **description** field. This will give more information to your website's visitors about the event. It is also a compulsory field and you cannot publish the page without filling it in. Keep it short but enticing!

As with the other description fields, this features a 'what you see is what you get' editor, and you can add links and sub-headings, and embed YouTube videos.

See parts 13 and 14 of this guide for more detailed guidance on embedding videos and adding links

Once you have finished adding content to your event item, you again have the same three options which you'll see at the bottom of the page:

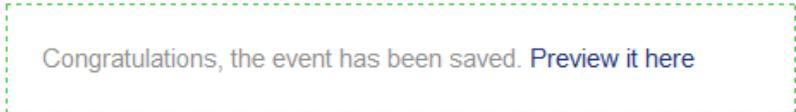
You can **publish** your event. Just click on the publish button and your event will appear on your website.



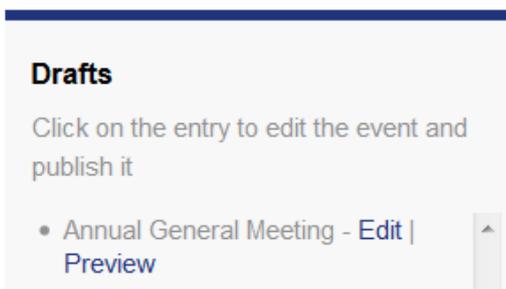
You can **save it to drafts** which allows you to continue editing the event later.



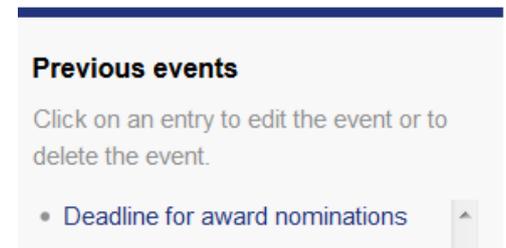
You can save and preview your event. Clicking on this button first saves your event to drafts and then gives you a link to see how it would appear on the 'live' site:



Once you have saved or published your event, you will also see an option to **delete** it.



You can continue working on your saved event item at any time. You'll find them listed under **drafts** in the events section.



You can also make changes to events after they have been published. You'll find your published (live) events in the **previous entries** box in the events section.

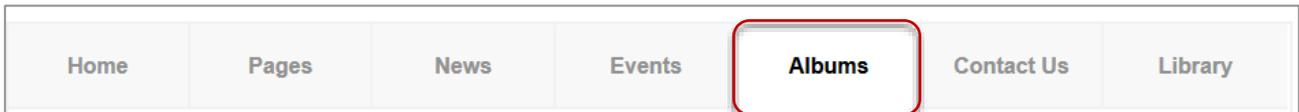
Once an event has taken place (based on the end date you selected for your event), it will be automatically archived from your website and not publically viewable.



You can still access it through the **archived** box in the event section.

If there are no other events on your website for upcoming events, the events page will disappear from your site's navigation – it'll reappear when you create more event articles.

8. Albums (photo galleries)



You can create photo galleries for your site under **albums**. These will appear on the albums page and are also automatically displayed on the homepage.

To create an album (called a gallery), click on the **Add new gallery box**:

A form for creating a new album. It has three main sections: 'Album Title' with a text input field; 'Album Date' with a date picker; and 'Album Description' with a rich text editor containing various formatting icons like bold, italic, underline, and link.

Give your album a **title** and select a **date** the photos were taken from the calendar dropdown (you can only have one date per set of pictures so it's common to create a new gallery for each event).

Write a brief description in the **album description** box. This should give visitors a bit more context to the photos – where were the photos taken, who is featured in the photos.

To add your photos, click on  the button and upload your images, you need to do this one image at a time.

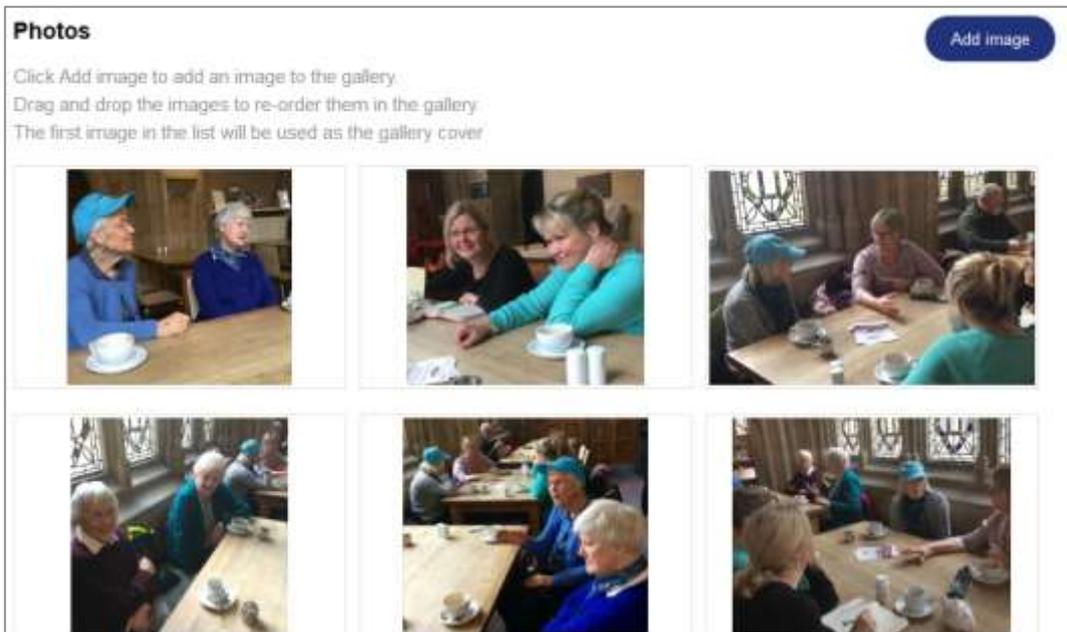
You can upload images to gallery at any size but please see 'uploading large images' in the appendix below.

When you have finished uploading your images, you can re-order them by dragging & dropping them on the page. The first photo in the list will be used as the cover photo for the gallery.

Be careful however as you can delete photos uploaded in error by hovering over them and clicking on the x in the top right corner.

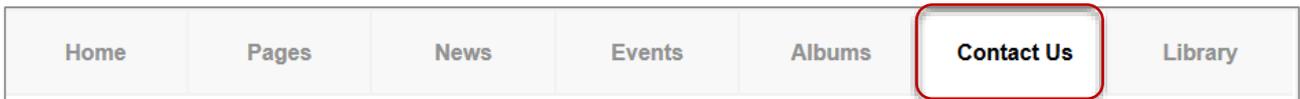
Don't forget to  the page to publish the album to your website.

Once your album has been published, you'll also see an option on the page to delete the entire individual gallery if it is no-longer needed. However in most instances images can be left here as they create a nice archive of a group's activities.



This image of an album page shows all the photos uploaded to an individual album. You can drag & drop them to re-order them, add new photos (through the **add image** button) and delete photos by hovering over them and clicking the x in the top right corner.

9. Contact us page



The contact us page always appears on the website with a contact form (below).

** All submitted comments are sent by email to the email address you specified for the homepage contact details box (see part 4 of this guide). ** Contact Us provides a means for people to get in touch with your group.

Tip It is really important that you update your group's contact details as Diabetes UK won't be able to forward emails on to you and people won't be able to contact you!

A screenshot of a contact page. The top section is titled 'Description' and contains a text area with a rich text editor toolbar. The text reads: 'Enter copy to introduce this page. This might be copy about the best way to get in touch, or when people can expect a response etc.' Below the toolbar, the text says: 'We're always happy to answer any questions you may have regarding our group. We'd love you all to come and visit us! Other places you can go for information are our Facebook page and Twitter feed.' Two blue hyperlinks are provided: 'https://www.facebook.com/DiabetesUkBolton' and 'https://twitter.com/DiabetesBolton'. The bottom section is titled 'Thank you message' and contains a text area with a rich text editor toolbar. The text reads: 'The user will see the message after successfully submitting the form.' Below the toolbar, the text says: 'Thank you for getting in contact. We'll do our best to get back to you as quickly as possible.'

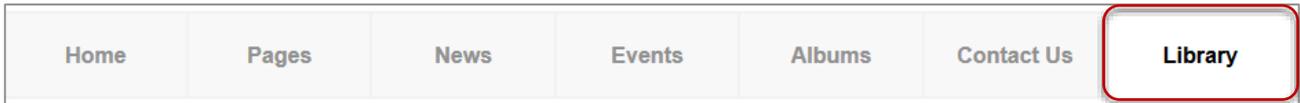
It's a good idea to add a description to the page – this also gives you a good opportunity to let people know when they might expect a response.

This description box features the same 'WISIWIG' editor and allows you to add links and format your copy.

You can also add a thank you message to the page which the user sees once they have submitted their enquiries.

You can add sidebar content to the page which will appear to the right of the page in an orange box. This is a good place to tell people where and when your group meets.

10. Library – add PDF, Word and Excel files



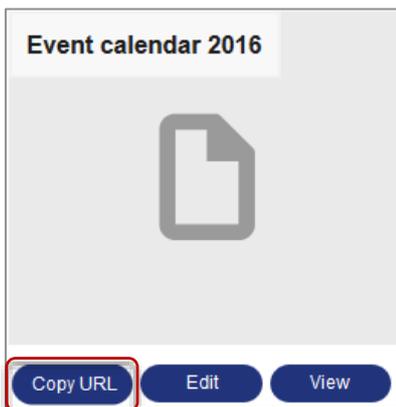
Under the **library** tab, you can upload files – PDF, Word and Excel – to your site.

To upload a file, simply click on **add new file**, give your file a title (make it descriptive so that it makes sense to your site's other editors, and you, later) and an optional description.

Tip: Please note that the maximum allowed size for any file is 2MB. If you try to upload a larger file, it will not be added.

Unlike albums, documents are not automatically visible on your group's website. Instead you must link to them on one of your website pages.

You will be able to see all the files you have uploaded to your website on the library page.



To link to the files you have uploaded:

1. Click on the **copy URL** (web address) button
2. Navigate to the page you want to link to the PDF from
3. Highlight the text you want to be the link, click on the link icon () and paste the link to the URL field in the link pop up box:

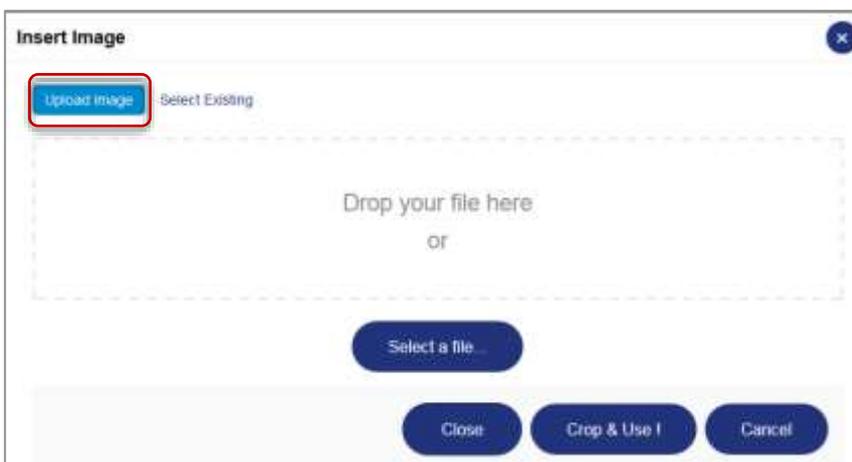
See part 14 for more tips on links.

11. Uploading images to your pages

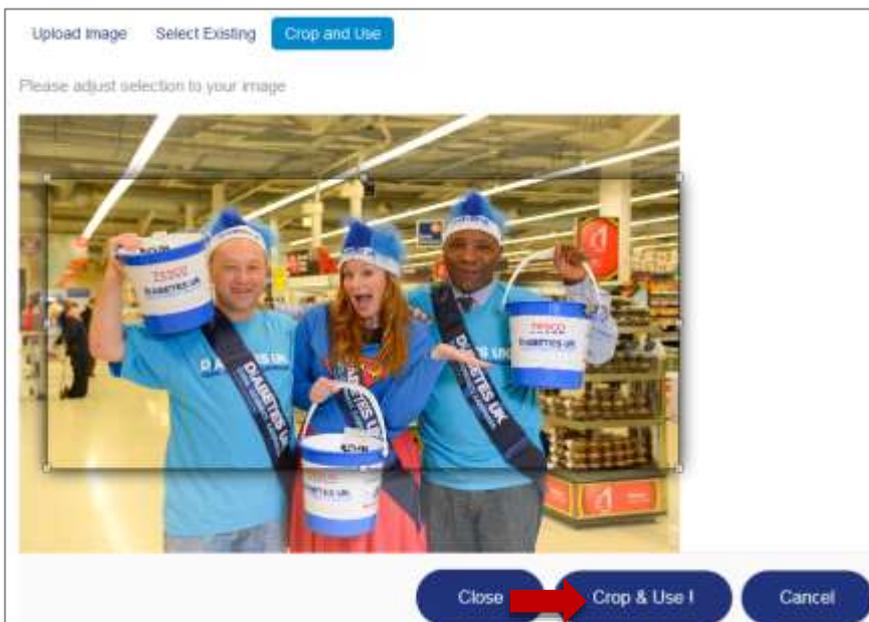
Use appealing, genuine photographs, ideally of your own group members and activities, showing (where possible) the Diabetes UK brand, such as people in Diabetes UK t-shirts, events with Diabetes UK banners and balloons, etc. – this gives people a feeling of authenticity not usually seen in 'stock' photography.

To upload an image to a page, follow these steps:

1. Hover over the space for the image and click on the **Edit** button in the top left corner
2. Select **Upload image** tab to select a file from your computer



3. Click on the **Select a file** button and select an image from your computer or drag and drop onto the page. You can also use an image you have already uploaded to your site by clicking on the **Select Existing** tab.



4. Crop the image by dragging the sides to where you want to crop the image.

5. When you're happy with your photo, click on **Crop & use**. You have to use crop and save to save the image whether you have cropped the image or not!

The sizes of images to use on your website are:

- Homepage: **483 width x 260 pixels high**
- All other pages (including events and news articles): **648 width x 300 pixels high**
- **These must be in landscape format not portrait so if you are taking pictures on your phone you will need to turn it sideways to the way you normally hold it.**

Tip: With the exception of creating albums, you can upload images in any size you want these are the minimum sizes you can upload to the system, however please see 'uploading large images' in the appendix below for larger images.

12 Dealing with Spam Emails

Receiving spam or junk mail is sadly a fact of life. In the same way that you can put a sign on your front door saying 'no junk mail' it doesn't prevent someone posting flyers through your letterbox.

Your local group website comes with a 'contact us' form so that visitors can get in touch. Messages through the form are directed to any email inbox you choose (see 9. Contact us page for more information).

Having a contact us form has the advantage that you don't have to display your email address on your local group website which prevents a lot of spam email coming your way. However, this cannot eradicate spam altogether if someone fills in the online form and sends you a message. We do have an anti-spam filter in place on the form, but unfortunately you may still receive spam e-mails occasionally.

It can be a little hard to identify spam as the system displays the sender as being from Diabetes UK group volunteering, making it look legitimate:

<p>From: volunteering@diabetesukgroup.org Date: 17 January 2021 at 06:12:36 GMT To: [your email address] Subject: Contact message from Diabetes Volunteers Reply-To: [senders email address]</p>

Message from Diabetes Contact Form

When you receive messages to your email inbox, please read the message carefully. If the content is out of context to the types of enquiries you would expect to receive, it may well be spam.

If you receive a spam email don't panic in most cases the email is just junk and can just be ignored and deleted. However occasionally it is possible that it is a phishing email.

Phishing emails

Phishing is where cyber criminals try to trick people into handing over sensitive information or installing malware. More often than not they do this via malicious emails that appear to be from trusted senders.

These emails often look legitimate and could also include a link to a website or an offer with the aim being to tempt you to click the link to see what it is. Emails can also ask you to download or install a particular file. Again, this is an attempt to access your information, or that of our charity, or gain control of our network.

Which.co.uk provide a useful top 10 tips for spotting scam emails:

<https://www.which.co.uk/consumer-rights/advice/how-to-spot-an-email-scam>

- Do not open any suspicious looking attachments
- If at all in doubt about the origin of an email you receive do not open it

- The most important thing is **don't click on any links in the message** as these can cause damage to your computer. Remember: stop and think before you click on a link!

What do I do if I accidentally click on a link?

Don't panic if you click on a link. If the link takes you to a page with a form to fill in, just close the tab or window without completing it. If you have been tricked into revealing your bank details, contact your bank, and if you have given away your password, change it immediately, including any other accounts where you've used the same password.

Do I need to report spam or phishing emails?

In most cases you don't need to report spam emails to the volunteering team at Diabetes UK as there is no more action that needs to be taken.

However, if you receive a particular sophisticated or serious phishing attempt, please email volunteering@diabetes.org.uk and we will report it to Information Governance straight away. By reporting, we can warn others!

13. Appendix

13.1 How to reduce your image file size

When uploading images, you need to be careful about the file size you use. The websites can handle large images (up to 8MB) but we recommend using smaller images to avoid slowing the speed that your pages load.

Here are a couple of ways to make sure your images aren't too big:

Online editor (works for both PC and Mac)

- Go to the website <http://apps.pixlr.com/editor/> and upload an image from your computer (File → Open image). Change the constraint proportions in the top left tool bar to output size. Change the width and height in pixels to the correct size and then save. Voila, your image is now a safe size to upload to your website.

Paint (installed on most PC computers)

- Open your image in paint and select Resize. Specify pixels as the measurement you wish to edit and then enter the width and height.

13.2 Uploading large images

If you upload a large picture you may find that the Close, Crop and Use and Cancel buttons get squeezed off the bottom of the screen and you can't see them.

To find them again you will need to just zoom out a bit on your browser (a browser is the software you are using to browse the internet and view your website) to be able to view the buttons.

- If you are browsing the internet using chrome click on the three dot menu icon top right menu at the top of your screen and then choose zoom and hit the minus button.
- If you are browsing the internet using Firefox click alt on your keyboard to show the toolbar then go to view>zoom>zoom out on your toolbar.
- If you are browsing the internet using Internet Explorer also click alt on your keyboard to reveal the top toolbar, then choose view> zoom out on your toolbar)

Once zoomed out you will be able to see the buttons – this may need a bit of trial and error to figure out the most appropriate zoom size, depending on the image size. After up loading the image don't forget to resize back to 100%

If you are having problems, please get in touch with the central volunteering team at volunteering@diabetes.org.uk who will be happy to help.

13.3 Making links to files and web pages

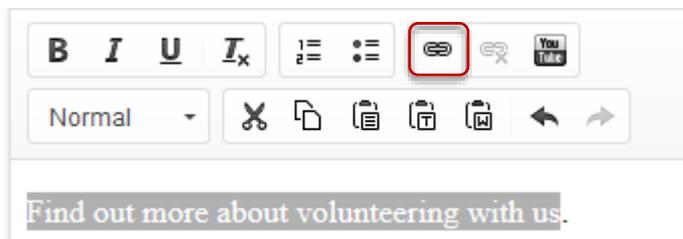
What makes a good link text?

Good link text provides a clear description of where following the link will take you to. It can be understood without the surrounding context of the page. Example of a bad link texts are 'click here' and 'more' which are non-descriptive and can't be understood on their own.

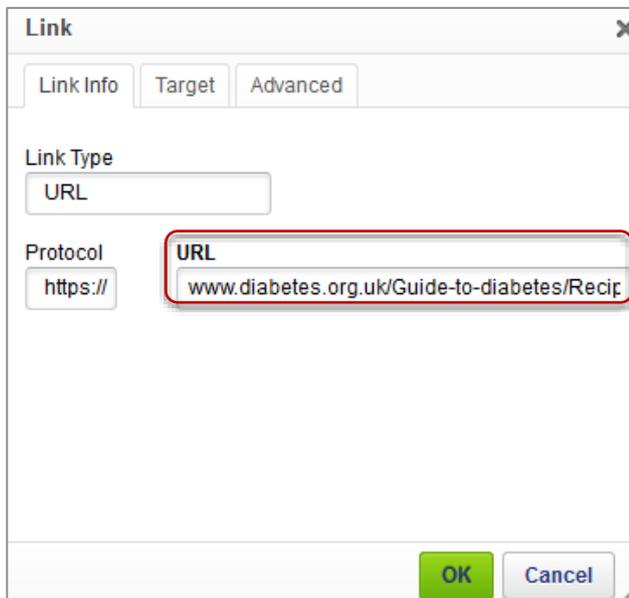
To make links easy for readers to skim, only use key words as the link text – for example, 'Type 1 diabetes' is easier to skim than 'learn more about Type 1 diabetes'.

How to add a link

You can add a link– to a file or a web page – wherever you see the link icon:  Simply highlight the text you wish to become the link and click on the icon:



Copy the web address (known as a URL) you wish to link to in the URL field and hit OK.



Tip: You can also unlink a link if you want to remove or replace it by selecting the linked text and clicking on the unlink icon. Make sure you select all the linked text though (signified by an underline) or you will still be partially linking to the old link!

13.4 Make it easier for search engines to find your content

Most people coming to the Diabetes UK website arrive because used a search engine like google, Google and others search engines decide which pages are most relevant and hence listed the highest in search results on a range of factors. What is key however is ensuring the content of the your web page reflects the words people would naturally use to search for that topic. These are called 'key words'. It is important to get the words right if people are to find your page!

What would you type into Google to find your content ?

- Use these words and phrases in the text on your web page, along with more formal/informal alternatives (these are the “keywords” that everyone talks about).
- Don't overuse words and phrases, though, just what's natural (remember a webpage has to be relevant to someone reading it and not just google search engines!).If you used the words 'diabetes care' in every other sentence, for example, Google would take a dim view of it and you may find that your page is suddenly demoted in the listings.
- Pay close attention to page titles and headings as they are among the text scanned by Google to find the most relevant content across the web. So if your page title is: Is there a cure for diabetes, you'll probably find you're getting more page visitors than if it was just 'Is there a cure?'. You may need to use the shorter title 'is there a cure' the page title though, which needs to be concise to show up in the navigation. [▶ Is there a cure?](#)

Don't use images which contain text Unless you also include the text typed into the CMS separately. It's not good for people who are partially sighted and rely on voice synthesizers to 'read out' the pages – and Google ranks websites based on text not images.

- Make sure your page title doesn't appear on other pages on the website. If there are three different '15 healthcare essentials' page on different section across the website, it will confuse users. If you need a page called '15 healthcare essentials', adapt it, for example, '15 healthcare essentials - for professionals'.
- When linking to other websites, PDFs or other web pages, never use 'click here', always tell people where they're going by contextualizing the link, for example, [Go to Guide to diabetes](#), or [Find out about Type 2 diabetes](#) are much better than just 'click here' That way, users will know where the link will take them, are much better for those using speech browsers who won't know where a click here link will take them and these are also words that will help Google rank your page.
- Have a good intro sentence or two at the start of each webpage telling people what your page is about using some of those keywords.
- Text with video is also searchable so it's important to label videos appropriately. If you're adding video to a Diabetes UK web page, put a clear heading above it. If you upload your video to YouTube, you'll also need a clear video heading – and it's also a good idea to add a description of the video too.

13.5 How to embed YouTube videos

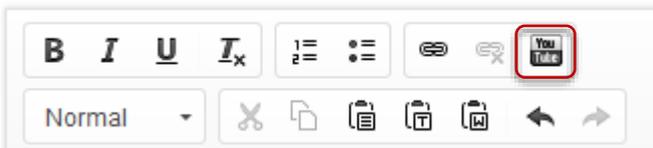
The only way to add videos to your website is by embedding a video which has already been uploaded onto YouTube. YouTube videos are easy to use and optimised for viewing on the web – they work in all devices and browsers and do not slow the website down (you can't upload videos directly to the site).

First of all you need to go to the video you want to show on youtube. You will need to embed some youtube code into your page which you will find the **embed code** on the YouTube page for the video, under **Share** and **Embed**.



The URL for the page is the web address in the address bar for the page, for example <https://www.youtube.com/watch?v=X9ivR4y03DE>

Within your local group site you can add then video content wherever you see the YouTube icon:



Clicking on the icon will bring up the below pop up screen. You can either paste the YouTube embed code into the first field, or add the YouTube web address of the video to the second field.

