



# **AFL-CIO LaborWeb**

Guide for State and Local Administrators  
Version 2

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# 1. Introduction

## **Note About 'Open Beta' Launch (March–August 2008)**

The AFL-CIO on March 12 launched the live version of LaborWeb to state and local organizations. During the period from March to August, LaborWeb will be available in the “open beta” phase of production. This means that while the tool is available to state federations and central labor councils to begin building live websites, the AFL-CIO will continue to test and evaluate the software. During this phase of the program, the AFL-CIO will continue to make improvements and upgrades while also reviewing for bugs. This may on occasion include short periods of scheduled downtime while we add upgrades and make fixes to the tool. We will keep administrators in the loop on upgrades, bugs, downtime and other relevant information as the tool continues its final stage of beta development.


## **What is LaborWeb?**

LaborWeb is an Internet-based software program for website creation and maintenance for AFL-CIO affiliated organizations. This program is rich in features, and it was designed with five key goals in mind:

**Ease of use:** AFL-CIO has more than 500 state and local organizations, including many that have limited resources and staffing for technical tools and communications. With this in mind, we have built a tool that provides a full range of the features needed for an effective website and is easy to learn and use.

**Content syndication:** A key role of the AFL-CIO is to help state and local organizations improve their communications programs. The content syndication feature allows the AFL-CIO to share in the responsibility of helping to keep state and local websites content-rich and up to date. If there is a breaking news story at the state legislature, the AFL-CIO can generate a story and have it post automatically to all state and local websites. It is important to note, however, that state and local organizations have the option of removing any syndicated content from their website.

A note about content restriction. Many state and local organizations are engaged in activities aimed at collecting more information on members and potential members, including e-mail addresses. LaborWeb is designed to help in these efforts. Through LaborWeb, local website administrators can restrict content so that it can only be viewed by registered users.

 The level of security associated with this feature is extremely low. This feature has been designed to collect information about visitors to your website, and not as a tool for securing content. As a general rule, never put anything on your website that you would not want to see on the front page of your local paper.

**Support:** When you join the LaborWeb program you will part of a bigger program that includes trainings, list serves, syndicated content and more.

**No cost:** LaborWeb is free to state federations, central labor councils and area labor federations. The full cost of the software as well as website hosting, template design and upgrades are covered for all participating state federations, central labor councils and area labor federations.

**Flexibility:** LaborWeb has been developed to fit the needs of both AFL-CIO state and local organizations and the state and local programs of AFL-CIO affiliates. We recognize, however, that it is nearly impossible to design a program that will have all the features that all state and local organizations and all affiliates desire. We have designed LaborWeb so it can serve as a

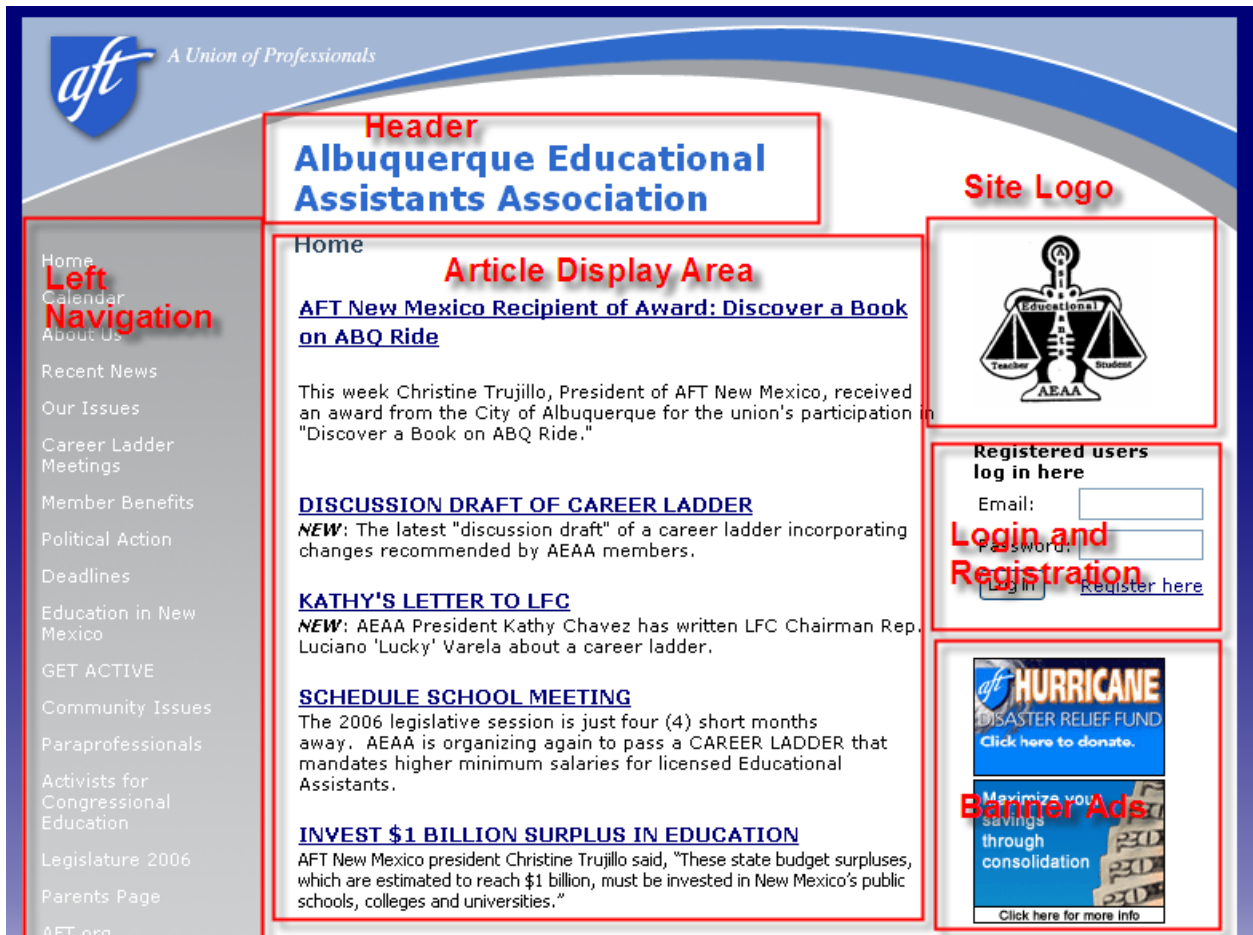
foundation upon which we can build and refine features for years to come. New features will be added based on the feedback we receive from users. We want to hear from our administrators and contributors on what they like about LaborWeb, what they don't like and what they would like to see included in future versions of this software. Over time, we'll incorporate many of the features requested from users.

## 2. Understanding LaborWeb's Structure

It is important to first go over the basics of LaborWeb's site design. LaborWeb offers affiliates a choice of several templates that can be used as the basic design for their websites. We will continue to add more templates in the future. Sample templates are below.



While these templates differ in appearance, they are similar in terms of their overall layout. Essentially, the templates consist of six areas:



**Header:** The header section of the website displays the state or local affiliate’s name.

**Left Navigation:** The left column of the website displays several categories within which local affiliates (and through syndication, the AFL-CIO) can place content. LaborWeb initially comes with several navigational categories that have been predefined by the AFL-CIO. State federations, CLCs and ALFs have the ability to create additional navigation categories. These are covered in more detail in the chapter on categories. In addition, links to Home, Calendar, aflcio.org and Contact Us are fixed links and cannot be moved.

**Article Display Area:** The article display area contains summaries of articles in that category, plus links to the main articles where appropriate. This is covered in more detail in the next section, Understanding Articles.

**Site Logo:** State and local affiliates have the option of uploading their own logo or a choose logo design provided by the AFL-CIO.

**Log-in and Registration:** This box contains the information necessary for a visitor to log into the site or register.

**Banner Ads:** The banner section in the right column of the template contains graphic banners that are syndicated by the AFL-CIO or set up by the state and local organization. These banners will link visitors to information of great importance or to benefits offered by the AFL-CIO. While most banners will

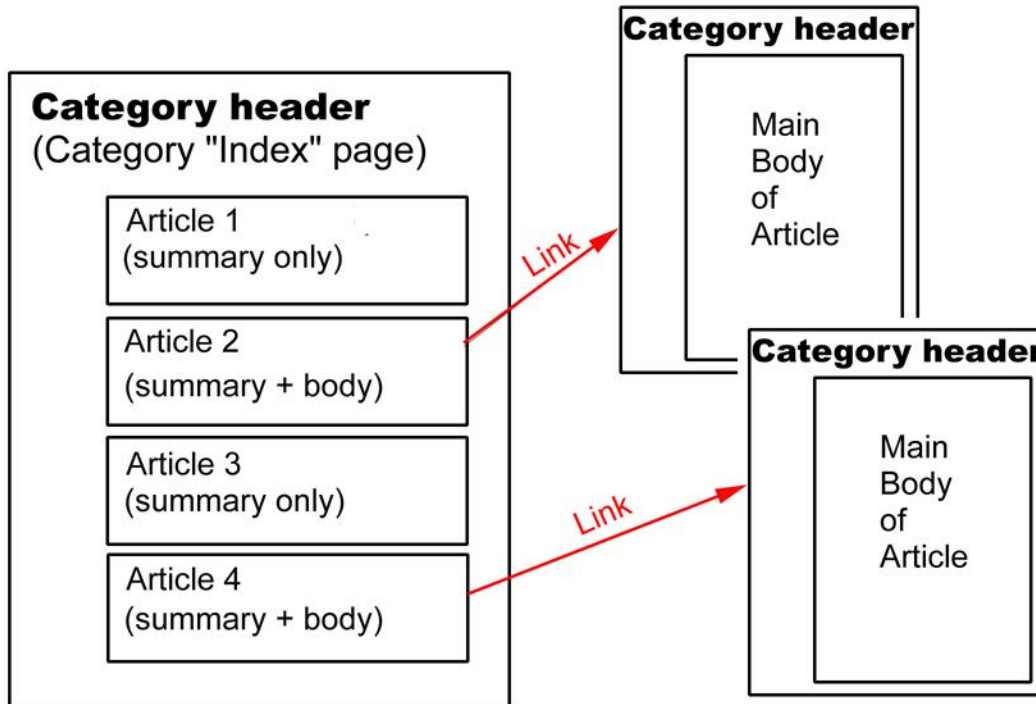
change over time, a Union Privilege banner will consistently display in this section of the LaborWeb websites.

**AFL-CIO Bottom Banners:** The AFL-CIO reserves the bottom section of each template to serve four rotating banners. This section is reserved for the promotion of union organizations and activity such as the National Labor College or an important national campaign. They are for the purpose of keeping members in the loop on various union-related activities.



## 2.1 Understanding article structure

Clicking on any of the left-hand navigation links will immediately display an “index” page for that selected category. The index page will present a list of article summaries. In most cases, clicking on the title of a summary article will then display the full content of the story. However, it also is possible to create content that is “summary” only.



## 2.2 LaborWeb's association with AFL-CIO database

LaborWeb is designed to synchronize automatically with AFL-CIO's organization database. This happens in several ways. The “Contact Us” category within LaborWeb will automatically pull your organization's address, contact information and two officers directly from AFL-CIO's organization database and display it on the “Contact Us” category on your LaborWeb website. You may find, however, that when your website is initially set up, some of this information is incorrect or it may become outdated over time. You can correct this information by using the AFL-CIO's “Change of Address or Officer” form. This form is located in the dashboard of your LaborWeb center in the section titled “Maintenance Forms.” Once you submit a “Change of Address or Officer” form, the update will be made directly to the AFL-CIO database within three business days. This update then will be made automatically on your website through the synchronization of LaborWeb tool and the AFL-CIO organization database.

## 2.3 URLs and domain names

The LaborWeb tool automatically creates URLs for each website based on subdomains for each state. For example, the domain for LaborWeb for the state of Colorado is <http://co.aflcio.org>. When a state or local site is created, it becomes a subdirectory under the state domain. An example of the subdirectory would be the Colorado State Federation as <http://co.aflcio.org/statefed>. Another example would be

Beaver-Lawrence Central Labor Council in Pennsylvania. When the site is first set up it will automatically be given a URL with their unique identifier (for back-end maintenance, each organization is given a unique identifier or unique number). For example, Beaver-Lawrence Central Labor Council in Pennsylvania is originally set up as <http://pa.aflcio.org/349>, and 349 is the unique identifier for that organization. When a new site is created, the administrator can request creating a virtual directory for that site. That means a description or acronym for that organization can replace the unique identifier such as <http://pa.aflcio.org/beaverlawrence>.

This structure allows all state federations, central labor councils and area labor federations to be grouped under one umbrella, allowing for easier content syndication and keeping costs down because locals and state federations do not have to buy specific domain names.

We recognize, however, that there are many organizations that already have domain names that are well-known by their members and would not want to change to the URL structure outlined above. There is an easy and inexpensive solution: Web forwarding and masking.

Web forwarding and masking will allow any organization to purchase and use the domain name of their choice, but the “forwarding and masking” features will automatically redirect the domain name to a URL created within the AFL-CIO LaborWeb system. Moreover, with “masking,” the URL that will display in the browser’s address line will be the affiliate’s domain name (not the subdomain/local folder created in AFL-CIO LaborWeb).

If you would like to set up Web forwarding and masking, see Section 11.1

### 3. Log on to Administrative Tools

The AFL-CIO will set up your initial administrator access to AFL-CIO LaborWeb and provide your new administrator with a password. Once there is an administrator for your site, that administrator will be responsible for adding any additional staff as administrators.

All administrators log on to LaborWeb at <http://laborweb.aflcio.org>. This URL will take you directly to the log-in page:



**AFL-CIO**  
*America's Union Movement*

**Log in at:**  
<http://laborweb.aflcio.org>

Email Address:

Password:

Remember Me

[Forgot your password?](#)

AFL-CIO LaborWeb is provided exclusively for use by the AFL-CIO and its affiliates.

Enter your e-mail address and you will be taken to the administrative tools for your affiliate's website.

If you forget your password, you can request that it be e-mailed to you by using the "Forgot your password?" link at <http://laborweb.aflcio.org>.

## 4. Administrative Tools Home Page

Once you have logged in, you will be taken to the administrative tools home page. This consists of several sections:

The screenshot shows the administrative tools home page for the Northwestern Pennsylvania Area Labor Federation. At the top left is the AFL-CIO logo with the tagline "America's Union Movement". To the right is the title "Northwestern Pennsylvania Area Labor Federation, AFL-CIO - Local Org" and a navigation menu with tabs for Home, Articles, Calendar, Photo Albums, Categories, Users, Setup, and Log Out. Below the navigation is a welcome message: "Welcome to AFL-CIO's LaborWeb content management system". The user is logged in as "chris kennott" with email "laborweb@aficio.org". A cyan bar highlights "There is 1 System Message" with a link to "Schedule for LaborWeb". Another cyan bar highlights "I would like to:" followed by links for "Manage Articles", "Manage Calendar Events", "Manage Categories", and "Manage My Users". A link to "Browse this site" is provided. A final cyan bar highlights "Useful Links" with links for "Report a Bug", "Ask a Question or Make a Suggestion", and "Change of Address or Officer".

### 4.1 Options

Access the administrative tools either through the tabs across the top of the screen or through the list of functions on the side of the page:

This screenshot is similar to the previous one but for the Colorado AFL-CIO - Local Organization Administration. It features the same layout: AFL-CIO logo, navigation tabs (Home, Articles, Calendar, Photo Albums, Categories, Users, Setup, Log Out), welcome message, user login info (chris kennott, ckco3@aficio.org), system message ("There is 1 System Message" - Scheduled Downtime for LaborWeb), "I would like to:" section with management links, and useful links. A callout box with a blue border and white background contains the text: "Easily access the administrative tools either through the tabs across the top of the screen or through the list of functions on the side of the page." Two red arrows originate from this box: one points to the "Calendar" tab in the top navigation menu, and the other points to the "Manage Calendar Events" link in the "I would like to:" section.

## 4.2 System messages

The AFL-CIO will post occasional messages in this section to alert you to system upgrades, current issues and other important information you will need to know about the LaborWeb system. We'll also include messages on best practices and useful tips for your website. Be sure to check here to stay updated on the latest news for administrators.



The screenshot shows the AFL-CIO LaborWeb content management system interface. At the top left is the AFL-CIO logo with the tagline "America's Union Movement". To the right is a navigation menu with links for Home, Articles, Calendar, Photo Albums, Categories, State, Organizations, and Us. Below the logo, a welcome message reads "Welcome to AFL-CIO's LaborWeb content management system". The user is logged in as Christine Kenngott with email address ckenngot@aflcio.org. A section titled "System Messages From the AFL-CIO" explains that these messages keep users updated on ongoing operations and provide best practice tips. A red arrow points from this section to a list of four system messages: "Recent Bug on Templates Fixed", "Bug Reporting Form Update", "Calendar Upgrades Added", and "Ongoing Launch Schedule for LaborWeb Tips on Getting Started with LaborWeb". Below this is a section titled "I would like to:" with links for "Manage Articles" and "Manage Calendar Events".

## 4.3 Useful links

LaborWeb has been developed specifically to meet the needs of AFL-CIO state federations, central labor councils and affiliates. As with any custom development, we expect there will be bugs and features that do not work as planned. We also expect and welcome any suggestions users might have for improvements. Useful links provide easy-to-use forms for sending us feedback.



The screenshot shows the "Useful Links" section of the LaborWeb interface. It contains four links: "Report a Bug", "Make a Suggestion", "Have a Question?", and "AFT PLUS Banner Ad Reimbursement Program Registration Form".

### 4.3.1 Report a bug

We encourage users to report any bugs they encounter. To report a bug, click on the appropriate link on the menu bar, and you will be directed to the "Report a Bug" form. Please remember to give as much detail as possible, including the steps you took that lead to the discovery of the bug. These details will make a big difference in helping us quickly identify the problem. If the AFL-CIO team can reproduce the bug using the steps you took, it will enable us to identify and resolve the problem faster.

Example of a helpful report:

#### Steps I took that lead to the bug:

- 1) I signed in.
- 2) I clicked "Users" link.
- 3) I clicked "Export User Data."

4) I got the following error message:

- Copy and paste error message
- Copy and paste page link or URL

### **4.3.2 Make a suggestion**

Currently, LaborWeb may not do everything you want it to. However, this is an ongoing development effort. New features will be added based on the suggestions provided by our users. To make a suggestion, click on the appropriate link, and you will be directed to the “Make a Suggestion” form.

### **4.3.3 Have a question?**

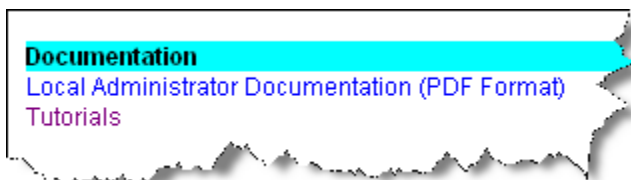
If you have a question about the LaborWeb product, first contact the LaborWeb administrator using the “Have a Question?” form. If they are unable to assist you, complete the “Have a Question?” form, and the national office will assist you.

### **4.3.4 Union Plus banner ad and membership benefits**

Union Plus is a major sponsor of the LaborWeb program. In addition, union members have historically been very interested in learning about benefits that apply to them through their union membership. These programs are popular with union members. Because of this, the AFL-CIO holds a space for a Union Plus banner on each LaborWeb site, along with a category titled “Membership Benefits” that automatically pulls updated content from an RSS feed from the Union Plus website. Union Plus may contact your organization from time to time to set up special programs. Union Plus is a great way to get members excited about their union membership. For more information, please refer to your participation agreement.

## **4.4 Download the tutorial**

Users can download the most up-to-date user manual in a PDF format.



## 5. Managing Articles

To create or edit content for the LaborWeb site, select the "Articles" tab at the top of the administration home page.

The screenshot shows the administration interface for Colorado AFL-CIO. At the top left is the AFL-CIO logo with the tagline "America's Union Movement". To the right is the title "Colorado AFL-CIO - Local Organization Administration" and a navigation menu with tabs for Home, Articles, Calendar, Photo Albums, Categories, Users, Setup, and Log Out. Below the navigation is a welcome message: "Welcome to AFL-CIO's LaborWeb content management system". The user is logged in as "chris kennigott" with email "ckco3@aficio.org". There are two main sections: "There are 5 System Messages" with links for "Recent Bug on Templates Fixed", "Tips on Getting Started with your Website", "Bug Reporting Form Update", "Calendar Upgrades Added", and "Ongoing Launch Schedule for LaborWeb"; and "I would like to:" with links for "Manage Articles", "Manage Calendar Events", "Manage Categories", and "Manage My Users". A callout box titled "Manage Articles" contains the text: "To create or edit content for the LaborWeb site, select the Articles tab at the top of the administration home page or the link in the side menu. This will open up the Article Administration page where you will be presented with three options: 'Create an article,' 'View articles,' and 'Set article order.'" A red arrow points from the "Manage Articles" callout box to the "Articles" tab in the navigation menu. Another red arrow points from the "Manage Articles" callout box to the "Manage Articles" link in the "I would like to:" section. The URL "Browse this site (http://co.aficio.org/statefed)" is at the bottom left.

This will open up the "Create Album" page, where you will be presented with three fields: "Title," "Description" and "Publication Dates." Once you have filled in this information, you can click the "Create Album" button.

### 5.1 Create articles

To create a new article, click on the "Create an article" option. This will open the "Create article" window that will allow you to edit the article's properties. (See image below).

### Create article

Title:  \*

Hide Title:

Publication Date:  ... \*

Expiration Date:  ...  No expiration date

Type:

Category:

Display on Home Page

...  No expiration date on Home Page

Show "Read more" after summary

Only registered users can see this article.

---

Advanced Feature - create RSS Feed.

RSS Feed URL:

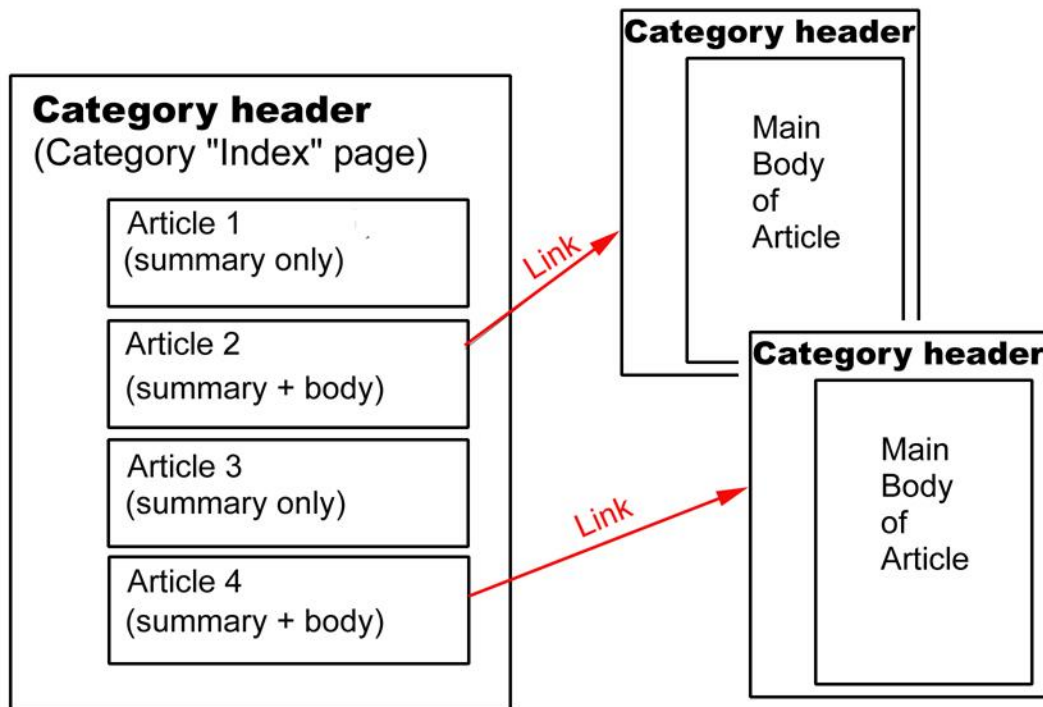
num to display as summary:  num to display in detail:

### 5.1.1 Edit article properties

The first step in creating an article is to define the article's properties. This includes:

- **Select title for your article.** Enter the article title in the appropriate box. This is the title that will display on the webpage. If you prefer that your article title not appear on your webpage, you have the option of hiding it by checking the "Hide Title" box. This option is only available for summary articles.
- **Select range of publication dates.** LaborWeb allows you to post content indefinitely or for a specific range of dates. Selecting an expiration date can be useful in cases where you have information, such as an upcoming event, that you know will be of little or no interest after a certain date.
- **Select type of article.** LaborWeb's design is based on the idea that most articles will contain a brief summary that will appear on the index page of the selected category with a link to the main body of the story. This is the "Full" option that appears under "Type" of article. However, in some cases, you may only want a summary to appear on the index page of a category, with no link to a main body. In this case, you would select the "Summary" option.





- **Select a category.** LaborWeb uses left-hand navigation categories. Each article needs to be attached to a specific category. These categories will be discussed in more detail in a later chapter.

Note: Within the list of categories, there is one category that does not display on the website called “No Category.” Use this category if you want to create an article on the website but do not want to associate it with any specific category.

For example, you may want to have a piece of content displayed on your site’s home page that does not display in any other category or you may create an article solely for the purpose of linking to it from another article. If you create a “No Category” article, you can retrieve the URL for that article from the "Article Edit" menu after it has been published.

- **Display on home page.** If you want the article to display on your home page as well as in your selected category, select the “display on home page” option.
- **Choose home page expiration date.** Selecting a home page expiration date will remove the article from the home page on a specified date while allowing it to remain on a category page.
- **Select read more.** The read more option will add a “Read more >>>” link at the end of the summary portion of the article to encourage the reader to click to view the rest of the story.
- **Select restriction option.** By checking the box next to this option, you can designate that the main body of this article can only be viewed by registered users. The restriction feature will apply only to the body content and not to the summary section of the article.

Setting an article as "restricted" can be a useful way to collect e-mail addresses from your members. However, the level of security associated with restricted content is extremely low, and there is no verification that guarantees the registrant is a member or potential member. Therefore,

**never put anything on your website that you would not want to see on the front page of your local newspaper.**

When finished with the article properties, click “Create article” to continue. This will take you to the “Article Edit Menu.”

### 5.1.1.a Article edit menu

The “Article Edit Menu” displays all of the steps necessary to create, edit and publish an article. There are eight steps in all, but only three are required: “Edit article properties,” “Edit article content” and “Publish.”



The “Edit article properties” step appears with a check mark next to it because we have just completed this step.

### 5.1.2 Edit article content

The next step in creating an article is to edit the article’s actual content. To do so, begin by clicking “Edit article content.”

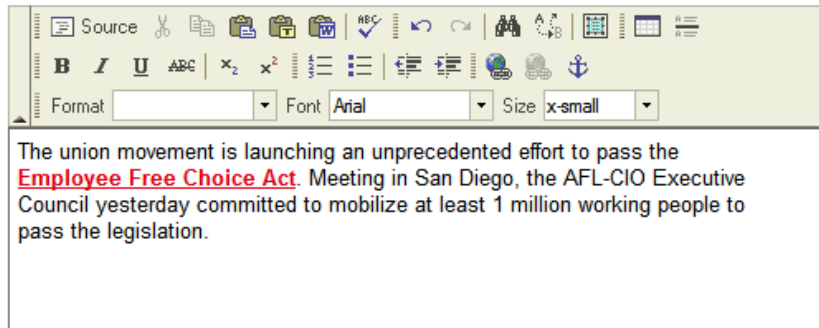


If you selected the “full” article option in the "Edit article properties" section, then two text editors will display on the "Article Contents" page, one for the “summary” and one for the “body.” If you selected the “Summary” option, then only the summary content editor will display. You can add content to these text blocks by typing directly into them or by cutting and pasting content from a word-processing program.

To begin, type a few lines of text into the summary section.

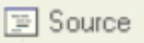















## Article Contents (test)

Summary:



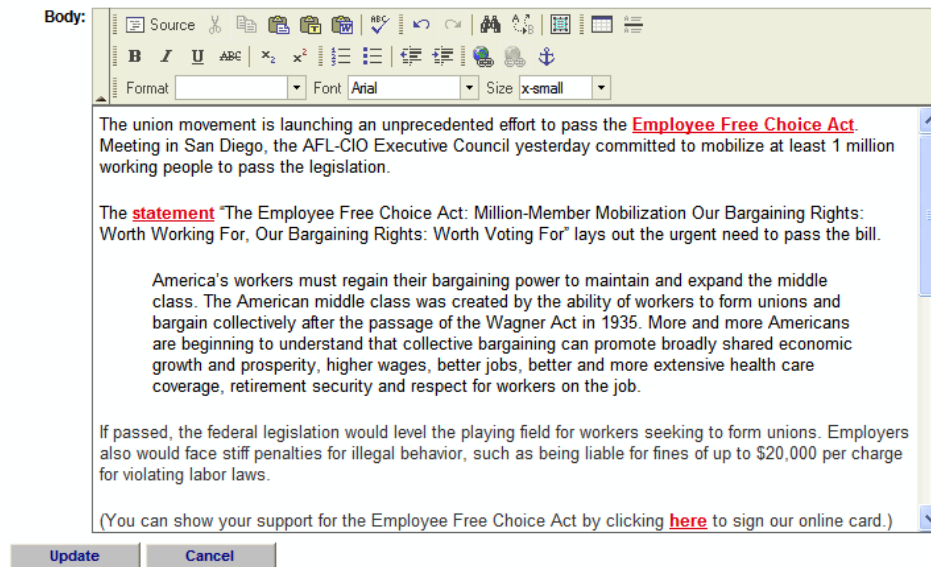
The screenshot shows a rich text editor interface. At the top, there is a toolbar with various icons for editing, including Source, Cut, Copy, Paste, Undo, Redo, Bold, Italic, Underline, ABC, x<sub>2</sub>, x<sup>2</sup>, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, and Anchor. Below the toolbar, there are dropdown menus for Format, Font (set to Arial), and Size (set to x-small). The main text area contains the following text: "The union movement is launching an unprecedented effort to pass the **Employee Free Choice Act**. Meeting in San Diego, the AFL-CIO Executive Council yesterday committed to mobilize at least 1 million working people to pass the legislation."

Once text appears in the summary box, most of the buttons across the top of the box become active. These buttons include options to:



- use an advanced feature for HTML 
- cut 
- copy 
- paste 
- paste plain text 
- undo 
- redo 
- search document 
- replace 
- select all 
- insert horizontal line 
- text bold **B**
- text italic *I*
- insert/remove a numbered list 
- insert/remove a bulleted list 
- insert/edit a hyperlink 
- remove a hyperlink 
- insert/edit anchor 

Note: If you copy and paste content into the summary, you may see extra space between the title and the summary. To correct this, switch to the HTML view (see Section 5.1.2b) and delete the “<P>” that appears before the first line of summary text. Continue by typing a few paragraphs into the body section.


At times when copying and pasting content from Microsoft Word and other content tools, you may be prompted to accept “pop-ups.” Once you accept the pop-up at the top of your browser, you will then see an additional content box where you will need to paste in the content. You can use the “control” and “V” keys on your keypad to paste into the prompt box. See image below.



As with the summary editor, once content has been entered into the body editor, most of the buttons across the top of the editor become active. These include the same options that are available in the summary editor, such as cut, copy, paste, create a hyperlink, remove hyperlink, make text bold and make text italic. However, there are a few additional options, including:

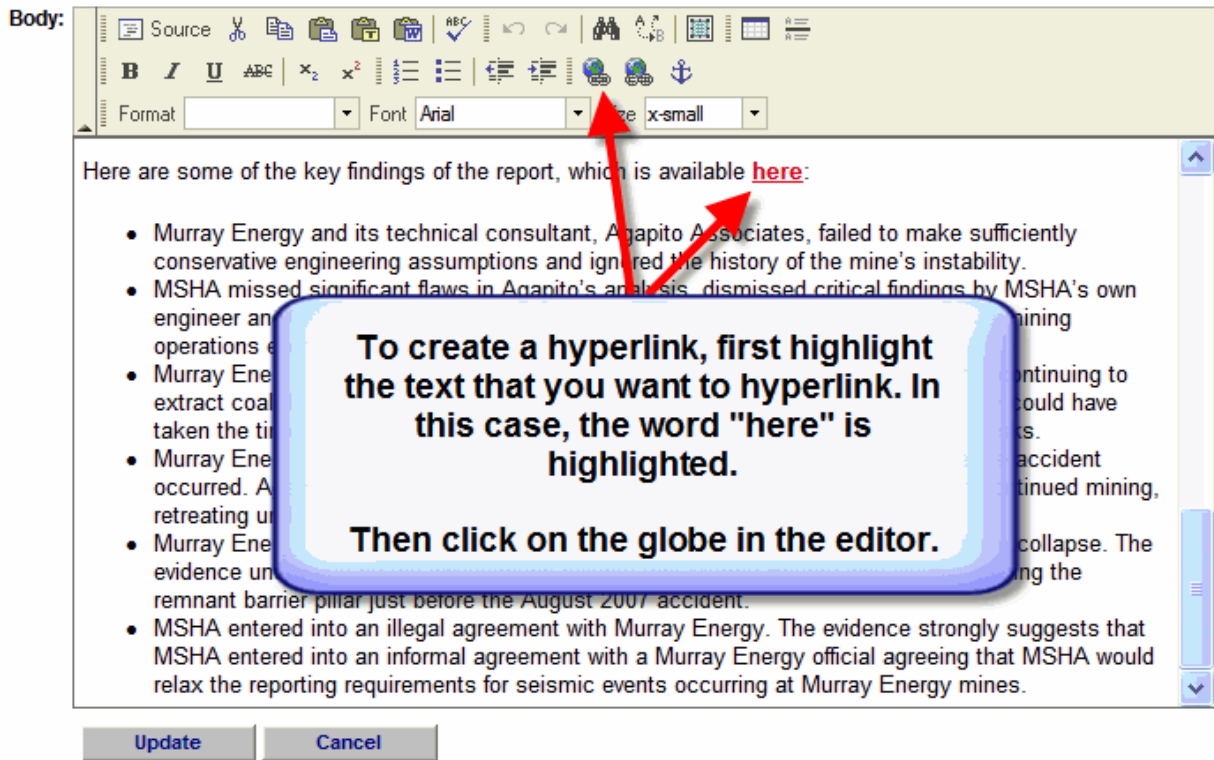
- indenting a paragraph 
- creating a table 

For the most part, these options are similar to those found in any common word-processing program. However, the option for creating a hyperlink deserves further explanation.

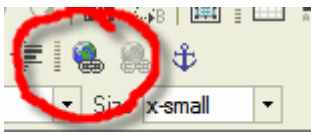
 What is a hyperlink? A hyperlink is a text area that has been coded in such a way that when clicked, the "link" will take the user to a new page, document, website, etc.

There are two ways to create hyperlinks in LaborWeb. You can create “additional resources” by following the instructions in Section 5.1.4 or by using the content editor. We recommend experimenting with both options until you find the system that works best for you.

To create a hyperlink using the content editor, first highlight the text that you want to make active. In the example below, “here” has been highlighted.

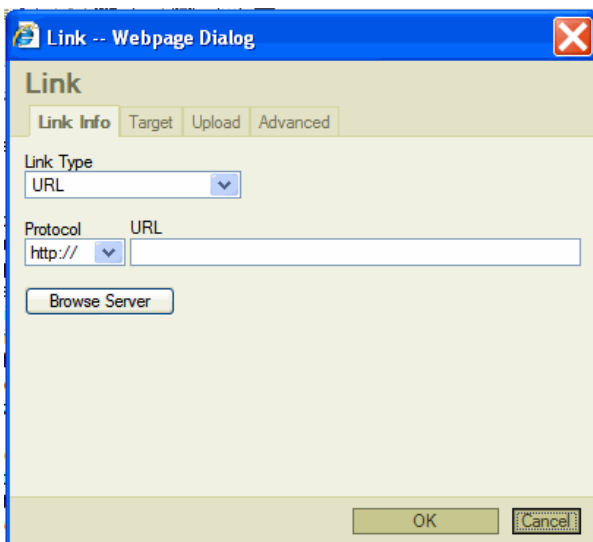


Next, click the hyperlink button at the top of the body editor.



ort, which is available [here](#)

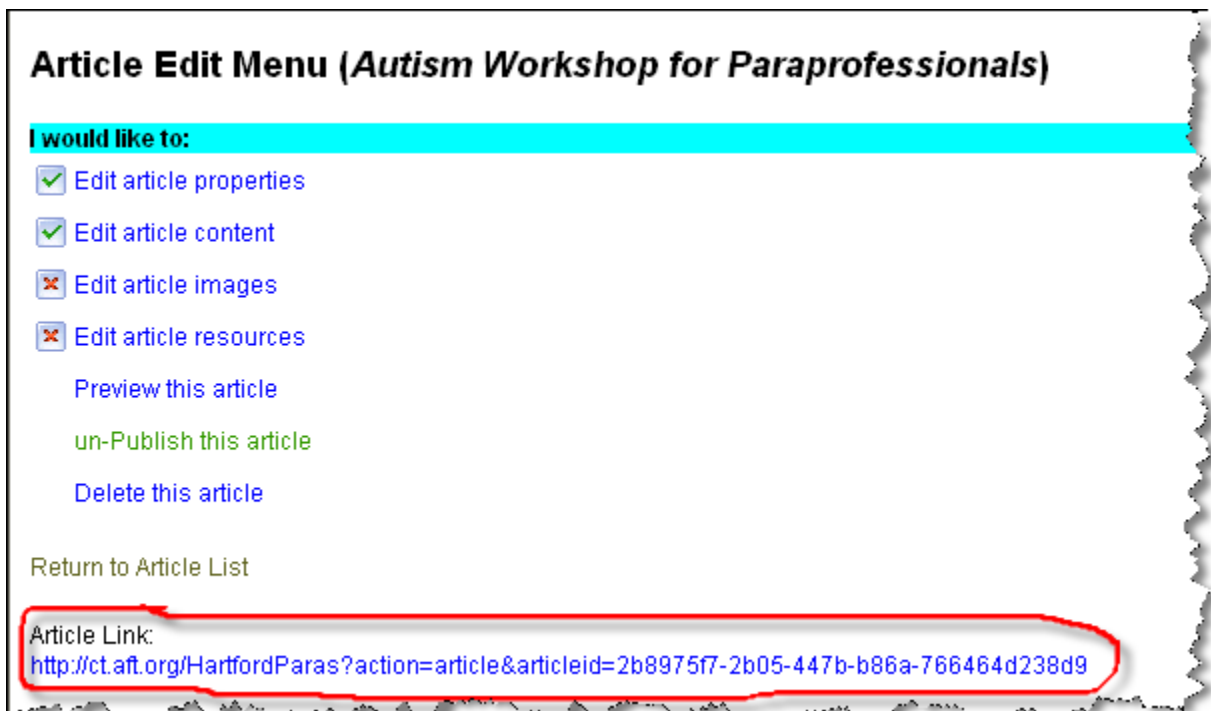
A new function box will appear.



This box offers a number of options, but only one is required—the URL. The URL is the specific address of the location of the information to which you wish to link. For example, if you wanted to link to the AFL-CIO’s website, you would type the following into the URL box: <http://www.aflcio.org> and click “OK”.



If you want to link to a page within your website you will need to enter the full URL. You can determine the URL of any article by viewing that article’s site menu after it has been published.



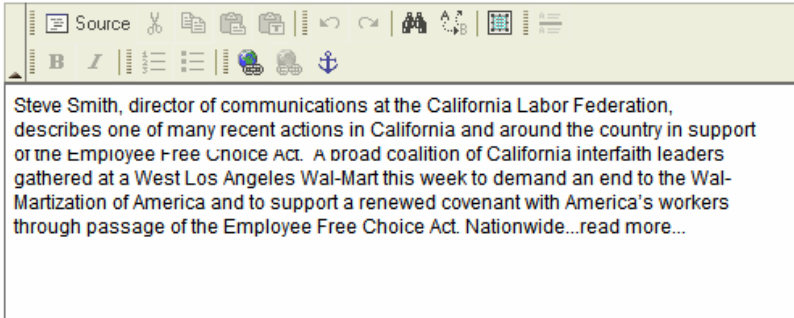
### 5.1.2.a Cleaning up text

Pasting text into the web editor will automatically strip the formatting so that it appears clean, consistent and professional. You may need to clean up your text once you've pasted it in. You may need to clean up spacing issues and redo your formatting.

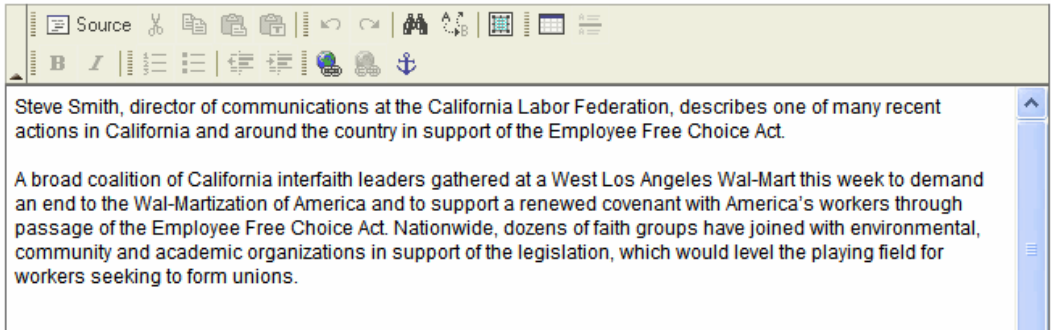
If you have copied your body content or summary information from another program, such as Microsoft Word, be aware that some cleanup may be required such as spacing issues and reformatting.

#### Article Contents (*A Renewed Covenant with America: The Employee Free Choice Act*)

Summary:



Body:



### 5.1.2.b Editing in HTML

If you are an experienced HTML editor, you can view and edit content information in its HTML format. Just click on the “Source” button in the left corner of the editor, and the content of the editor will be displayed in HTML format. Clicking on the button a second time will display the text in its original format again.



## Article Contents (A Renewed Covenant with America: The Employee Free Choice Act)

Summary:

Source

B I

<p>Steve Smith, director of communications at the California Labor Federation, describes one of many recent actions in California and around the country in support of the Employee Free Choice Act.&nbsp; A broad coalition of California interfaith leaders gathered at a West Los Angeles Wal-Mart this week to demand an end to the Wal-Martization of America and to support a renewed covenant with America&rsquo;s workers through passage of the Employee Free Choice Act. Nationwide...read more...</p>

Body:

Source

B I

Steve Smith, director of communications at the California Labor Federation, describes one of many recent actions in California and around the country in support of the Employee Free Choice Act.

Once you have finished entering the content into the summary and body editors and have created your desired hyperlinks, you can move on to the next step by clicking on the “Update” button.



This will return you to the "Article Edit Menu." Note that there is now a check mark next to “Edit article content.”



### 5.1.3 Edit article images

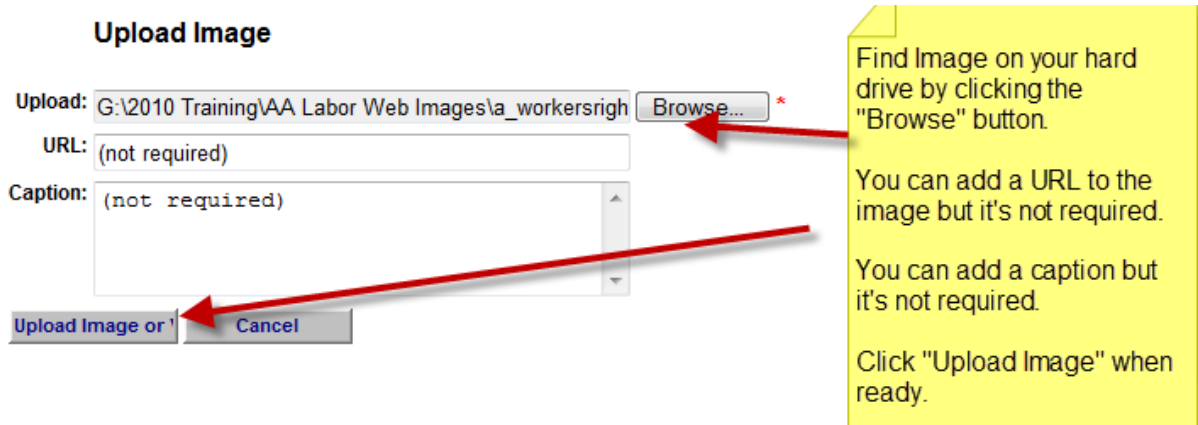
Up to two images can appear in the body of each article. In addition, one of these images can appear as a thumbnail with the summary section of an article. To attach an image to an article, click “Edit article images.”



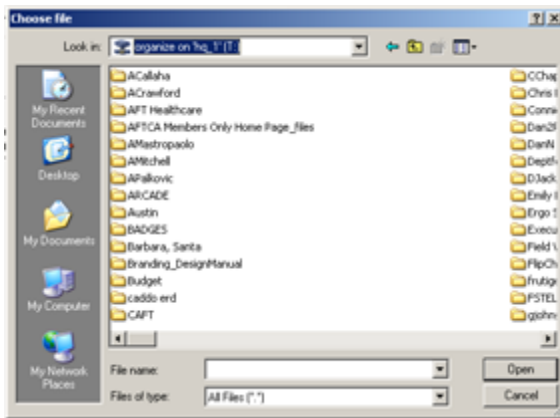
First, select the "Upload Image" link.



This will take you to a page where you can browse the hard drive of your computer to select the image you want to upload. Click the "Browse" button to continue.



The "Browse" button opens a feature box that you can use to navigate to the location of the image on your hard drive.



Select the appropriate image and click on the “Open” button. The location of the image on your hard drive will now appear in the upload box within the LaborWeb administration site.

Click the “Upload Images” button to upload the image to the LaborWeb server.

LaborWeb is designed so that images are automatically resized as they are moved onto the server. For example, if you upload a large file, LaborWeb will resize that image to **300** pixels wide at **72** DPI. You can further resize the image by clicking the “Resize” button above the image. However, we recommend that you do not resize an image larger than its original size. This will result in a "pixilated" image.

Note: Currently, LaborWeb only supports .jpg and non-transparent .gif images.

### **5.1.3.a Image location**

From the "Upload Images" screen, you can also select the position you want the photo to be placed, relative to the body text of the article. Choose “top left” if you want the image to appear on the top left, “top right” if you want the image to appear on the top right. “Bottom left” and “bottom right” are also options.

Finally, you can select one of the two images (or videos) to be automatically used as the thumbnail image that appears with the article summary. To do so, click on the “Use as thumbnail” button above the image.

If an image is larger than 100 pixels wide, auto thumbnail will resize it. It is possible that the image may become distorted. If that happens, you may want to consider replacing the image with a smaller one.

Once you choose an image as your thumbnail, you can select the left or right position for the summary page.

**LaborWeb**  
AFL-CIO

Home Articles Calendar Photo Albums Banners Demo Org 1 - Local Administration

**Upload Image or Video**

Replace Edit Properties **Clear Thumbnail** Delete **Alt Text** Resize

Body Position:  
Top Left

Thumbnail Position:  
Right

Embed in Summary Delete

Body Position:  
Bottom Right

**After uploading image:**

- Thumbnail: select "Thumbnail" for the image to be added to the summary part of the article (Thumbnail adds the image to the home page summary if you selected home page when setting up your article).
- Position: use this to select the position of your image in the body of the article and for the thumbnail position in the summary article.
- Alt Text: use the "Alt Text" to add a description of your image that the viewer will see when they mouse over the image. This also enables search engines to find your image.

To add a video to the home page you must select "Embed in Summary". You can only have one image or video on the home page.

When you are done selecting images to appear with the article, click “Back to Article Menu” to continue. This will take you back to the "Article Edit Menu." You will note that a check mark appears next to the “Edit article images” option.

! NOTE: An error may occur if you have a very short article and one image is set at the top of the page and another is set at the bottom.

### 5.1.4 Edit article resources

To continue to the next step, select “Edit article resources” on the "Article Edit Menu" page.  
Note: This feature is not available for “Summary” articles.

There are many occasions when you might want to have additional resources, such as a related PDF file, attached to an article. LaborWeb allows for three types of additional resources to be included with each article. These are article assets, such as PDF files or Word documents; external links to articles on other websites; and links to other articles within your website.



- **To attach a related article**, such as a PDF file or a word-processing document, begin by selecting “Upload new asset.”



This will take you to a page where you can browse your hard drive to find the name and location of the appropriate file you want to upload. You can also create a label for this document.

### Upload File Asset

[Back to article menu](#)

Upload Asset:

Label:

After clicking on “Upload Asset,” the URL of that resource will be displayed. This allows you to easily link to it from the body of an article. Simply upload the asset, copy the URL and link to it using the content editor.

### Article Assets [Upload new asset](#)

AFT Praises Macedonian Government's

Asset url: <http://mn.aft.org?action=downloadasset&assetid=c7b9fa09-d2eb-4449-a22e-59558cd99023>

- To create a link to an external website, begin by selecting “Add an external link.”

### External Links [Add an external link](#)

There are not currently any external links associated with this article.

This will take you to a new page where you can enter the URL of the external link and give it a label (or title).

### Add Link

URL:

Label:  \*

- **To create a link to an existing page within your website**, begin by selecting the “Edit related articles” link.



This will take you to a new page where you can search for and select the article to which you wish to link. You can search by the article title, start date, end date, or decide to display all of the articles within a selected category.



Depending upon your search criteria, a number of articles will be listed on this page for you to choose from. To select an article, check the box next to it. Then select “back to article resources” to continue.



Once article resources have been added, click “back to article menu” to continue to the next step. This will take you back to the "Article Edit Menu." You will notice there is now a check mark next to “Edit article resources.”

### 5.1.5 Preview

Before publishing your article, take the time to preview it using this feature. And, of course, **proofread it for errors and typos.**

Note: This “preview” feature is not available for Summary articles.



### 5.1.6 Publish

Once you click “Publish this article,” your article will become live and will automatically appear on your website. You will also be provided with the URL of this article. It’s that simple.





### 5.1.7 Un-publish

After your article is published, notice that now you have an option to "un-Publish this article." If you click on this option, your article will be removed from your website, but it will be kept in your list of articles.



### 5.1.8 Delete

Selecting "Delete this article" will permanently remove this article and all related images and uploaded documents from your website and list of articles. Deleted articles **cannot** be retrieved. However, to help us manage server space, please delete articles from your site that you are sure you will not need to recover.



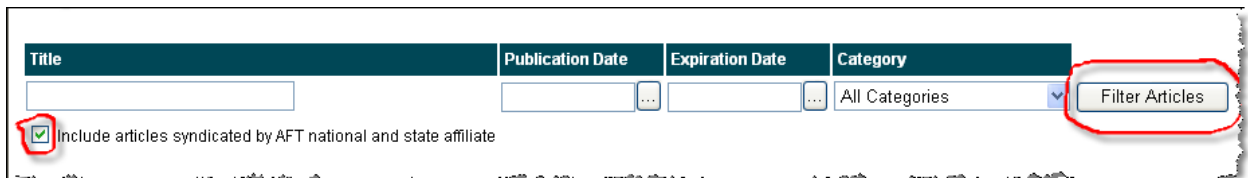
## 5.2 View articles

LaborWeb provides tools for viewing and editing articles. Begin by selecting the “View articles” option on the “Article Administration” page.



### 5.2.1 Filter articles/sort and select articles

Selecting "View articles" will take you to a new page where you can search for the article you are looking for and open it for viewing or editing. Use the “filter” options to search for an article:



You can filter by article title, category, publication date, expiration date and by displaying all published articles. Articles that have been syndicated from your state or the national office will also appear if you place a check mark in the box “Include articles syndicated by AFL-CIO.”

Once you have selected your filters, a list of articles matching your criteria will display:

The screenshot shows a table of 8 records. The table has columns for Title, Category, Publication date, Expiration date, Published, and Syndicated. Each row has an 'Edit »' link. Below the table, there is a 'Show 10 Rows' dropdown menu.

Title	Category	Publication date	Expiration date	Published	Syndicated	
April 9 Demo--Worker Rally	Jared's Cool Tool	Wed, Apr-9-2008	Thu, Apr-10-2008	Yes	No	Edit »
Breaking: Crandall Canyon Mine Owner Showed 'Callous Disregard for the Law'	Action Center	Fri, Mar-7-2008		Yes	No	Edit »
Demo For April 2	Jared's Cool Tool	Wed, Apr-2-2008	Thu, Apr-3-2008	No	No	Edit »
Hey class, hope you like the new tool...	Labor 2008	Wed, Mar-19-2008		Yes	No	Edit »
Members Only--March Meeting	Labor 2008	Wed, Mar-19-2008		No	No	Edit »
This is a summary of an article	Jared's Cool Tool	Wed, Mar-26-2008		Yes	No	Edit »
Today's LaborWeb Test	Jared's Cool Tool	Wed, Mar-19-2008	Thu, Mar-20-2008	Yes	No	Edit »
Work Site Rally	Maine Test Category	Wed, Mar-26-2008	Thu, Mar-27-2008	Yes	No	Edit »

To access your selected article for viewing or editing, simply click “edit.”

Another way to sort your articles is by clicking on a header row.

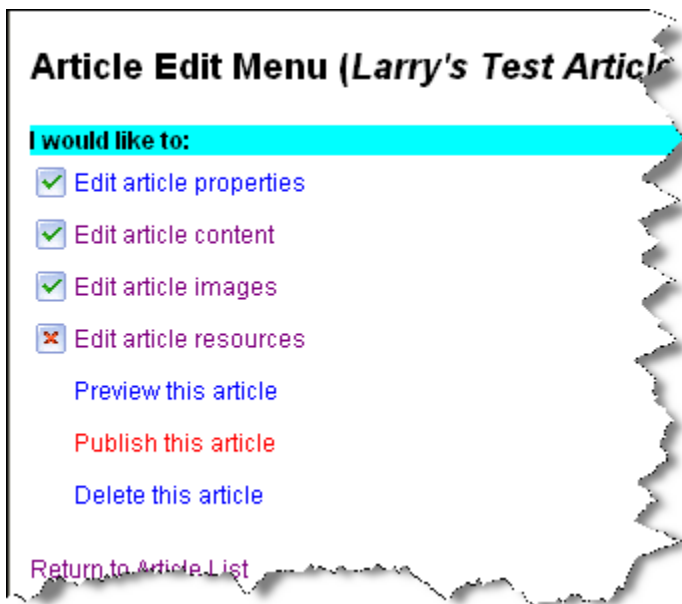
Records 1 - 8 of 8

Title	Category	Publication date	Expiration date	Published	Syndicated	
April 9 Demo--Worker Rally	Jared's Cool Tool	Wed, Apr-9-2008	Thu, Apr-10-2008	Yes	No	<a href="#">Edit »</a>
Breaking: Crandall Canyon Mine Owner Showed 'Callous Disregard for the Law'	Action Center	Fri, Mar-7-2008		Yes	No	<a href="#">Edit »</a>
Demo For April 2	Jared's Cool Tool	Wed, Apr-2-2008	Thu, Apr-3-2008	No	No	<a href="#">Edit »</a>
Hey class, hope you like the new tool...	Labor 2008	Wed, Mar-19-2008		Yes	No	<a href="#">Edit »</a>
Members Only--March Meeting	Labor 2008	Wed, Mar-19-2008		No	No	<a href="#">Edit »</a>
This is a summary of an article	Jared's Cool Tool	Wed, Mar-26-2008		Yes	No	<a href="#">Edit »</a>
Today's LaborWeb Test	Jared's Cool Tool	Wed, Mar-19-2008	Thu, Mar-20-2008	Yes	No	<a href="#">Edit »</a>
Work Site Rally	Maine Test Category	Wed, Mar-26-2008	Thu, Mar-27-2008	Yes	No	<a href="#">Edit »</a>

Show  Rows

## 5.2.2 Article edit menu

When you select an article, the "Article Edit Menu" will appear:



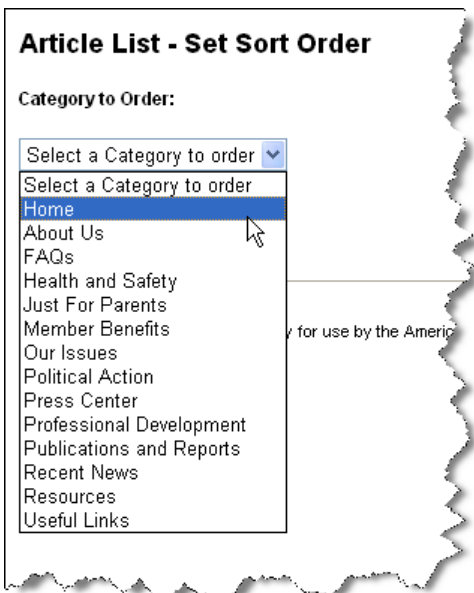
Through the "Article Edit Menu," you have access to all of the steps you used when creating the article. You can edit any of these steps by clicking on the appropriate link or view the article by clicking on "Preview this article." (See Section 5.1.1 through Section 5.1.8 for more details.)

## 5.2.3 Ordering articles

LaborWeb allows you to set the order in which you want articles to appear within a category on your website. To change the order of articles within a category, select "Set article order" from the "Article Administration" page.

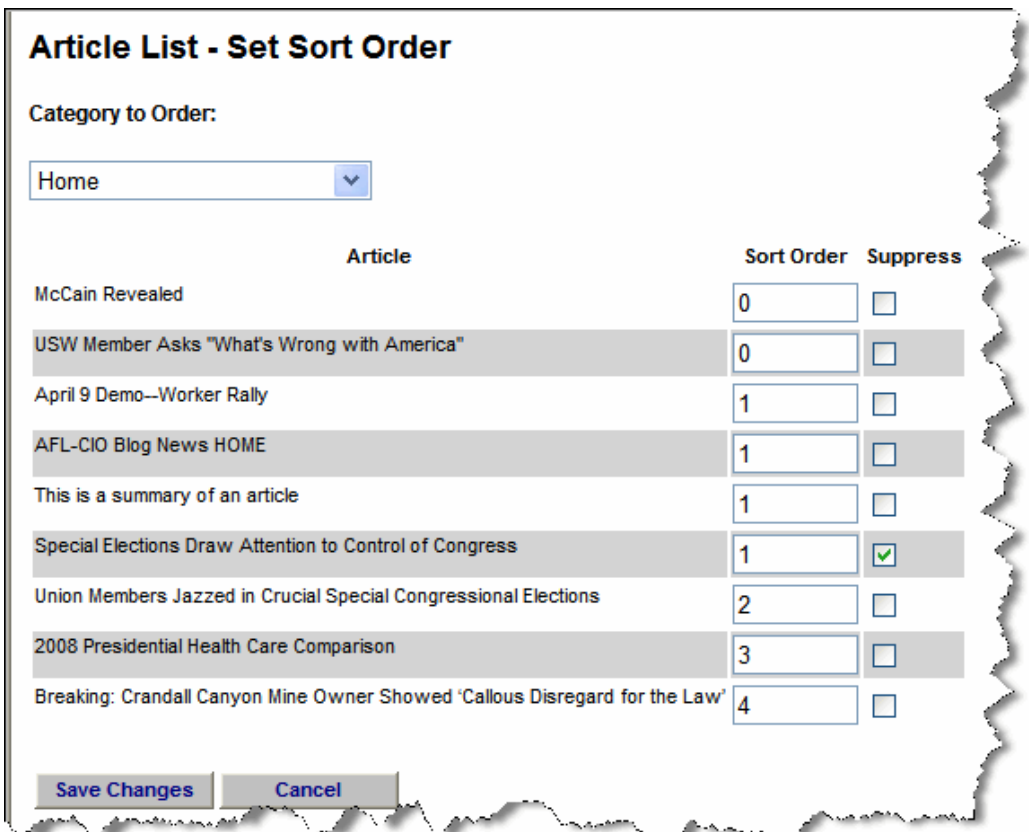


This will take you to a page with a drop-down menu where you can select the category you wish to order.



Selecting a category will take you to a new screen where you can set the order by entering the appropriate number next to the article title. New articles will default to a “1” and will display first. You can change the order by renumbering your articles. For example, “1” will put the article first, “2” second, “3” third, etc. If you have two articles assigned with the same number, the one that was created most recently will appear above the other. **You can pin articles to the top by making them a “0.”**

Note: Newly created/syndicated articles are designated as “1” and will appear at the top of the category until the articles are reordered.



## 5.3 Working with syndicated content

LaborWeb’s content syndication feature allows the AFL-CIO to automatically syndicate content to state and local websites. However, each organization has the option of removing any syndicated article content from their website at any time. (See Section 5.3.2.)

### 5.3.1 Notification

E-mail notification is sent to local administrators whenever new content is syndicated to their LaborWeb site. The notice provides the title of the article, the publication date and the category in which it was published.

### 5.3.2 Suppress syndicated article

To locate syndicated content, go to the administration home page and select “Set article order.”



Select the category in which the article was syndicated. Locate the article and put a check in the “Suppress” box and click "save changes." This will remove the article from that category on your website. If the article was syndicated and posted in two categories (i.e., Recent News and Home page), you need to suppress it in both categories.

## Article List - Set Sort Order

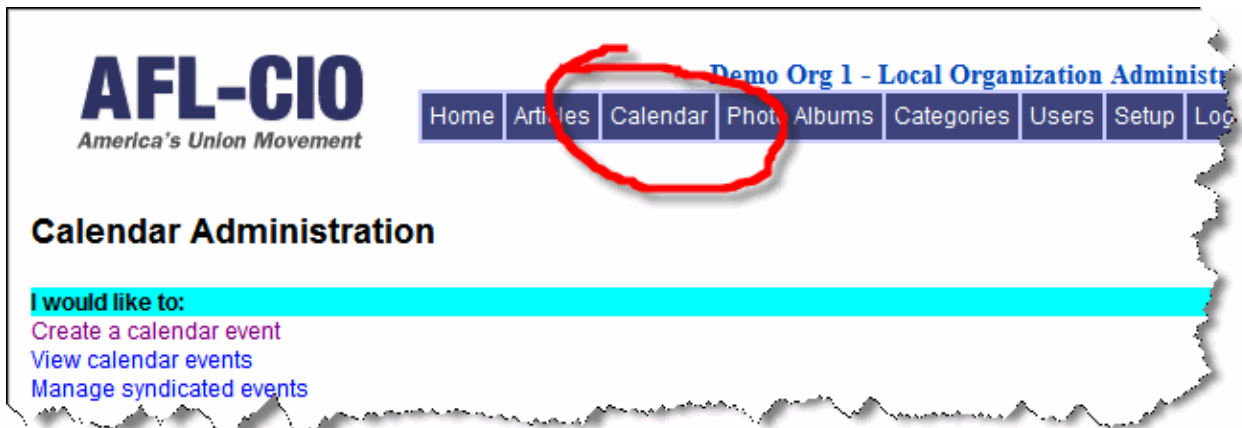
Category to Order:

Home

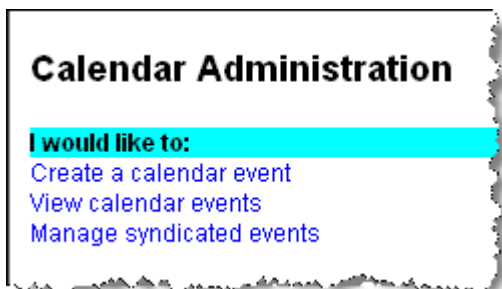
Article	Sort Order	Suppress
McCain Revealed	<input type="text" value="0"/>	<input type="checkbox"/>
USW Member Asks "What's Wrong with America"	<input type="text" value="0"/>	<input type="checkbox"/>
April 9 Demo--Worker Rally	<input type="text" value="1"/>	<input type="checkbox"/>
AFL-CIO Blog News HOME	<input type="text" value="1"/>	<input type="checkbox"/>
This is a summary of an article	<input type="text" value="1"/>	<input type="checkbox"/>
Special Elections Draw Attention to Control of Congress	<input type="text" value="1"/>	<input checked="" type="checkbox"/>
Union Members Jazzed in Crucial Special Congressional Elections	<input type="text" value="2"/>	<input type="checkbox"/>
2008 Presidential Health Care Comparison	<input type="text" value="3"/>	<input type="checkbox"/>
Breaking: Crandall Canyon Mine Owner Showed 'Callous Disregard for the Law'	<input type="text" value="4"/>	<input type="checkbox"/>

## 6. Calendar

To add or edit calendar events for the LaborWeb site, begin by selecting the "Calendar" tab at the top of the administration home page.



This will open the "Calendar Administration" page, where you will be presented with three options: "Create a calendar event," "View calendar events" and "Manage syndicated events."



### 6.1 Create a calendar event

To create a new calendar event, click on the "Create a calendar event" link. This will open the "Create event" window:



## Create event

Event Name:  \*

Dates: From:  ... \* To:  ... \*

Times: From:  To:

Contact Name(s):

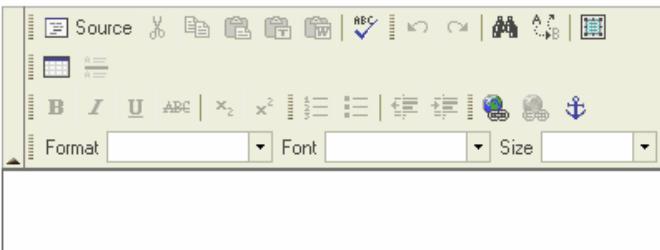
Contact email:

Contact phone:

Location:  \*

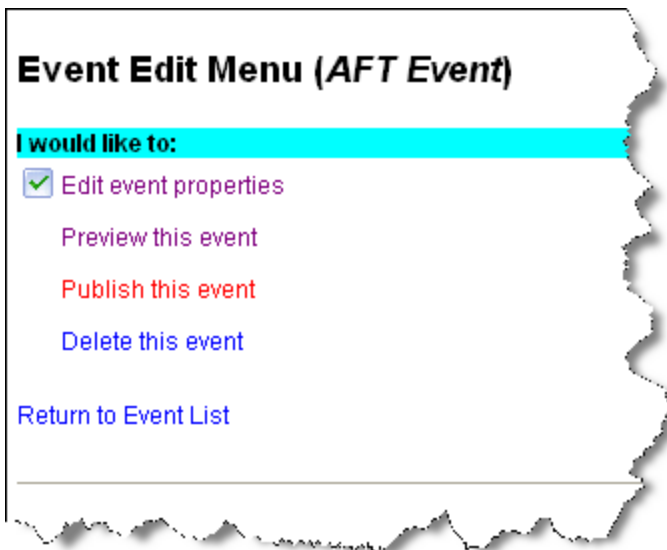
Address:

City/State/Zip:

Event Description: 

- **Event name.** Enter the name of your event in the appropriate box. This is the title that will display on the website.
- **Dates.** Specify the dates on which your event will take place. Beginning and ending dates are required fields. For one-day events, enter the same date in both fields.
- **Times.** If the event will occur at a specific time, enter the beginning and/or end times in the appropriate box.
- **Contact names.** Enter the name of the person whom visitors to your site can contact about this event.
- **Contact e-mail.** Enter an e-mail address for the contact person.
- **Contact phone.** Enter a phone number for the contact person.
- **Location.** Enter the location of the event (for example, AFL-CIO National Office). In the fields below, provide a specific address.
- **Event description.** Provide additional details in the text editor at the bottom of the menu.

When you have completed the form, select "Create event" to continue to the next step. This takes you to the "Event Edit Menu." There is a check mark next to the event properties because you have just completed that step.



### 6.1.1 Preview calendar event

Select “Preview this event” to see how your event will appear on your website.



### 6.1.2 Publish this event

Select “Publish this event” to have it appear in the calendar area of your website.

### 6.1.3 Un-publish this event

Select “un-Publish this event” to remove it from your website but to keep it in your calendar events list.

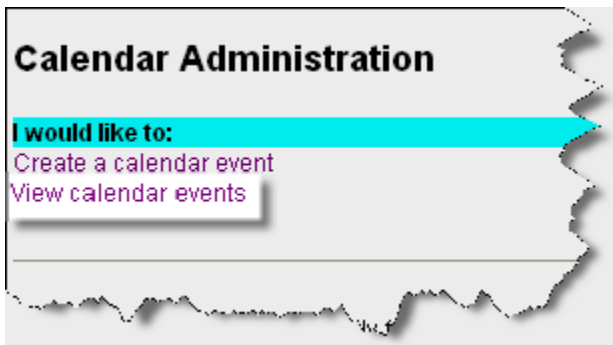
### 6.1.4 Delete this event

Select “Delete this event” to remove the event entirely.

When you have finished, select “Return to event list” to view other events on your site.

## 6.2 View calendar events

To view calendar events that you have already created, select the “View calendar events” link from the "Calendar Administration" page.



This will display the events on your website’s calendar in chronological order.

Records 1 - 6 of 6

Name	Start date	End date	Location	
No event name	Tue, Jul-12-2005		No location	<a href="#">Edit &gt;</a>
Staff Retreat	Mon, Aug-22-2005	Fri, Aug-26-2005	Hyatt	<a href="#">Edit &gt;</a>
This is a test calendar event	Tue, Aug-23-2005	Thu, Aug-25-2005	AFT Hotel	<a href="#">Edit &gt;</a>
AFT Event	Tue, Aug-23-2005		NA	<a href="#">Edit &gt;</a>
Labor Day Holiday	Mon, Sep-5-2005		AFT	<a href="#">Edit &gt;</a>
PSRP Conference	Fri, Oct-14-2005	Sat, Oct-15-2005	J.W. Marriott Hotel in Houston	<a href="#">Edit &gt;</a>

Show  Rows

To remove or change any existing events, select the “edit” link to the right of that event. This takes you back to the "Event Edit Menu."

## 6.3 Manage syndicated events

To manage events syndicated from the national office or state federations, select the “Manage syndicated events” link from the "Calendar Administration" page.

## Calendar Administration

**I would like to:**

- Create a calendar event
- View calendar events
- Manage syndicated events

This will display the syndicated events in chronological order. To remove an event from your website, put a check mark in the "Suppress" box. Be sure to save your changes.

### Manage events

Event	Start Date	End Date	Suppress
Local Union Meeting	11/22/2005	11/22/2005	<input type="checkbox"/>
Local Union Meeting	11/30/2005	11/30/2005	<input type="checkbox"/>
The Important State Convention	12/1/2005	12/1/2005	<input checked="" type="checkbox"/>
MN Convention	1/28/2006	1/28/2006	<input type="checkbox"/>
Colorado Convention	3/28/2006	3/29/2006	<input type="checkbox"/>
The Indiana Convention	4/12/2006	4/13/2006	<input type="checkbox"/>
CFT StateWeb Demo	4/28/2006	4/28/2006	<input type="checkbox"/>
Alaska StateWeb Training	8/3/2006	8/3/2006	<input type="checkbox"/>
AFT Maine State Convention	9/1/2006	9/2/2006	<input type="checkbox"/>
The Massacusettes Training	9/13/2006	9/13/2006	<input type="checkbox"/>
Holiday Party	12/22/2006	12/22/2006	<input type="checkbox"/>

## 7. Photo Album

The photo album tool allows your organization to post groups of images on your website. There is no limit to the number of albums you may have on your site. Each album will hold up to 15 images. Currently, LaborWeb only supports .jpg and non-transparent .gif images.

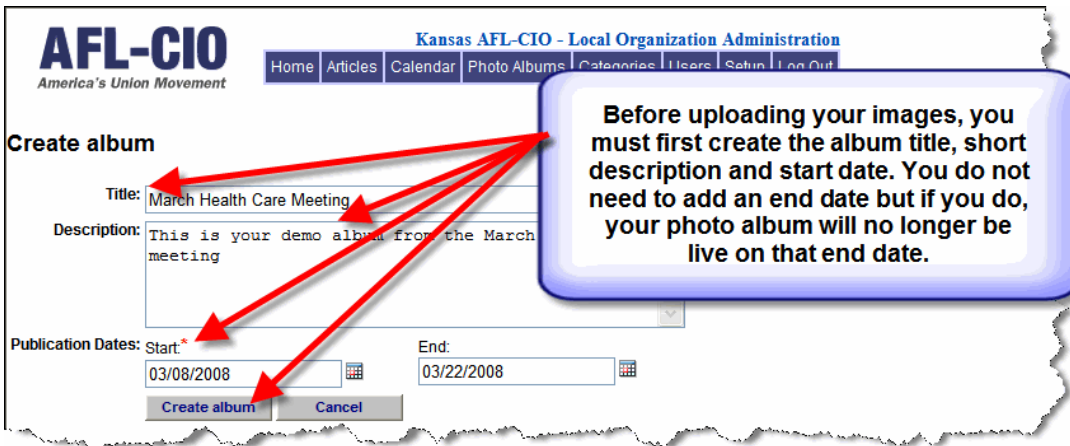
The screenshot shows the AFL-CIO website interface. The header includes the AFL-CIO logo and 'Kansas AFL-CIO'. A left-hand navigation menu lists various site sections. The main content area displays a photo album titled 'Photo Album: March Council Meeting' with a grid of 15 image thumbnails. On the right side, there is a login section with fields for email and password, and a 'Log In' button. Below the login section are several promotional banners for union-related topics like 'In America No One Should Go Without HEALTH CARE' and 'Struggling with Debt'.

To create or edit a photo album for your LaborWeb site, select the "Photo Album" tab at the top of the administration home page or from the menu.



## 7.1 Create photo album

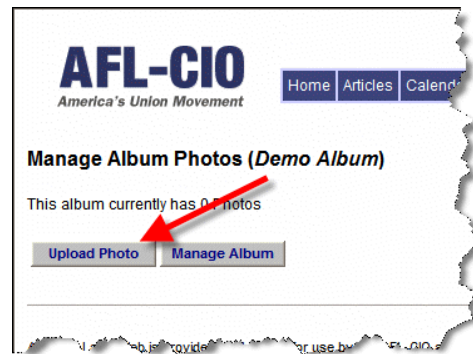
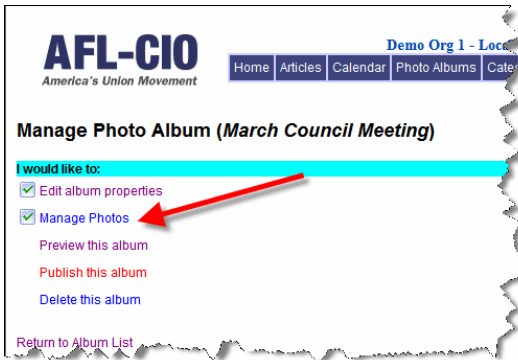
Choosing the "Photo Album" link will take you to the "Create Photo Album" page. Before you can upload your images, you must first "create" your album. Get started by clicking on the "Create a Photo Album" option where you will be presented with a page with three fields, "Create a title," "Short description" and "Publication dates."



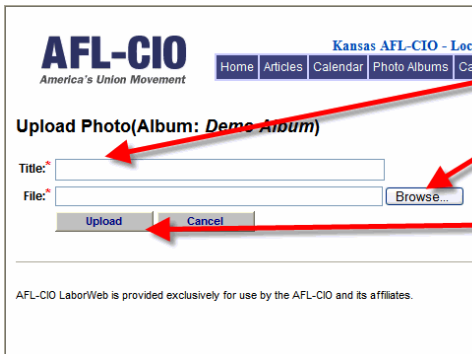
You do not need to have an end date, but if you choose one, your album will expire on that date. Once you've filled in the fields, click the "Create album" button to move to the next step.

## 7.2 Uploading photo album images

Now that you have established the title and date of your album, you can move on to the "Manage Photo Album" page to begin uploading images.



The tool allows for one image upload at a time. For each image, you will be presented with the “Upload Photo” page where you will need to add a title or short description for each image. Use the “Browse” button to locate the image file on your computer. Once you’ve uploaded the image and added a title, click the “Upload” button to move on.



**Add the title or a short description of your image.**

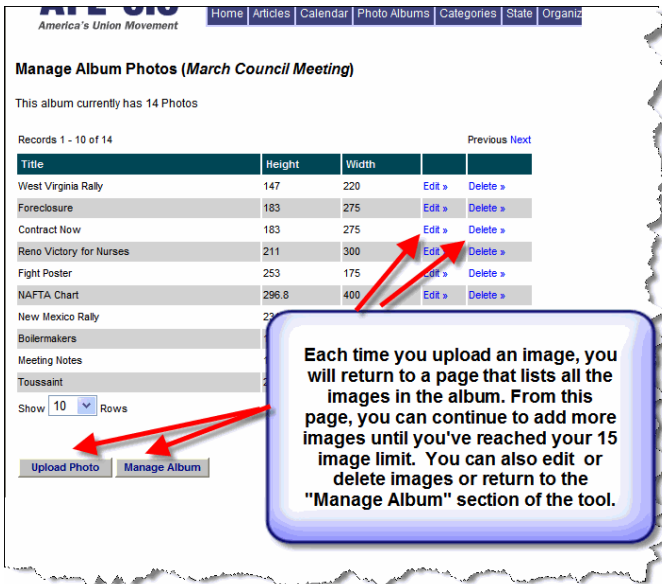
**Choose “Browse” to locate the image you want to upload.**

**Once you’ve added your image, choose “Upload” to move on to the next image.**

**Note that you can only upload one image at a time. Each album will hold up to 15 images.**

### 7.3 Photo album quantity and image type

There is no limit to the number of albums you have on your site. Each album will hold up to 15 images. Currently, LaborWeb only supports .jpg and non-transparent .gif images.



## 7.4 Photo album publishing and deleting

Before your photo album is live, you must choose “publish” on the “Manage Photo Album” page. When you would like to remove the album, you can choose to un-publish or delete the entire album.

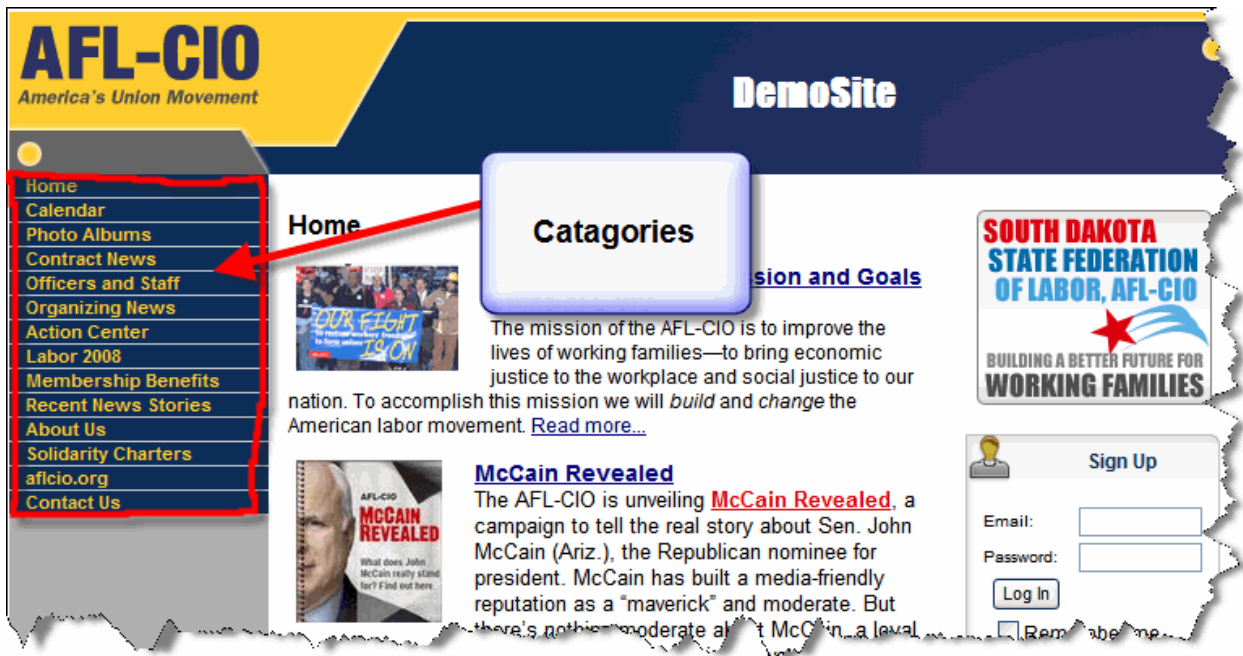


Once your album is live, you can link to the page.

## 8. Categories

Categories serve as the navigation that appear on the left side of your website. For example, the illustration below shows 11 different categories that might be of interest to members or other visitors. Clicking on a category will display the information that has been posted in that category.





AFL-CIO LaborWeb comes with a number of categories already available and can be in any order:

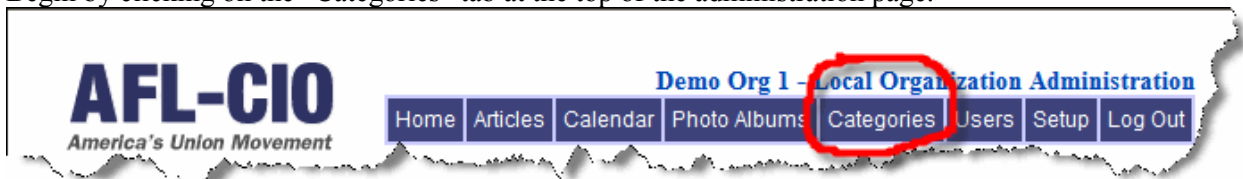
- About Us
- Officers and Staff
- Recent News Stories
- Our Issues
- Membership Benefits
- Action Center
- Labor2008
- Contract News
- Solidarity Charters
- Aflcio.org

While all categories are available in the LaborWeb tool, categories will not display in your site's navigation unless there is content within them. In addition, your website's navigation includes permanent categories that cannot be reordered. The permanent categories are: Home, Calendar, AFL-CIO.org, the state site and Contact Us.

We recognize that we cannot anticipate all the possible category needs of our state and local affiliates. Therefore, AFL-CIO LaborWeb is designed to allow state federations and locals to add their own categories.

## 8.1 Adding a category

Begin by clicking on the "Categories" tab at the top of the administration page.





This will take you to a page where you will be able to “Create a new local category,” “View local categories” or “Set category order.”



Select “Create a new local category.”

You will be asked to create a label for your new category, such as “Our Contract.”



Select the “Add Category” button, and your new category will be added to the list of categories.

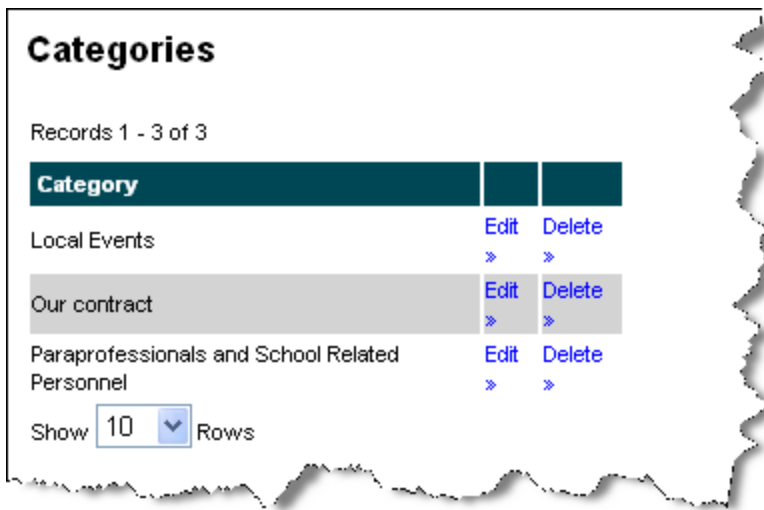
Note: Categories that do not have any content associated with them will not display on the website. For example, if you create a category, “Our Contract,” it will not appear on your navigation until you have placed your contract on the website in that category.

## 8.2 View local categories

To view a list of local created categories, select “View local categories.”



This will take you to a page that will display all categories created by your local affiliate. Categories created by the AFL-CIO will not display.



### 8.3 Setting category order

AFL-CIO LaborWeb also allows you to set the order in which you want categories to appear on the website.

Begin by selecting “Set category order.”



This will take you to a new screen where you can set the order by entering the appropriate number next to the category name. For example, “1” will put the category first, “2” second, “3” third, etc. If you have two categories assigned with the same number, the one that was created most recently will appear above the other. Remember that the permanent categories, Home, Calendar, AFL-CIO.org, state site, and Contact Us cannot be moved.

## Local Category List - Set Sort Order

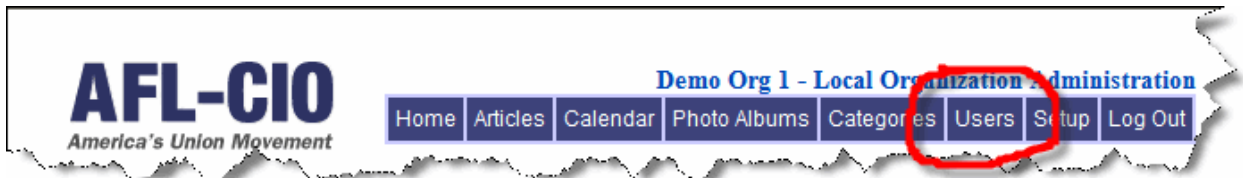
Category	Sort Order
Local Schools	<input type="text"/>
About AFT	<input type="text" value="2"/>
Our issues	<input type="text" value="3"/>
Recent News Stories	<input type="text" value="4"/>
Recent news stories	<input type="text" value="4"/>
Press statements	<input type="text" value="5"/>
Professional Development	<input type="text" value="5"/>
Health and safety	<input type="text" value="6"/>

## 9. User Administration

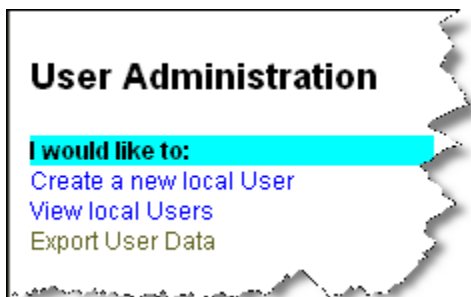
One of the advantages of LaborWeb is that more than one person can be given permission to post content to or administer your site. For example, you may want to give your staff the ability to post content directly to the site without having to go through a webmaster. You may also want to create a backup administrator for your site.

LaborWeb makes it easy to create new administrators and contributors.

Begin by selecting the “Users” tab.



This will take you to the "User Administration" page where you have three options, “Create a new local user,” “View local users” and “Export user data”.



### 9.1 Create a new local user

Selecting “Create a new user” will take you to the "Add User" page.

This feature allows you to create administrators, editors, contributors or users.

- Administrators have permission to manage all aspects of the site, including articles, calendar events, categories, users and site setup.
- Editors only have permission to create, manage and publish articles, calendar of events and photo albums.
- Contributors can create articles, calendar of events and photo albums but do not have permission to publish them to the live site.
- Users are those people who have registered to view restricted content. They do not have access to any of the administrative functions of the site. They can view the “members only” content on site.

### Add User

Email Address:  \*

Password:  \*

Role:  ▼

First Name:  \*

Last Name:  \*

Address:

City/State/Zip:

## 9.2 View local users

You can also view and edit the records for users of your local site. Begin by selecting the “Users” tab.



This will take you to the "User Administration" page where you can select “View local users.”



A list of all users on your site will be displayed. This includes outside visitors to your site who registered to view restricted content.

The screenshot shows a user management interface. At the top, there are three search input fields labeled "First Name", "Last Name", and "Email". To the right of these fields is a dropdown menu set to "All Roles" and a "Filter Users" button. Below the search fields, it says "Records 1 - 3 of 3". The main table has columns for "First Name", "Last Name", "Email Address", "Role", and two empty columns. The table contains three rows of user data. At the bottom left, there is a "Show 10 Rows" dropdown menu.

First Name	Last Name	Email	Role		
Tester	Tester	ashby@aft.org	contributor	Edit »	Delete »
Local	Administrator	demo3@aft.org	admin	Edit »	Delete »
Mary	Keane	marykeane@aft.org	user	Edit »	Delete »

There are two ways you can sort the records:

1. Use the filter option to sort by role (i.e. administrators, contributors or users).
2. Click on a header column, and the records sort alphabetically.

You can also search for a record by typing in one of the search fields and clicking on "Filter Users."

This screenshot is similar to the first one but includes red annotations. A red arrow points to the search input fields with the text "Search for a record". Another red arrow points to the "Filter Users" button with the text "Sort by role". Below the search fields, it says "Records 1 - 3 of 3" followed by a red arrow and the text "Click on a header row to sort". The table data is sorted alphabetically by first name. The "Show 10 Rows" dropdown menu is also present.

First Name	Last Name	Email Address	Role		
Local	Administrator	demo3@aft.org	admin	Edit »	Delete »
Mary	Keane	marykeane@aft.org	user	Edit »	Delete »
Tester	Tester	ashby@aft.org	contributor	Edit »	Delete »

To delete a user, select the "delete" option. Note, however, that if you delete an outside user, there is no ability to keep them from registering again.

Records 1 - 3 of 3

First Name	Last Name	Email	Role		
Local	Administrator	<a href="mailto:demo3@aft.org">demo3@aft.org</a>	admin	<a href="#">Edit &gt;</a>	<a href="#">Delete &gt;</a>
Mary	Keane	<a href="mailto:marykeane@aft.org">marykeane@aft.org</a>	user	<a href="#">Edit &gt;</a>	<a href="#">Delete &gt;</a>
Tester	Tester	<a href="mailto:ashby@aft.org">ashby@aft.org</a>	contributor	<a href="#">Edit &gt;</a>	<a href="#">Delete &gt;</a>

Show  Rows

To edit a user's record, select the "edit" option.

Records 1 - 3 of 3

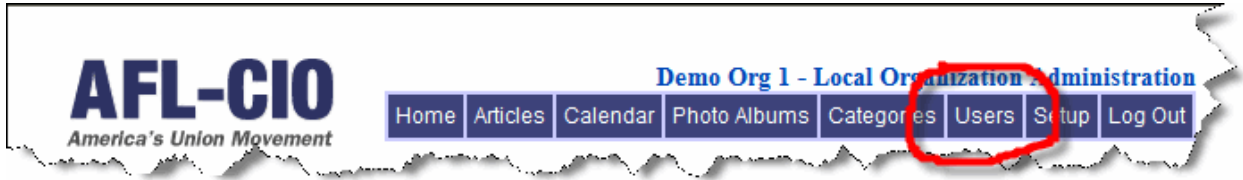
First Name	Last Name	Email Address	Role		
Local	Administrator	<a href="mailto:demo3@aft.org">demo3@aft.org</a>	admin	<a href="#">Edit &gt;</a>	<a href="#">Delete &gt;</a>
Mary	Keane	<a href="mailto:marykeane@aft.org">marykeane@aft.org</a>	user	<a href="#">Edit &gt;</a>	<a href="#">Delete &gt;</a>
Tester	Tester	<a href="mailto:ashby@aft.org">ashby@aft.org</a>	contributor	<a href="#">Edit &gt;</a>	<a href="#">Delete &gt;</a>

Show  Rows

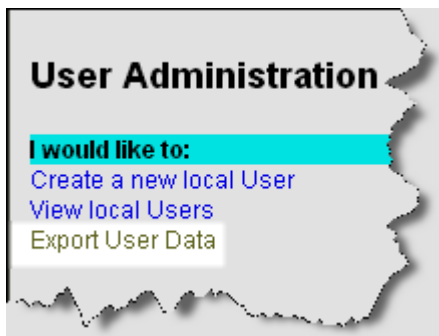
Selecting "edit" will open that individual's record and allow you to edit it.

## 9.3 Export User Data

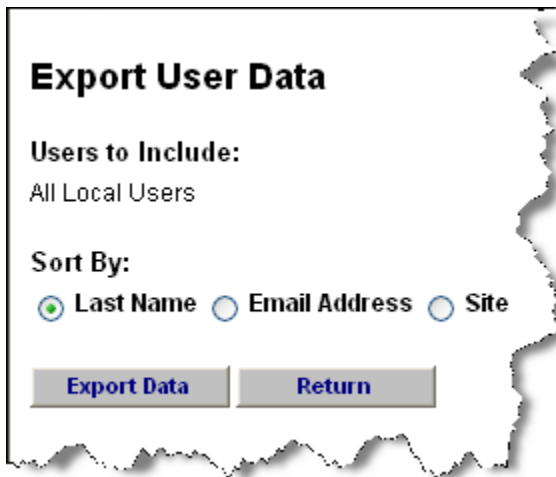
You can download all user information into a spreadsheet where you can search, sort and prepare reports if needed.



Begin by selecting the "Users" tab. This will take you to the "User Administration" page where you can select "Export User Data."



You can sort your users by last name, e-mail address or site.



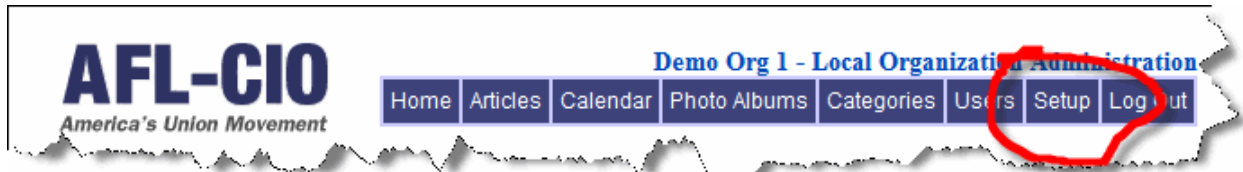
When you click on the "Export Data" button, the data will download into an Excel spreadsheet. Save the spreadsheet to your computer where you can sort, edit and prepare reports. Note: If some fields are blank, it is because the user skipped that field when they registered to view restricted content on your site.



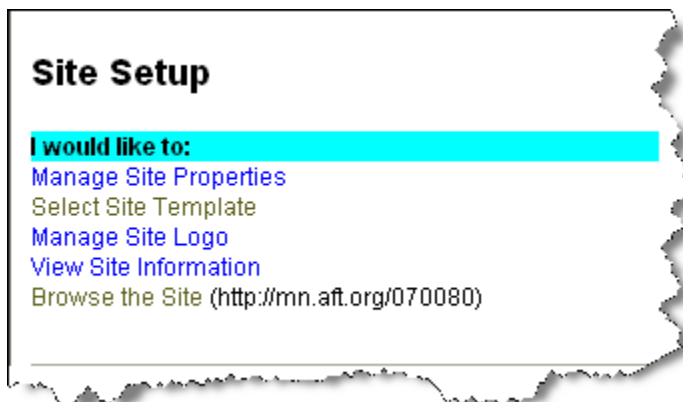
## 10. Setup/Site Administration

As an administrator, you will be able to control your website's setup.

If you would like change the setup of your site, begin by clicking the "Setup" tab.

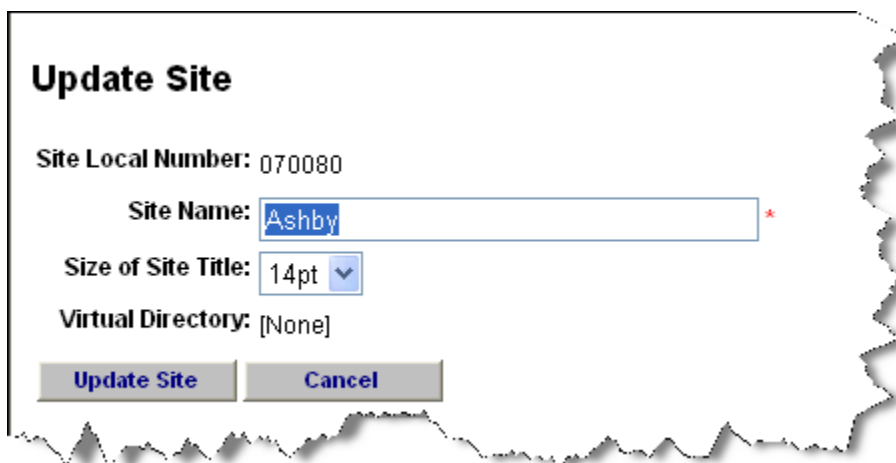


This will take you to the site setup screen where you will have five options:



### 10.1 Manage site properties

Once you have clicked "Manage Site Properties," you will be directed to a new page where you can update your site.



The "Update Site" page offers a number of options. Begin by reviewing the site name. The name in this field will appear as the official title at the top of your website.

**Update Site**

Site Local Number: 070080

Site Name:

Select the size you want the title to be displayed on the website:

Size of Site Title:

The virtual directory determines your website URL. The virtual directory defines the directory that appears after the state URL (i.e. state.aflcio.org/(your org name here). If virtual directory is blank, then your local number will be used instead. If you wish to change your virtual directory, contact the AFL-CIO using the “Ask a Question” form.

Select “Update Site” to continue.

## 10.2 Manage site logo

**Site Setup**

I would like to:

- Manage Site Properties
- Select Site Template
- Manage Site Logo
- View Site Information
- Browse the Site (<http://mn.aft.org/070080>)

Selecting “Manage Site Logo” allows you to upload a new logo for your site.

**Manage Site Logo**

Upload New Logo Image:

Clicking on the “Browse” button will open a window where you will be able to find the appropriate image on your hard drive.

When you have found the image you would like to use, select “Open,” and then click “Upload Image” from the “Manage Site Logo” screen. Site logos must be less than 145 pixels wide.

## 10.3 View site information

Selecting this option will allow you to review the information about your local that is being pulled from the AFL-CIO database. This information displays on the “Contact Us” category of the website.



**Kansas AFL-CIO - Local Organization Administration**

[Home](#) [Articles](#) [Calendar](#) [Photo Albums](#) [Categories](#) [Users](#) [Setup](#) [Log Out](#)

### Site Information

#### Contact Information

**Address Line 1:** 2131 S.W. 36th St.  
**Address Line 2:**  
**City:** Topeka  
**State:** KS  
**Zip:** 66611  
**Phone:** 785-267-0100  
**Email:** [ksafcio@swbell.net](mailto:ksafcio@swbell.net)

#### Officers:

Name	Title
Andy Sanchez	Executive Secretary-Treasurer
Mark Love	President

#### Divisions

State Federations

#### Additional Information

[Edit Additional Information](#)

---

#### Updating Your Affiliate Contact and Officer Information

This affiliate contact and officer information is presented from the national Org data warehouse and must be corrected in the warehouse to be reflected on your LaborWeb site. Changes made to affiliate contact and officer information may take up to 24 hours to be represented on the "Contact Us" page of your affiliate LaborWeb site.

The "Additional Information" text is editable and will appear on the bottom of your site's "Contact Us" page. This information is not saved in the Org data warehouse.

[Return to Site Menu](#)

### 10.3.1 Correcting your site information for AFL-CIO -- State Feds, CLCs and ALFs

The address, contact information and officer names and titles are being pulled into the site from AFL-CIO's organization database. If this information is incorrect, you can correct it by using AFL-CIO's LaborWeb "Change of Address or Officer" form. Your site and officer information is presented from the national AFL-CIO organizational database and must be corrected in the database to be reflected on your LaborWeb site.

To change your information you must choose the "Support" button on the top right corner of your administrative dashboard. Select the form for "[Change Your Organization's Officer or Address](#)". Fill out the online form and hit submit.

Changes made to affiliate contact and officer information may take up to three business days to be represented on the "Contact Us" page of your LaborWeb site.

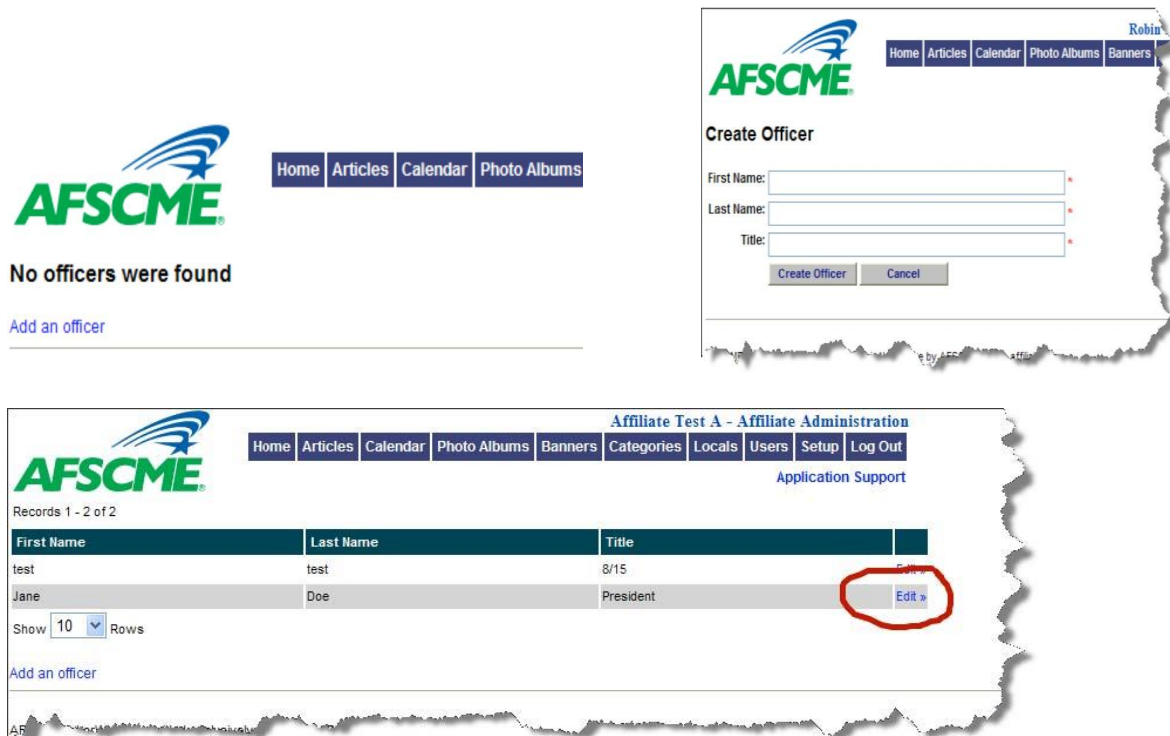
### 10.3.2 Correcting your site information for National Unions – State and Locals

**Edit Officers:** From Site Setup page, click "Edit Officer List" and you will be directed to a page that allows you to add, delete, and change details about union officers.

Click "Add an officer" to be directed to the "Create Officer" page. Type the officer's first name, last name, and title in the appropriate boxes, then press "Create Officer."

To change or delete a current officer entry, click "Edit" next to the officer's name, which will take you to the "Update Officer" page.

You may change the name or title of this officer in the appropriate boxes, then click "Update Officer," or you may remove this name from the list of officers by clicking "Delete."



**Edit Organization:** From the Site Setup page, click “Edit Organization” and you will be directed to the “Update Org” page that allows you to enter, update or correct all contact information for your affiliate or local union.

Enter any changes to the organization’s name, mailing address, e-mail address, or phone number, then press “Update org” button. The data entered in this form appear when users click on the “Contact Us” category of your website.

**AFSCME** Council 4 - Organiz

Home Articles Calendar Photo Albums Banners Categories Locals Ue

### Update org

Org Public ID: 2CT0004

Org Name: Council 4 \*

Address1: 444 East Main Street \*

Address2: \*

City: New Britain \*

State: CT \*

Zip: 06051 \*

Country: US \*

Email: info@council4.org \*

Phone: 860-224-4000 \*

Update org Cancel

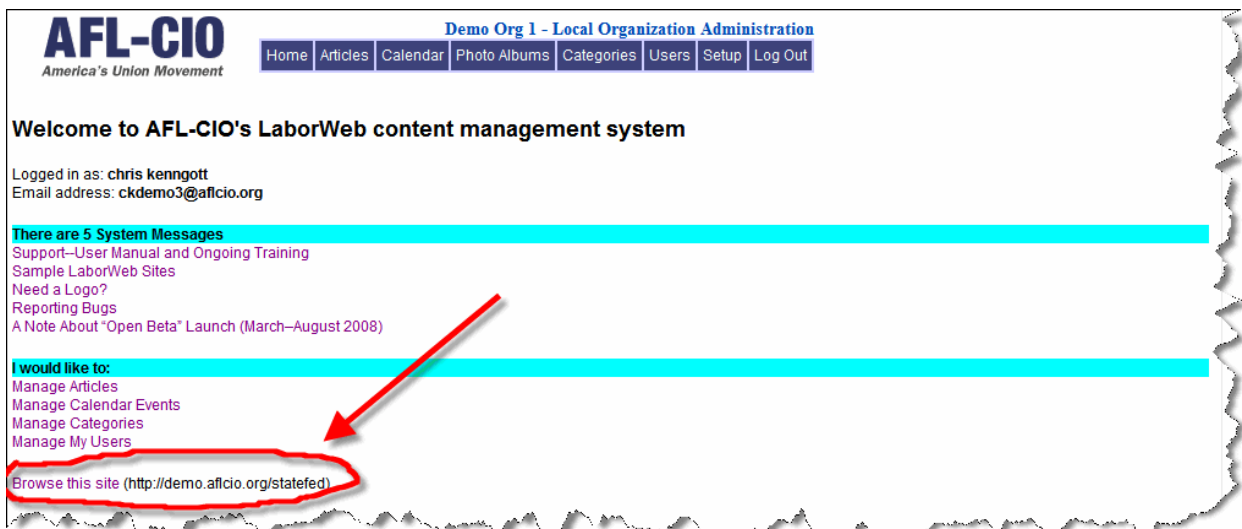
AFSCME LaborWeb is provided exclusively for use by AFSCME and its affiliates.

### 10.3.3 Additional Information

You have the option to add notes or additional information to the bottom of your “Contact Us” page of your affiliate LaborWeb site. Select “Edit Additional Information,” enter your notes and click on “Update.”

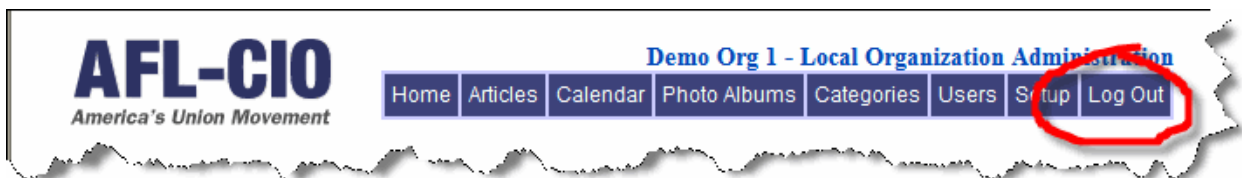
### 10.4 Browse the site

Clicking on the “Browse the site” link will open your local’s website in a new window.



## 11. Logging Out

Select the "Log Out" tab to exit LaborWeb's administrative tools.



## 12. Launching Your New Website

Once your LaborWeb site is complete, below are some tips to consider when launching your site.

1. E-mail the AFL-CIO ([laborweb@aficio.org](mailto:laborweb@aficio.org)) with your organization's name and site URL. We will add/update your local website to the list of local websites on [laborweb@aficio.org](mailto:laborweb@aficio.org). This will help search engines like Google find your site.
2. Spread the word. Tell your members where to find the new website at meetings or via mailings and e-mail. Include the new website URL on letters and publications.
3. Are you ready to launch but would like to keep your old URL? Use a redirect or web masking to keep your old URL but send users to your new site.

## 13. Web Forwarding/Web Masking

Any site has the opportunity to utilize a domain of its choice (either one already owned and being used or a new domain for this direct purpose). As an example, in Minnesota, the AFL-CIO's Northeast Area Labor Council has purchased and has been using [www.nealc.org](http://www.nealc.org). In order to facilitate this, we have put together the following steps, which each site should follow to help in getting this set-up.

1. Provide the AFL-CIO (e-mail us at [laborweb@afcio.org](mailto:laborweb@afcio.org)) with your existing domain name that you want to point to LaborWeb. Also provide the URL for your LaborWeb site. As an example: I'd like to use my current domain [www.mywebsite.org](http://www.mywebsite.org) and have it directed to my LaborWeb Website located at [laborweb.afcio.org/ST/mysite/](http://laborweb.afcio.org/ST/mysite/).
2. Setting up the LaborWeb system to use your domain will take one to two business days after receipt of your request. Once setup is complete, you will be notified by e-mail. Only after receiving this confirmation should you redirect your domain name to the IP provided in item (3) below.
3. Consult your domain name service provider and/or web hosting service for help redirecting your existing URL/domain name to your LaborWeb site. The IP address to use is 209.29.149.62 and will need to be added as an A record. Depending on your domain name service, the actual switch may take a day or two to propagate through the Internet.

# 14. RSS (Really Simple Syndication)

**Advanced Feature – create RSS Feed.** To create an article, it is not necessary to do anything in the advanced feature section related to RSS feeds. If you would like to add an RSS (Really Simple Syndication) article to your website, in step on of article creation, enter the URL of the RSS feed in the box next to “RSS Feed URL.” Then choose the number of stories to display as a summary and the number to display in detail.

**LaborWeb** Home Articles Calendar Photo Albums Banners Categories Users Setup Log Out  
AFL-CIO Support

**Create article**

Title:

Hide Title:

Publication Date:

Expiration Date:   No expiration date

Type:

Category:

Display on Home Page  
 Only registered users can see this article.

---

Advanced Feature - create RSS Feed.

RSS Feed URL:

num to display as summary:  num to display in detail:

When published, RSS articles appear in a shaded box.

**AFL-CIO** America's Union Movement

**Demo Site, AFL-CIO**

Home  
Calendar  
Photo Albums  
Membership Benefits  
Recent News Stories  
Local Union Leaders  
DemoState Cat 1  
Local Meetings  
About Us  
Contract News  
Officers and Staff  
Local Meeting Updates  
www.aflcio.org  
Contact Us

**Home**

**AFL-CIO Now Blog -- Recent News Stories**

- Health Care Workers at Risk as Swine Flu Spreads
- Veterans Push for Employee Free Choice
- Congress Passes Obama's "Transformational" Budget

**CWA Rally**

Check out this video

CWA local 1298 rally New Haven CT

**KANSAS AFL-CIO**  
BUILDING A BETTER FUTURE FOR WORKING FAMILIES!

**Sign Up**

Email:

Password:

Remember me  
[Not registered? Click here.](#)  
[Forgot your password?](#)

When finished with the article properties, click “Create article” to continue. This will take you to the “Article Edit Menu.” You can now publish the RSS. NOTE: Do not add content, images or resources to an RSS article.



# 15. Embedding Video

Affiliates can now more easily add YouTube video (or other embed code) to their articles. Instead of having to paste this code directly into the source, they can now choose to add "Image or Video" and drop the embed code into a form box. Like images, affiliates can have 2 videos per article and chose from 4 different locations. In addition, 1 video can be embedded w/ the summary. **Note:** Depending on the size of the local template, admins may need to alter the video size in the embed code. This can easily be done now on YouTube's site.

## 15.a.1 Embedding video in articles

Administrators may create full or summary articles that contain embedded videos and feature the related imaged. Below is an image of a LaborWeb home page that contains a full article and a summary article both with embedded video.

The image shows a screenshot of the AFL-CIO Demo Site. The header features the AFL-CIO logo and the text "Demo Site, AFL-CIO". A navigation menu on the left lists various site sections. The main content area displays two articles, each with an embedded YouTube video. The first article is titled "Wisconsin Rotunda -- Workers Rally" and shows a large crowd in a rotunda. The second article is titled "We Are Ohio -- 714,137 Signatures" and shows a group of people at a podium with a "REPEAL SB 5" banner. To the right of the videos is a "Follow Us!" section with social media icons and a "Sign Up" form with fields for email and password, along with a "Log In" button and a search box. A yellow callout box with the text "Samples of embedded videos." has two red arrows pointing to the video players.

To embed a video in an article, you must copy the embed code, from YouTube or other sources, and paste it into the article HTML using the “Source” function described below.

1. Create an article for and add your text that will accompany the video—before you can add the video you must first create the article. You can create either a full or summary article. Both work with embed video coding. Once the article is ready you must get the embed URL.
2. Get your “Embed URL” from [www.youtube.com](http://www.youtube.com)—below are the steps to “grab” the embed video code from YouTube (see steps and image below):
  - a. Go to [www.youtube.com](http://www.youtube.com)
  - b. Find the video you want to use. NOTE: When searching for a video use the search box on youtube.com; you can use any key word such as Health Care, Employee Free Choice Act, AFSCME, CWA, local and more.
  - c. After you locate the video you want to use, click the “Share” button under the video (center left). A set of share options will appear including social networking buttons, a URL and an embed button.
  - d. Click the “Embed” button. This will open a set of embedding custom options.
  - e. Embed Custom Options:
    1. Be sure to de-select the box that says “Show suggested videos when the video finishes” (you don’t want anti-union videos showing up on your site).
    2. **For video size, use the “Custom” box and add a width of 380.** Note that LaborWeb templates vary in size so you may be able to use a larger width for your video. A width of 380 should work on all LaborWeb sites but you can try bigger widths. If your LaborWeb template ends up being wider on the sides than the top banner, this means the width you’ve chosen for your video is too large and is breaking the template on your live website. In this case, you should try smaller widths for your video.
  - f. Now click your mouse on the “Embed” code then right click your mouse and click “Copy”. The embed code will look something like this:

```
<iframe width="560" height="349"
src="http://www.youtube.com/embed/re6hc0mHpzs?rel=0"
frameborder="0" allowfullscreen></iframe>
```

3. Now that you’ve copied your “embed” URL you are ready to place it in the article. After creating the article, go to the step that reads, “Edit article images or videos”.
  4. Click on the video option.
  5. Paste Embed code into “Video Embed Code” box and add caption if needed and click “Upload”.
- See images below.

Embedding Video: [www.youtube.com](http://www.youtube.com)

**You Tube** Wisconsin Rotunda Search Browse Movies Upload

### "Budget Repair" Bill Protest in Madison, WI Capitol Rotunda Feb 16, 2011

31 videos Subscribe

0:05 / 0:18 360p 16,390

Like Add to **Share**

Uploaded by marclasman on Feb 16, 2011

Thousands of protestors pack in to the Capitol Rotunda in Madison, WI

22 likes, 40 dislikes

On Saturday by wisn 1,857 views

Kill the bill: Tea @ Walker's Buc by albel29 1,879 views

Wisconsin, Buc Protest! (Madis by 2Cool4Games 2,187 views

**Embed Code**

Like Add to **Share** 16,416

Link to this video: <http://youtu.be/re6hcOmHpzs>

**Embed** Email this video

```
<iframe width="380" height="240" src="http://www.youtube.com/embed/re6hcOmHpzs?rel=0" frameborder="0" allowfullscreen></iframe>
```

After making your selection, copy and paste the embed code above. This code changes based on your selection.

Show suggested videos when the video finishes  
 Use HTTPS (?)  
 Play in HD  
 Enable privacy-enhanced mode (?)  
 Use old embed code (?)

560 × 349 640 × 390 853 × 510 1280 × 750 **Custom** Width: 380 px Height: 240 px

Uploaded by marclasman on Feb 16, 2011

Thousands of protestors pack in to the Capitol Rotunda in Madison, WI

Show more

**How to embed a YouTube video:**

1. Find the video you want to embed on your website.
2. Click the **Share** button.
3. Click the **Embed** button.
4. **Uncheck** the custom options.
5. Add 380 width to the **Custom** box. Your template may allow for wider videos but 380 should work with all LaborWeb templates. If you find that your template gets pushed wider than the top banner, your video is too wide and you should choose a smaller width.
6. Once you are done choosing custom options, click on the **Embed Code** and copy it.
7. Paste the **Embed Code** into the embed section of your LaborWeb

### Upload Image or Video

No Image/Video specified. Upload [Image](#) [Video](#)

No Image/Video specified. Upload [Image](#) [Video](#)

[Back to article menu](#)

AFL-CIO LaborWeb is provided exclusively for use by the AFL-CIO and its affiliates.

**Embedding a Video Into your Article**

- When setting up an article, click on the option for **"Edit article images or videos"**.
- Click on **"Video"**.

### Edit Video Properties

Video embed code:

Caption:

[Edit Properties](#)

[Cancel](#)

[\(what is embed code?\)](#)

AFL-CIO LaborWeb is provided exclusively for use by the AFL-CIO and its affiliates.

**Embedding a Video Into your Article**

- Paste Embed Code into box provided.
- Add caption if needed.

# 15. Social Media Sharing

Social Media includes linking promoting links to join your organizations social media sites as well as asking your website visitors to share articles from your website to their Facebook and Twitter accounts.

## 15.a.1 Social Media Promotion

Affiliates can now easily promote their Facebook, Twitter, YouTube or Flickr pages on their LaborWeb site.

From your menu bar on your dashboard:

- 1) Click the tab for "Setup".
- 2) Select "Promote Social Media Sites".
- 3) Check the appropriate boxes and enter the urls for those social media sites. The icons will only appear if you add a url for your site.
- 4) The appropriate thumbnail and link will appear in the upper right corner of all pages on your LW site.

(See images below).

The screenshot shows the LaborWeb interface for promoting social media. At the top, there is a navigation menu with tabs: Home, Articles, Calendar, Photo Albums, Banners, Categories, Users, Setup, and Log Out. The page title is "Demo Org 1 - Local Administration" and there is a "Support" link. The main heading is "Promote Social Media". Below this, there are four sections, each with a checked checkbox and a URL input field:

- Facebook Page**  
URL:
- Twitter Page**  
URL:
- YouTube Channel**  
URL:
- Flickr**  
URL:

At the bottom left is an "Update" button. A yellow callout box on the right, titled "Social Media Promotion", contains the text: "Add the URLs to your organization's social media sites. This will only show icons for the sites that you add a the URL." Two red arrows point from this callout box to the Facebook and Twitter URL input fields.

- Home
- Calendar
- Photo Albums
- Membership Benefits
- Action Center
- About Us
- Recent News Stories
- Officers and Staff
- [www.aflcio.org](http://www.aflcio.org)
- Contact Us

## Home

**Koch \$\$ Fund Chorus of Lies on Social Security**



from Fox  
e conservative politicians about  
s going home, they scream.  
Re... more>>>

### Social Media Promotion

The social media promotion icons will appear on the top right of your template. These icons will link to your organizations social media pages once you set that up.

These icons can include:

- Facebook
- Twitter
- YouTube
- Flickr
- RSS Feed

Follow Us!



Sign Up

Email:

Password:

Remember me

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## 15.b.2 Social Media Sharing Icons for Articles

All full articles now have Facebook Like and Twitter Share buttons under the title in the body of the article. Appropriate meta data (Title, description, link, etc.) that is required by Facebook is automatically generated when a visitor "likes" your article. This will allow your readers to share your articles on their Facebook and Twitter pages.

The screenshot displays the AFL-CIO Demo Site interface. At the top left is the AFL-CIO logo with the tagline "America's Union Movement". To the right is the text "Demo Site, AFL-CIO". A navigation menu on the left lists: Home, Calendar, Photo Albums, Membership Benefits, Action Center, About Us, Recent News Stories, Officers and Staff, www.aflcio.org, and Contact Us. The main content area features an article titled "Koch \$\$ Fund Chorus of Lies on Social Security". Below the title are links for "Printer friendly version" and "Send this story to a friend". Social sharing icons for Facebook (Like) and Twitter (Tweet) are visible, with a "0" next to the Tweet icon. A yellow callout box titled "Social Sharing Icons for Articles" contains the text: "To add social share icons to your article you must select a 'Full' article when setting it up. The icons will only appear on the inside page of a full article. The icons will not show up on a summary page. A viewer can click these icons to share your article on their own Facebook and/or Twitter page." Below the article is a "Find Out More" section with a "COLLECTIVE BARGAINING" graphic and the text "Real PEOPLE. Real IMPACT." and "Check out the CB Site". A "Download the petition" link is also present. The bottom right corner shows a "Money-Saving Benefits" link.

