

OmniUpdate Advanced

March 2009

Agenda:



Embed a  Video

 **All About RSS Feeds:**
How to subscribe
Create in OmniUpdate
Embed other feeds on your pages

Log into the training account:

Go to: <http://www.oswego.edu/training>

Click on # ____

Login in using this information:

User ID: training____

Password: training

Video recommendations:

- Display Size: 320 x 240 px maximum
- Use Compression.
- Keep it short – less than 3 minutes
- Flash video is recommended
- Large video files will be removed at the discretion of the webmaster
- Must be closed captioned or provide a text equivalent

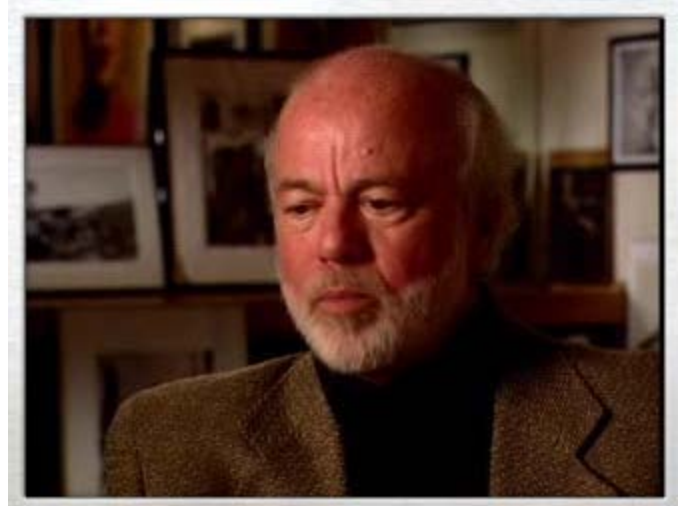



Figure 1. 320 px X 240 px – maximum size for video

Upload the media file:

- Click on Content > Pages
- Media files are loaded to the live server. You normally will not see the list of files in the images folder unless you Click on the button Switch to Live Server.
- We recommend you create a folder for your media or use the images folder.
- In File Manager, navigate to the folder.
- Click on Upload file.
- If you are uploading a revised file and the file name is remaining the same, click the Overwrite file... check box.
- Browse to where you saved the file on your computer.
- Click on the file name.
- Click Open.
- Check to be sure the Access is set to Everyone.
- Repeat 7 to 10 for additional files.
- Click Upload.
- TIP: You cannot upload a media file while editing an HTML file

Insert in the Document

- Click on the media button ¹ 
- In the dialog box, choose the type of media from the drop-down menu.
- Click on the *browse* button.
- Navigate to where you uploaded the file.
- Click on the file.
- Click Select file.
- Click *Insert*
- If you're Flash file has accompanying files, you will need to upload those files also.

Accessibility:

- Add text to describe what the media is, size of the file and type of file. I.e., Flash Movie, 2 MB.
- If it's a movie, you'll need to either
 - supply a link to a transcribed version and/or
 - add captions.

¹ If you do not see the Media Button on your editing menu, email webmaster@oswego.edu.

Editing and Uploading Images

Image Sizes for SUNY Oswego

Right Column

Width: 160px – maximum

Height: 110px suggested - can vary

Main Editable Region

Width: 346px – maximum

Height: can vary

Image Resolution: 72-96 dpi

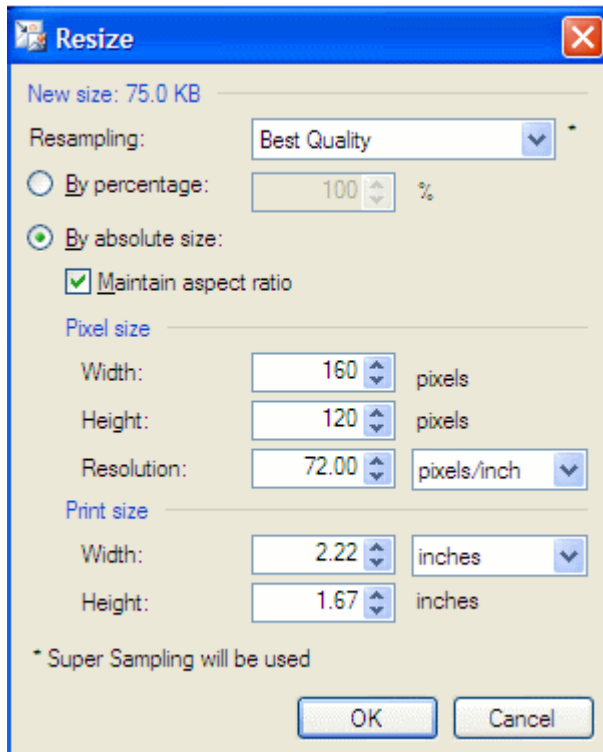
TIP:

The default width for an RSS image is 88. The maximum allowed width is 144. The default height for a RSS image is 31. The maximum allowed height is 400.

Editing an Image

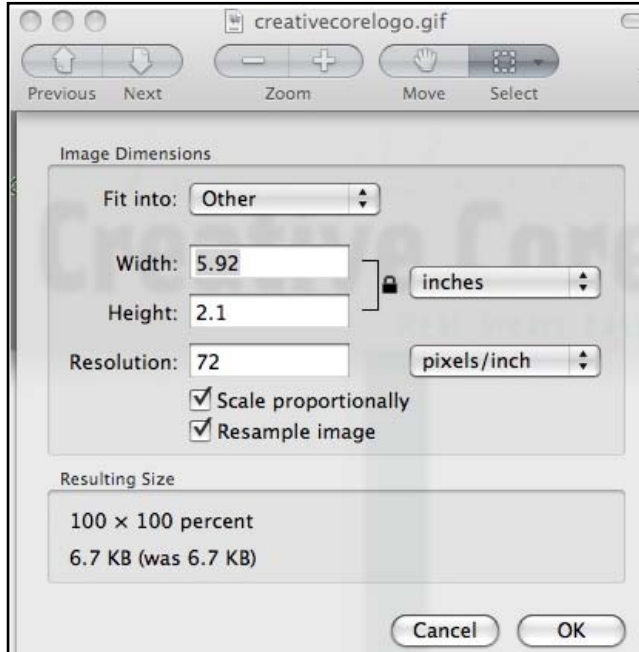
Resizing with Paint.NET

Open the image to be resized.



- Select Image > Resize
- Change the *width* to 160 (right column) or 346 (main editable); resolution – 72dpi
- Save the file as a jpg (photos) or gif (clip art), Use Save-as if you want to keep the original file.

Resizing with Preview (Macintosh)



- Open the image to be resized.
- Select Tools > Adjust size
- Change the *width* to 160 (right column) or 346 (main editable); resolution - 72ppi
- Save the file as a jpg (photos) or gif (clip art) Use Save-as if you want to keep the original file.


Uploading an Image File in OmniUpdate (2 ways)

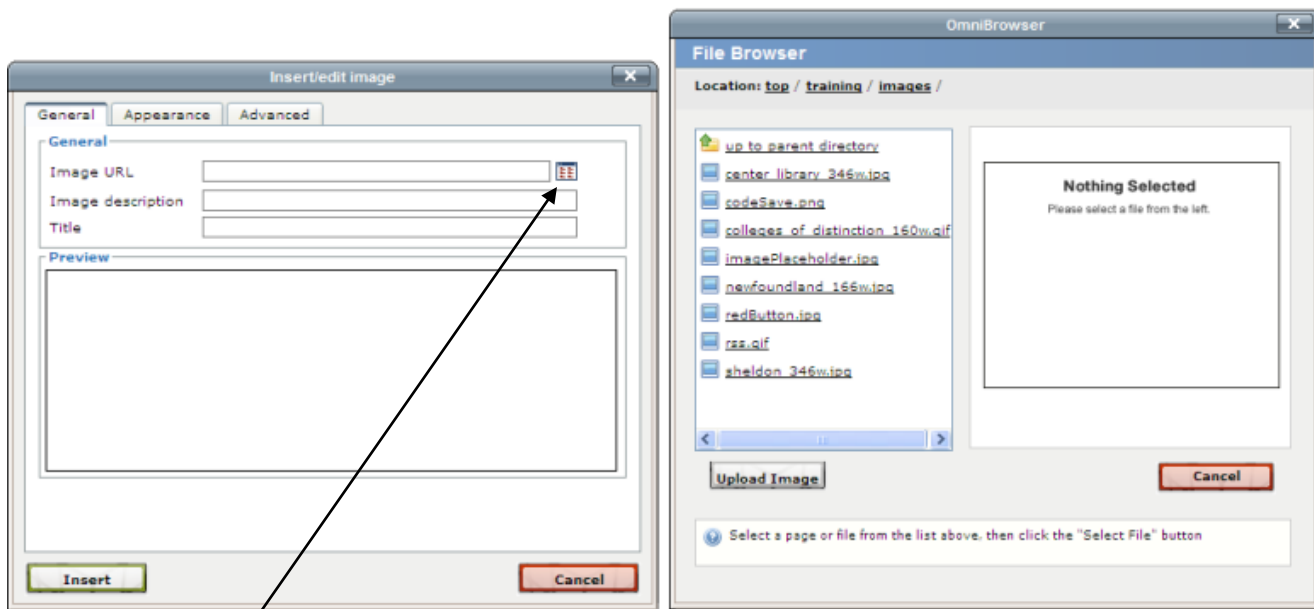
1. Multiple file upload

Images are loaded to the *Production Server*, not the Staging Server, so you normally will not see the list of image files unless you click on the *Production* tab.

1. In Content > Pages, navigate to the image folder (or where ever you choose to upload the file).
2. Click *Upload*. (located in the upper right of the screen)
3. Browse to where you saved the file on your computer.
4. Click on the file name.
5. Click *Open*.
6. Check to be sure the *Access* is set to *Everyone*.
7. If you are uploading a revised image and the file name is remaining the same, click the *Overwrite file* check box.
8. Repeat 3 to 7 for additional images.
9. Click *Upload*.

2. Uploading a file when inserting it into a page

1. Prepare the image (edit/resize the file) before uploading.
2. Click on the part of the page you want to insert the image. Click on Insert/Edit Image. 



3. Click on the browse icon.
4. Click on the *Upload Image* button.
5. Click on *Browse* again. Choose the image and, click *Open*.
6. Rename the file if you wish (no spaces or special characters and include the extension – *.jpg* or *.gif*).
7. Click on *Upload*.
8. The image should appear in bold (selected) in the File browser.
9. Click *Select file*.
10. Type in a description (**alt** tag). This is required for accessibility.
11. If you wish the image to have text flow around it on the left:
 1. Click the *Appearance* Tab,
 2. Alignment drop down – *Left*.
12. Click *Insert*.

TIP:

The Image description

(Alt text) is read by assistive devices like screen readers to provide helpful information to users of such devices. It is important to write text that is informative.

To edit an image:


- Click on the image and choose the *insert/edit button*. Or, right click and choose *image properties*.

To delete an image from a page:

- edit the page, then click on the image and click the delete button on your keyboard.
- Make sure you **delete** the image in on the production server.

Embed a YouTube Video

- Navigate to the video on YouTube. SUNY Oswego has a channel named [sunyawegovideo](http://www.youtube.com/user/sunyawegovideo) at <http://www.youtube.com/user/sunyawegovideo>
- Click on the link to the video (the name of the video).
- Copy the **Embed** code (look in the upper right of the screen). The 'customize' button on the

right  allows you to change the background color, border and size of the video.

- Edit the main content area of the web page.
- Click on the HTML button so you can place code into the page.

In OmniUpdate:

- Paste the code into the HTML view.
- Click 'Update'
- Save and Publish
- See



http://www.oswego.edu/training/newsletter/youtube_example.html for an example.

What is RSS?

RSS is an XML-based format that allows the *syndication* of lists of hyperlinks, along with other information, or *metadata*, that helps users decide whether they want to follow the link.

A feed contains a list of *items* or *entries*, each of which is identified by a link. Each item can have any amount of other metadata associated with it as well. Once a feed is available, computers can regularly fetch the file to get the most recent items on the list.

How can I use RSS?

Use an aggregator (reader). Below are three ways to subscribe. We are using the OU Campus Newsletter as an example.

Add an RSS Feed Using Mozilla Firefox Browser

1. Click on the RSS link (we are using <http://refdesk.com>)
2. Subscribe to this feed using *Live Bookmarks* (pull-down menu).
3. Click the *Subscribe Now* button. This will place a bookmark in Firefox. Just like any other bookmark, you'll need to choose where you want it to appear.

Add an RSS Feed to gmail account

- Log into your Gmail account
- Click on *Reader*
- Click on Add subscription
- Paste in <http://www.oswego.edu/training/newsletter/ounewsletter.xml>
- Click on *Add* button
- You should see a title "OmniUpdate Newsletter"


Add an RSS Feed in Thunderbird

- Choose Tools > account settings
- Click on *Add Account* button on lower left
- Select RSS News & Blogs
- Click *Next*
- Enter the name the new account (I.e., RSS Feeds)
- Click *Next*
- Click *Finish*
- Click *OK*
- On the left menu, click on the name you chose (I.e., RSS Feeds)
- Click on Manage subscriptions
- Click on *Add* button
- Paste in address of feed: I.e., <http://www.oswego.edu/training/newsletter/ounewsletter.xml>
- Choose Show the article summary instead of loading the web page
- Click *OK*
- Close the window
- In this example, you should see an item “OmniUpdate Newsletter” on the left menu. As you click on each listed item, the URL for the page will show at the top of the message.

TIP: Keep your feeds organized. Create an RSS Bookmark Folder for all your RSS feeds.

IE 7

Go to the RSS feed link

Click on 

To view feeds, View > Explorer Bar > Feeds

RSS Feeds and OmniUpdate

Why Would I want to use RSS on my site?


- Website visitors do not have to release personal information in order to subscribe to an RSS feed.
- 100% opt-in, users control the content they wish to receive.
- Faster method for scanning content

RSS benefits for publishers

- Reaching new audiences through syndication
- Improved search engine optimization
- Easier and less expensive vehicle for communication than email.
- Additional way to communicate with customers or potential customers.

If you have a periodical that is regularly published as an HTML page, RSS is a tool to help you get the word out. Just send an email to webmaster@oswego.edu and we will set up your feed.

After the feed is set up, here are the instructions to add a new item to the feed:

- Create, save and publish the new html page.
- Click on Page Editor tab > Editable Web Pages button.
-  Click the Access icon for that file.
- Under “News Feed” select the appropriate feed from the pull-down menu.
- Save the file but do not publish yet.
- The item won’t actually be part of the feed until you check it out and publish it.
- Click Edit > Checkout .
- Edit the main part of the page.

- Save it.
- Before publishing, click “Add RSS.”
- Add a title and a description for this individual item of the RSS feed. Sentence form is best with no special characters. This is what will show up to users when they subscribe to the feed.
- Click create > Publish

Three Ways to Embed RSS Feeds on Your Web Pages

Keep you web site with new information that is generated automatically. RSS feeds can easily be brought into a web page using Google Gadgets.

1. Embed One RSS Feed That Fits in the Right Side Bar using Slim RSS Reader

- This Google Gadget is good for embedding one RSS feed in the right side bar. Follow these instructions to embed the titles only of SUNY Oswego News RSS Feeds.

First, copy the URL of the feed.

Go to [Slim RSS Reader](#)

<http://www.google.com/ig/directory?synd=open&source=gghp&num=24&url=http://1o4.jp/google/module/slim-reader.xml&output=html> and enter these items:

- Title: blank
- Width **160 px**
- Height: **400 px**
- Border: leave the default border
- RSS Feed: **Paste/Enter the URL of the RSS feed**
- Items num: **8**
- Click on 'Get the Code'
- Highlight (Ctr + A) and copy (Ctrl + C) the code in the box.
- In OmniUpdate:
- Edit the **Right Side Bar**
- Type in the title of the Feed.
- Click on the HTML icon in the editor
- Paste (Ctrl + V) the code into the HTML
- Click 'Update'
- Save and Publish
- See an example on this page: http://www.oswego.edu/training/newsletter/rss_in_sidebar.html

TIP: For different feeds or locations on the web page, change **italicized** items.

2. Embed Tabbed RSS Feeds Using Tabbed RSS Reader

This Google Gadget uses the [Tabbed RSS Reader](#) Google Gadget.

- First, copy the URL of the feed.
- Go to [Tabbed RSS Reader](#)
<http://www.google.com/ig/directory?hl=en&synd=open&num=24&url=http://humanmaze.googlepages.com/customized-rss-feeds.xml&output=html> and enter the required information.
- Title: blank
- Width: **450**
- Gadget Title: blank
- Feed Name 1 - 7: **Your choice but keep short**
- Feed URL: **Paste/Enter the URL of the RSS feed**
- # entries: **10**
- Summaries: **short**
- Click on 'Get the Code'
- Highlight (Ctrl + A) and copy (Ctrl + C) the code in the box.
- In OmniUpdate:
- Edit the **Main Content Area**
- Type in a title if you wish
- Make a new line (Enter)
- Click on the HTML icon in the editor
- Paste (Ctrl + V) the code into the HTML
- Click 'Update'
- Save and Publish
- See an example on this page: http://www.oswego.edu/training/newsletter/rss_2ways.html

| Display settings | Gadget settings |
|------------------|-----------------|
| Title | Gadget Title |
| Width 450 px | Feed Name 1 |
| Height 600 px | Feed URL 1 |
| Border | Feed Name 2 |
| | Feed URL 2 |
| | Feed Name 3 |
| | Feed URL 3 |
| | Feed Name 4 |
| | Feed URL 4 |
| | Feed Name 5 |
| | Feed URL 5 |
| | Feed Name 6 |
| | Feed URL 6 |
| | Feed Name 7 |
| | Feed URL 7 |
| | # of Entries 10 |
| | Summaries Short |

Preview Changes Get the Code

3. Embed the Text from a Google Calendar using a Google Gadget

For this, we are using [Slim RSS Reader](#)

- Go to your Google Calendar
- Your calendar must be public in order for the RSS feed to work. To change, click on the 'Share this Calendar' tab.
Here's how to get the RSS feed URL for your calendar
Under 'My Calendars', click on the drop down menu and choose Calendar Settings
- Go to 'Calendar Address'
- Click on the XML button. This is the RSS URL for your calendar
- Highlight the URL and copy (Ctrl + C)
- Go to [Slim RSS Reader](#) and follow the directions on page 8.
- See an example on this page: http://www.oswego.edu/training/newsletter/rss_2ways.html

RSS Resources

[Educational RSS Articles](http://www.feedforall.com/newsletter.htm) - <http://www.feedforall.com/newsletter.htm>

[RSS Syndication](http://www.rss-syndication.com/) -

<http://www.rss-syndication.com/>

[RSS Tools](http://www.rss-tools.com/) - <http://www.rss-tools.com/>

[Google's List of RSS Readers](http://www.google.com/Top/Computers/Software/Internet/Clients/WWW/Feed_Readers/) -

http://www.google.com/Top/Computers/Software/Internet/Clients/WWW/Feed_Readers/

[RSS Specifications](http://www.rss-specifications.com/) - <http://www.rss-specifications.com/>

RSS Feed Directories

[AllRSS](http://allrss.com/rssresources.html) - <http://allrss.com/rssresources.html>

[FaganFinder RSS](http://www.faganfinder.com/search/rss.shtml) - <http://www.faganfinder.com/search/rss.shtml>

[Yahoo Directory of RSS Feeds](http://dir.yahoo.com/rss/dir/index.php) - <http://dir.yahoo.com/rss/dir/index.php>

[AOL Feed Directory](http://about.aol.com/feeds/directory) - <http://about.aol.com/feeds/directory>

[Directory of RSS Feeds](http://www.thefreedictionary.com/_/rss-directory.htm) - http://www.thefreedictionary.com/_/rss-directory.htm