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Curator's Guidebook

A Curator's Guide to Using JCCA.me



jcca.me

learn, share, grow

Introduction

JCCA.me is a platform that was developed for JCC professionals across North America to learn, share, and grow with each other. This new website features over 25 knowledge bases curated by JCC Association consultants, including topics such as Jewish life and learning, day camping and many more.

Knowledge bases feature articles, training materials, archived webinars and other resources that you can learn from, comment on, share and save for later reference.

This guide was created to help you better understand how to best use JCCA.me.



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Embed - Include a photo or video directly within a post, instead of having the user go to an external website or document to access the content.

Extranet - A computer network that allows controlled access externally, particularly in business settings. An extranet is generally an extension of a company intranet, and this allows JCC professionals across the country to be interconnected.

Hashtag - words or phrases prefixed with “#” as a form of metadata. Often short posts in micro-blogging platforms (such as Twitter) are tagged with multiple hashtags. Searching for a string with that tag will appear in search results.

Keyword - A related term used as to retrieve documents and other related information from within JCCA.me. This is otherwise known as metadata.

Knowledge Base - A large body of resources, subdivided into relevant categories containing documents, presentations, and other helpful pieces of information curated by JCC Association consultants.

Media - Photos that can be added to blog posts, documents, or used as a profile picture.

Mention - Tag a user on JCCA.me by typing the @ symbol before typing their name. While typing their name, a drop down will appear with different user profiles on the system. Select the user you want to mention and their name will now be linked to their profile.

People Directory - A database of all members of JCCA.me.

Posts - Individual “status updates” made by users on JCCA.me. These can be shared as an “idea” and have an attached document or link. Posts can be made on one’s own wall or on the wall of another JCCA.me user.

Profile - A set of information about an individual including job title, contact, and short summaries. Your profile can be found under “My Page.”

Rating - An evaluative score given by JCCA.me users as to the quality of the content, how useful the content is. This rating is given in the form of stars.

Related Content - Other documents, blog posts, or people that have content similar to what you are currently looking at.



Review Date - A date set by the document owner to remind them to review the content and make sure it is still relevant. This date can be set up to a year in the future.

Search - Finding select information using JCCA.me's search engine technology. The results are categorized by rank, date posted, and rating, as well as where the term was found (document type, people, categories, blog posts, and questions).

Status Attachment - A document uploaded to go along with a status. An attachment can be added by selecting the blue paperclip icon underneath the status. A document uploader will appear to add one item to be uploaded.

Status Idea - A thought or interesting piece of information that users choose to share in their status. An idea is denoted by selecting the blue light bulb icon before posting the status.

Status Link - A website attached to a status update. This can be added by selecting the blue link icon. An additional box appears under the status in order to attach a related website URL.

Wall - A list of interactions by a user on JCCA.me, along with posts (or status updates) and documents posted.

Watch Document - Allows users to enable alerts when a particular document is edited or a new version is approved.

Wysiwyg - Stands for "what you see is what you get." This is used to describe an editing tool that allows you to see the finished design as you create a product.



Understanding Content Hierarchy

JCCA.me has a very specific breakdown of how content is organized and distributed. In order to understand that organization, let's briefly go over the different types of content that exist:

Blog Posts - Blogs are a place for consultants to share timely pieces of information, such as notes about a site visit or recent changes within the field. These are editorial and topical; it's a space to share your voice and opinions based on what is happening currently within the field or other relevant spaces.

Examples: How Customers Want Rewards, Cleanliness is Next to... Competitiveness?, Current Events, and Quick Tips

Microblog Posts - Otherwise known as status updates, these are for sharing bits of content and quick updates in less than 400 characters. Along with the update, you can easily attach a link or a document. These can be found in your feed, located within your profile and on the home page.

Example: "Finishing up work with the Board committees; had a great JWB Conference!"

Documents/Knowledge Base Content - Content created and curated by consultants. These are generally static pieces of content that come with one or more attached documents, and they should have longevity. This is a space to discuss items that are formative and will be relevant for a longer period of time. Current events should be posted in a blog post, not the knowledge base.

Examples: Day Camp Director Job Descriptions, Packs of Stock Photos, Fitness Membership Resources, and Conference Resources

The knowledge base content is by far the most organized and complex hierarchy. In order to understand that hierarchy, see figure 1.

Only the bottom tier of the figure is actually content. The other tiers are just the many ways that the content is structured and organized.

Different types of content have different purposes. It's up to you to decide which is the most appropriate to use for sharing your content.

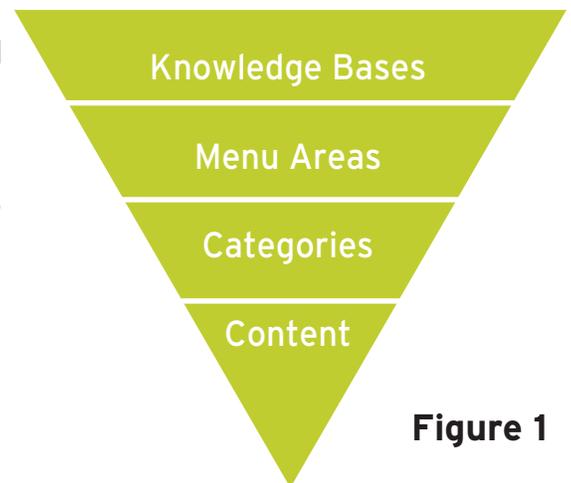


Figure 1



Instructions for Using JCCA.me

How to Login & Change Your Password

Step 1: Open a browser (e.g. Internet Explorer, Chrome, Firefox) and go to <http://www.jcca.me>

Step 2: The first time you login, your username is your work email address and your password is your first name.

Step 3: Select the sign-in button

Step 4: On the lefthand side, under Home select "My Page."

Step 5: On the right hand side under Help, select "Edit Profile."

Step 6: Scroll to the bottom of the page. Enter your new password next to "Password" and again next to "Confirm Password."

Step 7: Select "Save."

How to Update Your Profile

Step 1: Once you've logged in, select "Me" from the top yellow navigation bar.

Step 2: On the right hand side under Help, select "Edit Profile".

Step 3: Fill out as much or as little content as you would like. Your home address will not be shown publicly. As far as social media links, if you'd prefer to put in your JCC's links, feel free.

Your primary location and department have already been filled out and cannot be changed. Contact the system administrator if yours is incorrect.

Step 4: Upload a profile picture to help users across JCCA.me identify you. a) Select "Choose" and you will be taken to the media manager. b) Select "Add Image" in the top right and follow the steps to add your image to the database. For further instructions, see "How to Add Images to the Media Manager."



Step 5: When you are finished, select “Save.” Your information will appear in the left hand side of your profile, next to your feed.

How to Manage the Knowledge Base

Once you’ve logged in to the system, head to the Knowledge Base tab within the main navigation.

Step 1: Select your knowledge base from the dropdown.

Step 2: The green boxes on the left hand side are menu areas that have a drop down menu with categories, containing your curated pieces of content.

In order to create new menus and subcategories, select the tab labeled “Administration.”

Step 3: Select “Manage Knowledge Base.” You must be in the knowledge base that you want to manage, in order to affect the menu.

Step 4: You’ll be taken to “Manage Knowledge Base.” This area shows all of the menu items that already exist.

Step 5: Select the “New Menu” button on the top right and you’ll be taken to a large list of different menu item options to add to your navigation.

For the time being, all you will need to use is “Menu Areas” and “Categories.” This will ensure that all knowledge bases have the same look and structure. Remember, “Menu Areas” are the green headers and “Categories” are sub-headers, that contain content.

Create a Menu Area

Step 6: To create new headers, select “Menu Areas.” Give this menu area an all-encompassing title. For example, a menu area titled “Templates” could include several different types of content.

Step 7: Under “Control,” select “Links with Expanded Categories.” This will allow the categories to contain more than one piece of content.

Step 8: “Expand Menu Area by Default” should not be checked. Make sure that the checkbox next to “Active” is selected in order for the menu to show up in the sidebar.



Step 9: When finished, select Save. The menu item will automatically be added to the lefthand side.

Create a Category

Step 6: Select Category from the list of options. Remember, this is for creating the subheaders, aka containers for content.

Step 7: Give the category a name. This can be much more specific than the menu item name. For example, a category labeled “Business Cards” would fit appropriately underneath a menu item called Templates, as would “Newsletters” and “Name Tags.”

Step 8: Giving the category a description is optional, but it can be very informative for less descriptive category names.

Step 9: Under Display Details choose the menu area that it will fall under.

Step 10: When finished, select Save. The category should appear under the chosen menu item.

How to Create & Edit Content in Your Knowledge Base

As a JCC Association consultant, it’s important to create content and actively maintain a presence on JCCA.me, particularly within your knowledge base. This is an important space where JCC professionals will come to learn and grow within the field. However, just posting PDFs doesn’t not constitute a well-curated update. Your expertise is needed to make those documents relevant.

The following instructions will detail how to add content and post different pieces within your knowledge base:

Step 1: Once you’ve logged in to the system, head to the Knowledge Base tab within the main navigation. Select your knowledge base from the dropdown.

Step 2: On the left hand side, select the tab labeled **Administration**.

Step 3: Several options will appear below. Select **Add Content**.

Step 4: Always choose the top selection, **Build Content Area**. Uploading a file or attachment



can be done within “Build Content Area.”

This is key in creating effective content with your expert annotations.

Step 5: You’ll be taken to a Content Wizard. This section has several steps (displayed on the right hand side), and each is geared to making your content as effective as possible. At any time, you can navigate back and forth between steps 6 through 13 to edit and change content.

Step 6: Give your content a title and summary that accurately reflects what will be contained within the content.

This is not a place to put all of your annotations. Instead, think of it like the back cover of a book jacket. It’s a sneak preview, telling users what they can expect when they open the content. You are automatically chosen as the author or owner of the piece of content.

Step 7: Under Display, you are given an option to choose a template and upload a photo. The template is merely a way to tell JCCA.me how to display your content (picture left, right, or a blank page).

Even if you choose the Blank Page option, you still must choose a picture. This picture will be used as a thumbnail, to help users identify the type of content. Feel free to use any of the images within the media database, including the stock images for JCCA.me. You can also choose to upload your own image by selecting **Add An Image**. See “How to Add Images to the Media Manager.”

Once finished, select Next.

Step 8: This is the most important section. This is where you bring your expertise as a consultant to give context and add value to the documents or content that you will be uploading.

For example, if you were creating a section on job descriptions, in this box you could explain not only which descriptions are the best crafted but what makes them the best. In addition, you could post helpful resources and tips on where to post job ads and how to match potential applicants to the description.

This section is what gives your content context and value.

There is the whizzywig text editor where you’ll be able to add all of your annotations, upload additional photos, embed YouTube videos and Slideshares, etc. To learn more about this, skip to



“How to Style Content.”

Structure your content wisely, as you would structure a report. Create helpful headers and use color sparingly to make the document easy to read. Use hyperlinks within the document to direct users to external resources as well.

When finished, select Next.

Step 8: Assign your piece of content to a category, which are displayed as the green headers on the left hand side. If you have no categories, see the Manage Knowledge Base Tutorial to learn how to create helpful navigation items. You can easily cross categorize your content by selecting multiple boxes.

When finished, select Next.

Step 9: Add relevant keywords to help people searching on JCCA.me find your content. For example, if posting those job ads, keywords that would be useful include “jobs,” “career,” and “jcc works.”

Once you’ve added your keywords, they will display in the keywords box with a number next to the text. This number indicates how many times that keyword is used within the system. A higher number indicates it’s more popular within the content.

When finished, select Next.

Step 10 (optional): Easily link your new piece of content to other pieces of relevant content within the system. If you’re aware of specific articles that you believe are related, search within the tree of documents to interlink. If you have a multi-part article or pieces you believe need to be read together, this is a good option for you.

This is not mandatory. You can also allow JCCA.me to run its algorithm to assign what it believes is relevant content based on related keywords, viewing habits and other variables.

When finished, select Next.

Step 11: This is the preferred way of uploading documents to the system. Choose **Link to a Document or Other File**.

- a. Give the document a title.



- b. Always leave “Its on My PC” selected.
- c. Select Choose File and find the document which you would like to attach to the JCCA.me. When chosen select the Open button.
- d. Select the Save button.

You can easily add multiple attachments to your content including videos, spreadsheets, key-note presentations and more, by repeating Step 11.

When finished, select Next.

Step 12: There are several display options to choose from. Several come preselected, which don't need to be changed 99% of the time.

When finished, select Next.

Step 13: The final step is setting the dates for the document to be published and be reviewed. Select the end date and a calendar appears. Click on the arrow at the bottom right of the calendar, and the text will change to **No End Date**.

The review date serves as a notification for you to check the content in a year and make sure it is still up to date. This is very important, especially with time-sensitive material such as using social media marketing. For example, Facebook makes changes regularly. Instructions can quickly become useless when these changes are made. It is important that such documents are regularly monitored, and these reminder dates serve to help you do just that!

Step 14: Select the check box next to **Active**.

As soon as you're finished, select Done.

Your piece of content will now be published, located under whichever category you selected in Step 8.

How to Style Content

These instructions apply to any wysiwyg style editors you may encounter on JCCA.me. This includes writing blog posts, adding content to knowledge bases, etc.

Most of the tools within the widget are similar to those in the Microsoft Office products and



Google Apps such as bold, italicizing, headings, and background colors.

Every piece of content is different, and therefore there is no specific set of steps to follow. Here are some of your options:

Clever Linking

JCCA.me allows users to easily link to other content, documents, people, pages, and even events within the site. Select the Clever Link icon, located between the hyperlink manager and the heading selector.

A large dialogue box will appear. Select the type of content you wish to link to within your post.

Advanced: Edit in HTML

There is also the option of switching from the design view to the HTML editor. If you are familiar with stylizing content with HTML, you can incorporate style items in this way. This is also a space where you can embed external media such as YouTube videos and SlideShare presentations. See detailed instructions under "How to Embed Media."

It is easy to switch back and forth between the Design view and HTML. It is advised that you save after making any changes to ensure that your work is backed up.

How to Embed Photos Within Content

Images are a great way to help illustrate points within your content, as well as keep the flow of text from being overly heavy and hard to read. There are two ways to include images:

Embed Icon Image

Refer to step 7 in "How to Create & Edit Content in Your Knowledge Base." The image you choose will automatically be included within your content. You can choose to have it left-aligned by choosing template **Picture Left** or right-aligned by choosing template **Picture Right**.

To exclude this image from the document, select template **Blank Page**. This way you have a clean slate when creating your content.

Embed Additional Images

Step One: Choose where you would like the image to be within the content. Place your cursor



Other External Media

Examples: Vimeo, SpicyNodes, etc.

See each individual website's instructions on embedding.

How to Edit Documents

Once a piece is created, you can easily return to edit the document for any and all changes to the information including body content, attachments, images, etc.

Step 1: Go to the page of the document you wish to edit.

Step 2: In the top right corner of the document, below the navigation bar, select Options.

Step 3: Select **Edit this Document** from the drop-down menu.

Step 4: Follow the same steps as creating a document (steps 6-13), changing whatever is necessary along the way.

Step 5: Select the Done button at the bottom of the dates page.

How to Reset the Content Review Date

This must happen once every year, after receiving a notification from JCCA.me that content is up for a review. Continue from step 4 in "How to Edit Documents."

Step 5: When editing the document, in Dates section (the last step of creating/editing a document) click on the date listed next to Review Date.

Step 6: Click on the right pointed arrow until you reach the next year.

Step 7: Select the new review date.

Step 8: Select the Done button at the bottom of the page.



How to Use a Document in 2+ Knowledge Bases

If you have a document in one knowledge base that you would like to appear in a separate knowledge base, there is no need to re-create the content.

Step 1: Copy the URL to the document you would like to share in a new knowledge base.

Step 2: Select the Knowledge Base from the Knowledge Bases drop down where you would like this content to re-appear.

Step 3: Under the Administration bar on the left hand side, select **Add Content**.

Step 4: Select **Link to Something**, the third option in the list.

Step 5: Give the document the same title as the original. Enter the URL into the URL box and select the same photo as used in the original document.

Step 6: Select the category within the knowledge base where you would like the document to appear.

Step 7: Do NOT enter keywords or add attachments. This link will lead the user directly to the other page.

Step 8: Change the second publication date to "No End Date" by clicking on the date and clicking on the arrow in the bottom right corner of the calendar box.

Step 9: Set the document to Active.

Step 10: Select the Done button.

How to Upload Documents, Videos, Slideshows & more

There are several different locations to upload content. If you are a consultant adding content to a knowledge base, please see "How to Create & Edit Content in Your Knowledge Base."

Share within a Microblog Post

This can be done on the home page or from your profile. Select the box underneath "What are



For advice on content starters and best practices, head to the respective tutorials.

How to Mark a Document as a Top Resource

The Top Resources section is located on your knowledge base home page. This will appear as a widget with multiple documents displayed.

Step 1: Go to your knowledge base home page. Select **Customize** in the top right corner.

Step 2: Select **Add Widget** from the top right corner.

Step 3: Select the widget **Document List (with hover)**. This will create consistency with other knowledge bases. A pop up box will appear that says **Add Widget Now**. Select it.

Step 4: Place the widget in the top of the left hand column by selecting **Place Widget Here**.

Step 5: Title the widget **Top Resources**. You can have up to three tabs and up to ten documents in display.

Next to the first tab select the radio button next to **Current Area**. A drop down menu will appear with the title of your knowledge base. This will allow the widget to pick any content from your knowledge base.

To display only content from specific categories, select **Specific Content Area** and select the category from the drop down menu.

None of the other settings have to be changed unless you would like to add more resources to the widget.

Step 6: When finished, select Save.

How to Connect with People on JCCA.me

Connecting with people on JCCA.me is a great way to stay in touch and share resources with other JCC Professionals and with JCC Association staff. It's easy to stay in touch by choosing to follow JCCA.me users.



Step 1: Select People Directory from the top navigation bar

Step 2: Find other JCC Professionals by searching alphabetically, by department, by JCC (location), phone number, email, and more.

Step 3: Once you've found the person you wish to follow, select the star in the bottom left corner of their profile picture.

If you wish to see their profile, select the name of the user. Select the follow button next to their profile photo.

Following is not like friending on Facebook. You can follow a user and they do not have to follow you back. Similarly, JCCA.me users can follow you without having to follow them. Follow users to get the best possible experience in your JCCA.me feed.

*** As of May 2013, we have set all feeds to show ever person on JCCA.me's updates and activity. We are experimenting with various ways to increase engagement.*



Content Starters

Are you looking for content to produce for JCCA.me? Here are a few ideas to get you started:

Blog Posts

Share ideas from consultations.

What was working? What could have been improved? Include pictures from your visits to .

Short interviews or profiles of employees

This is a great way to get to know the people you are working with and how they ended up at the

Microblog Posts

Charts / Surveys

Share these with a short bit of context, giving space for conversation.

Topic talks with Hashtags

Consider having a conversation around a hashtag. This allows other people to join in and follow along whatever your topic is.

Effective Headline Starters:

The Secret of [blank]*

Share insider knowledge and translate it into a benefit for the reader.

Here's a Quick Way to [solve a problem]*

What Everybody Ought to Know About [blank]*

Little Known Ways to [blank]*

Have a [or] Build a [blank] You Can Be Proud Of*

Ex: Build an ECE Program You Can Be Proud Of

Top 7 [Insert Topic]



* Clark, Brian. "10 Sure-Fire Headline Formulas That Work | Copyblogger." Content marketing software for WordPress | Copyblogger. Copyblogger, n.d. Web. 12 July 2012. <<http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/>>.

JCCA.me Best Practices

Formatting Your Content

- Include pictures. This makes your content more inviting to read. You have access three size of stock photos in Stock Photos folder if you don't have any other photos to use.
- Only use one color for text. Using too many colors make content difficult to read. To highlight important information, consider italicizing or indenting the text.
- Use subheads / topic sentences. This is an important step to help users navigate through your content and expect what to learn.

The screenshot shows a JCCA.me article titled "Children as Constructivist Learners". The article text discusses Jewish values and constructivist learning. It includes a photo of a woman and two children playing with blocks. The article is curated by Mark Horowitz and has a "Like (2)" button. On the right, there are recommendations for other articles like "Early Childhood Directors as Visionaries" and "Families as Engaged Partners". A keyword cloud at the bottom features the word "sheva".

- Engage the users. Ask people for feedback or their experience and the comments will not only provide insight for you as a consultant, but also insight to JCC professionals. It also provides a safe space to ask questions
- Embed videos or PowerPoints when possible. Yes, it is easy to just attach these pieces of content. However, people are far more likely to actually look at the content if they never have to leave the page.



- Use an engaging headline. The first step to getting readership is to get users to actually read your content is to grab their attention with your headline.
Example: “What’s in it for My JCC?” “Interviewing & Sourcing the Best Candidates”
- Use an active voice. Users are far more likely to be engaged with your content and receptive to the message if you are inclusive. Use “we”, “us”, and “you” to push your points instead of talking about users as if they’re not participating.

Publishing Listserv Responses

- Cross categorize as appropriate.
- Call out certain JCC professionals if applicable.
- Publish in a category called “Listserv Responses” or within a separate piece of content.
- Start content with the header “Listserv Responses: [Date] [Topic]”

General Tips

- Share resources with your expertise. This is the biggest part about using JCCA.me. After you’ve filled your knowledge base with content, it doesn’t mean you’re finished working on JCCA.me.
- Keeping a regular blog with insight to the field, and latest updates is major value added for JCCs.
- Follow other JCC Association consultants. Some resources have value for multiple different departments and positions. It’s your job to give the content context.
- Give context to anything you upload. Just uploading a document with no reasoning or explanation isn’t very helpful. It’s important to add your insight in order to help JCC professionals better use and understand the material.
- Be smart with keywords. Keywords not only help the JCCA.me system organize your content, but it also helps users who may be searching for something specific find your article. The system will tell you which keywords are popular and how often they’re used.

