

Authoring in AEM

Mastering the Basics of Authoring Digital Content



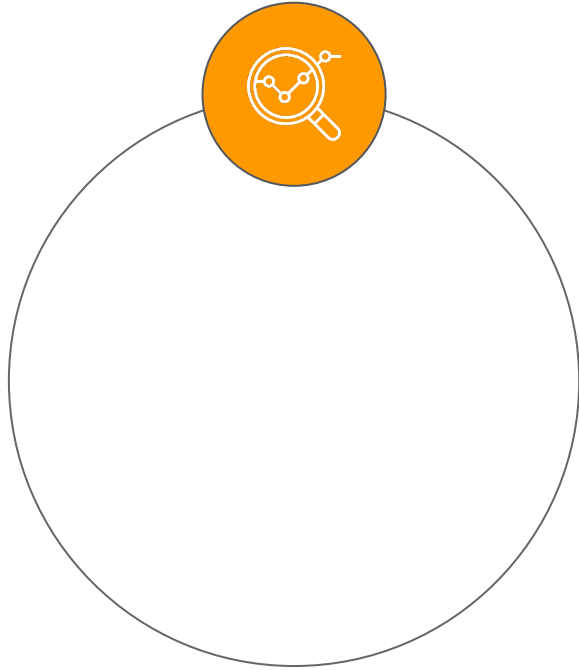
Before we begin

The following slides will walk step by step through the authoring process.

At every step, it is **important to consider**:

- Who is the audience?
- Are you following brand guidelines?
- Retention and Lifetime Value
- How does your content Win, Build, Send?

Step 1 - Navigating the Interface



One of the most important steps in your exploration of authoring in AEM is the ability to navigate the AEM interface.

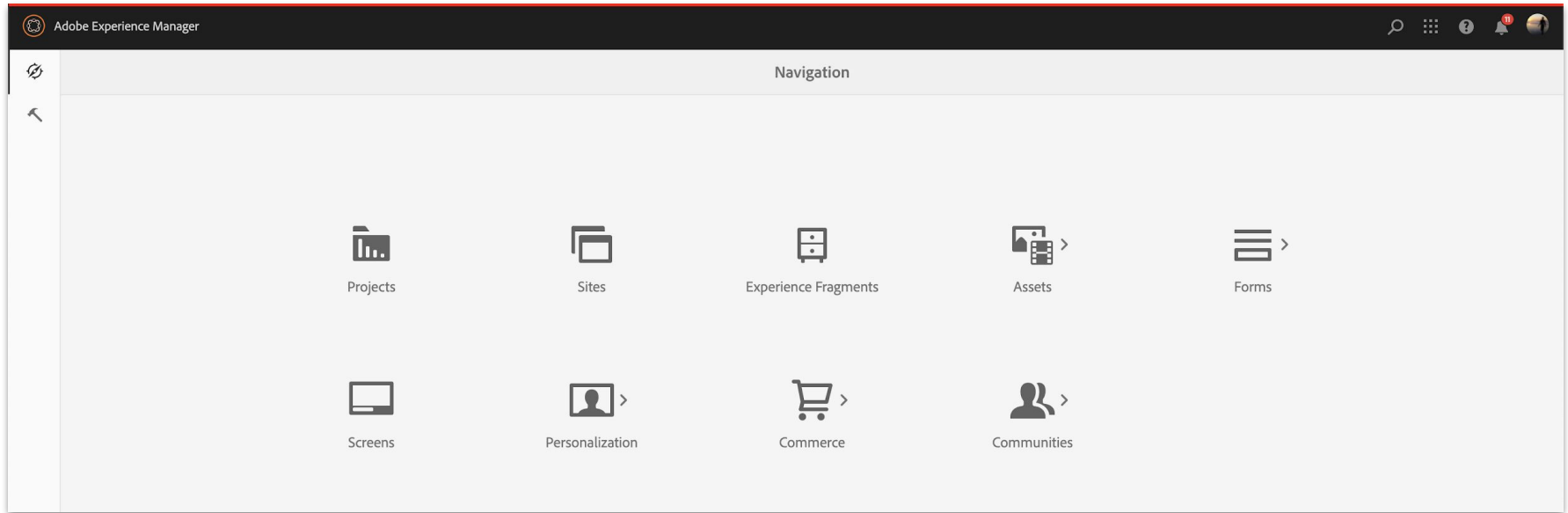
Where do you want your **content** to live?
How will you organize your **assets**?

Navigation Panel

Sites

Experience Fragments

Assets





SIGN IN

HOW TO KNOW GOD TRAIN & GROW COMMUNITIES OPPORTUNITIES ABOUT BLOG CRU PRESS GIVE

HOW TO KNOW GOD

WOULD YOU LIKE TO KNOW GOD PERSONALLY? WHAT IS CHRISTIANITY? FAQs ABOUT CHRISTIANITY DEALING WITH LIFE'S QUESTIONS MY STORY: HOW MY LIFE CHANGED



What is Christianity?



What is a Christian?



What Do Christians Believe?



Who Is Jesus?

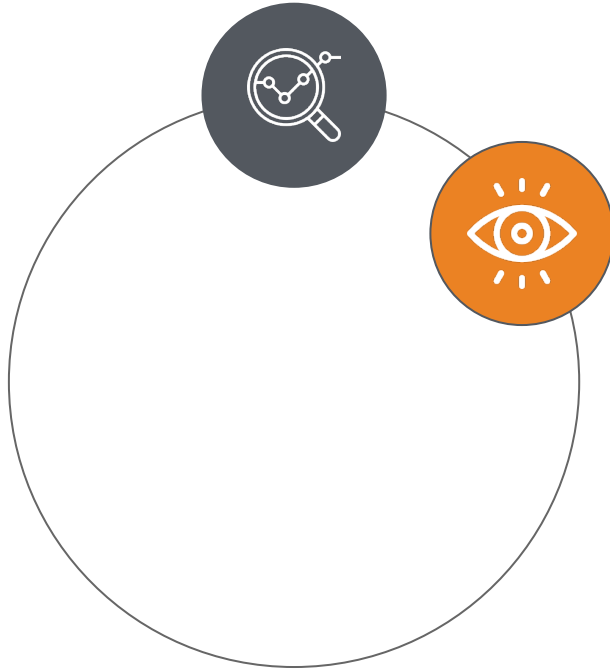


Site Structure

The screenshot displays the Adobe Experience Manager (AEM) interface for the 'What is Christianity?' site. The browser address bar shows the URL: `author.cru.org/sites.html/content/cru/us/en/how-to-know-god/what-is-christianity`. The interface is organized into several columns:

- Left Navigation:** A vertical menu with categories such as Campaigns, Screens, Community Sites, Digital Academy, and 'cru' (highlighted with a red box).
- Geography Filter:** A column of country/region tiles including United States (highlighted with a red box), LAC, Chile, Panama, Singapore, Taiwan, Brazil, Mexico, Colombia, Ecuador, Argentina, Caribbean, Korea, El Salvador, Moldova, and CCC SEA.
- Language Filter:** A column of language tiles including English (highlighted with a red box), hrvatski, slovenčina, Български, Cru.org Master Adobe Components, Magyar, Albanian, Română, русский, 한국어, Français, Português, 中文 (臺灣), and Español.
- Content Filter:** A column of content tiles including How to Know God (highlighted with a red box), Train & Grow, Communities, Opportunities, About, Cru Press, Give, Inner City, metadata, csu, Pledge, Senior Leadership In..., GDS Summit - 2016, Digital Ministry, Search Results, Knowing God..., What is Christianity? (highlighted with a red box), FAQ, Life's Questions, My Story, Jesus: God or Just a..., Spiritual Starter Kit, Jesus and the Intelle..., Science and Faith, Why Do I Need a Savior?, Why the Resurrectio..., prayer-request-form, Mom's Prayer Leads To God..., To the Ends of the Internet, and My Story: George Korda.
- Right Panel:** A detailed view of the selected 'What is Christianity?' content item, showing metadata such as Title, Name, Template, Modified, Description, Language, and Published By.

Step 2 - View / Edit Properties



When creating a page, it is imperative to know how to navigate the properties tab and know which options to enable/disable

Think about what each option means, test it out on your page before going live with your site.

Page Options

The screenshot shows a web management interface with a top navigation bar containing buttons for 'Create', 'Edit (e)', 'Properties (p)', 'Lock', 'Copy (#+c)', and 'Move (m)'. The 'Properties (p)' button is circled in red with an arrow pointing to it. Below the navigation bar, the interface displays a list of pages for the 'United States' region. The 'English' page is selected, and its properties are shown in the right-hand pane.

Page Name	Language
United States us	English en
LAC lac	hrvatski hr
Chile cl	slovenčina sk
Panama pa	Български bg
Singapore sg	Polski pl
Taiwan tw	Magyar hu
Brazil br	Albanian sq
Mexico mx	Română ro
Colombia co	русский ru
Ecuador ec	한국어 ko
Argentina ar	Français fr
Caribbean car	Português pt
Korea kr	中文(臺灣) zh_tw
El Salvador sv	Español es
Moldova md	
CCC SEA sea	

The right-hand pane displays the following page metadata:

Title	English
Name	en
Template	Cru Home Page
Modified	Feb 10, 2020
Modified By	Nathan Brown
Description	Cru is a caring community passionate about connecting people to Jesus Christ. We are committed helping fulfill the Great Commission in the power of the Holy Spirit by winning people to faith in Jesus Christ, building them in their faith and sending them to win and build others; and helping the Body of Christ do evangelism and discipleship.
Language	English
Published	Feb 10, 2020
Published By	Nathan Brown

Page Properties

The screenshot shows the 'Page Properties' interface for a page titled 'English'. The interface is divided into several tabs: BASIC, ADVANCED, THUMBNAIL, CLOUD SERVICES, PERMISSIONS, BLUEPRINT, CONTENT SCORE, PERSONALIZATION, HEADER, SOCIAL, COMMENTS, SEARCH, FOOTER, ARTICLE/LONG FORM, DAILY CONTENT, and NAVIGATION. The 'BASIC' tab is selected. The interface is divided into several sections, with red arrows pointing to the following sections:

- Title and Tags:** Includes fields for Title (English), Tags, Inherited Tags, and Primary Experience Fragment Path.
- Image:** Includes a checkbox for 'Image' and a text input field.
- More Titles and Description:** Includes fields for Page Title, Navigation Title, Subtitle, and Description.
- On/Off Time:** Includes fields for On Time and Off Time.
- Vanity URL:** Includes a field for Vanity URL and a button to Add.
- Search:** Includes a checkbox for 'Exclude from search and search engines'.

Most important tabs to edit:

- Basic
- Thumbnail
- Header
- Social
- Search
- Footer

Sharing Site metadata

1. To change the way the site looks when it is shared, go to the home page properties for your site
2. In the **Basic** tab, fill in **Title & Image** option
 - a. Also fill in the **Page Title & Description** under the **More Titles and Description** section
3. In the **Header** tab, change the **Custom Header Logo & Custom Favicon**
4. In the **Social** tab, fill in the **Site Name & Page Name**

Hide in Navigation



HOW TO KNOW GOD TRAIN & GROW COMMUNITIES OPPORTUNITIES ABOUT BLOG CRU PRESS GIVE

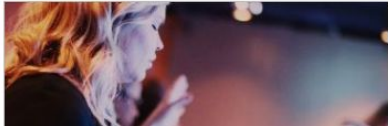
HOW TO KNOW GOD

WOULD YOU LIKE TO KNOW GOD PERSONALLY? **WHAT IS CHRISTIANITY?** FAQs ABOUT CHRISTIANITY DEALING WITH LIFE'S QUESTIONS



What is Christianity?

- You may not always want to enable this option
- It is best practice to hide the page by default, unless it is important to the site structure



Step 3 - Editing a Page



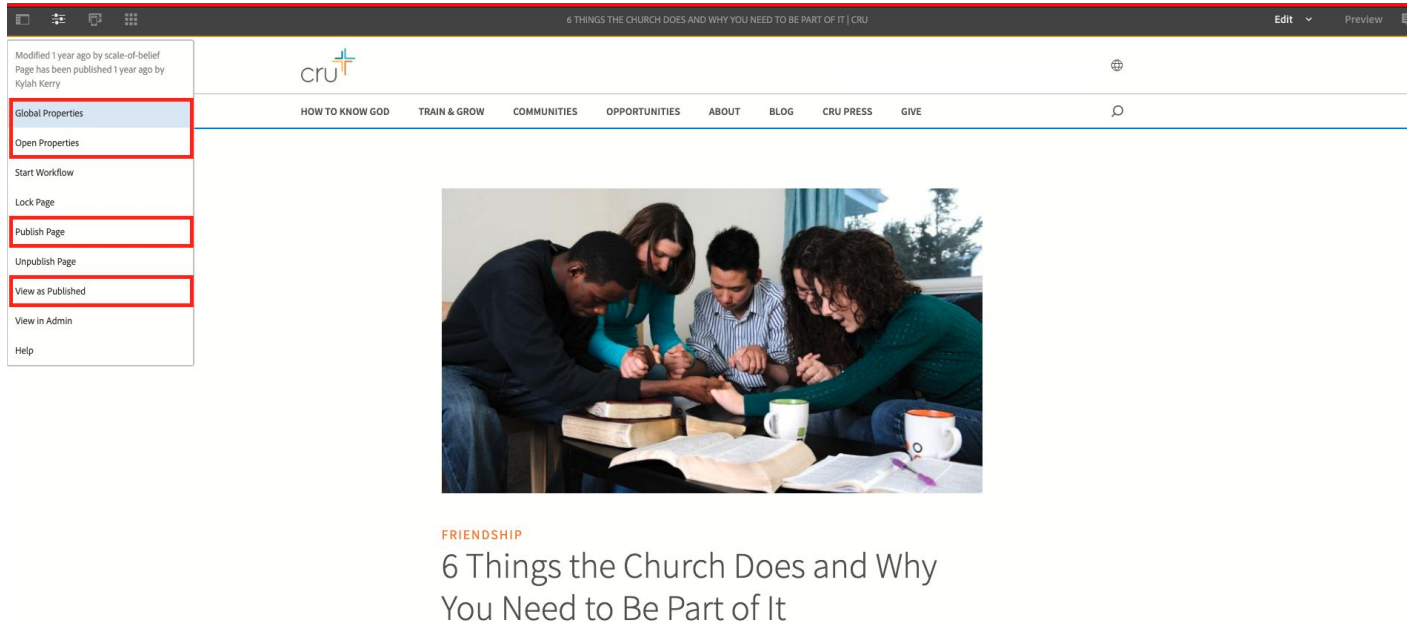
Components to keep in mind when editing a page

- Blade
- Container
- Dynamic Media
- Image
- Text
- Teaser
- Tile
- Title
- Hero
- Media Embed
- Content Fragment
- Experience Fragment
- Carousel
- Boxed Content

Actions Menu

Clicking on the **Edit** dropdown, you'll be greeted with several other views.

1. Layout
2. Timewarp
3. Design



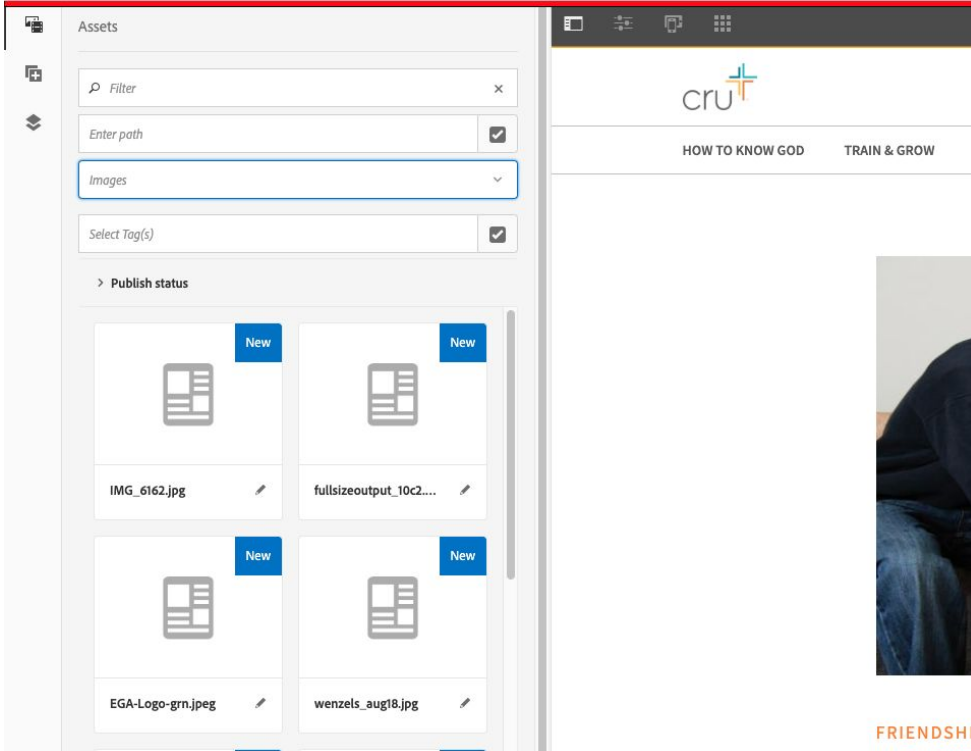
The screenshot displays a web page editor interface. On the left, a vertical sidebar titled 'Actions Menu' contains several options, each enclosed in a red rectangular box: 'Global Properties', 'Open Properties', 'Publish Page', 'View as Published', and 'View in Admin'. Above this menu, a status bar indicates the page was modified and published one year ago by 'Kyiah Kerry'. The main content area shows a preview of a church article. At the top of the preview is the 'cru+' logo and a navigation menu with items: 'HOW TO KNOW GOD', 'TRAIN & GROW', 'COMMUNITIES', 'OPPORTUNITIES', 'ABOUT', 'BLOG', 'CRU PRESS', and 'GIVE'. Below the navigation is a large photograph of four people (three women and one man) sitting around a table, looking at an open book. Underneath the photo, the word 'FRIENDSHIP' is written in orange, followed by the article title '6 Things the Church Does and Why You Need to Be Part of It' in black text. The top right of the editor interface shows 'Edit' and 'Preview' buttons.

Side Rail

Assets

Components

Content Tree



The image shows a CMS interface with a side rail on the left and a website preview on the right. The side rail is titled "Assets" and contains a search filter, a path entry field, a dropdown menu currently set to "Images", and a tag selection field. Below these are four asset cards, each with a "New" button and a filename: "IMG_6162.jpg", "fullsizeoutput_10c2...", "EGA-Logo-grn.jpeg", and "wenzels_aug18.jpg". The website preview on the right shows the "cru" logo and navigation links for "HOW TO KNOW GOD" and "TRAIN & GROW". A vertical image of a person in a blue hoodie is visible on the right side of the preview, with the word "FRIENDSHIP" partially visible at the bottom.

Components

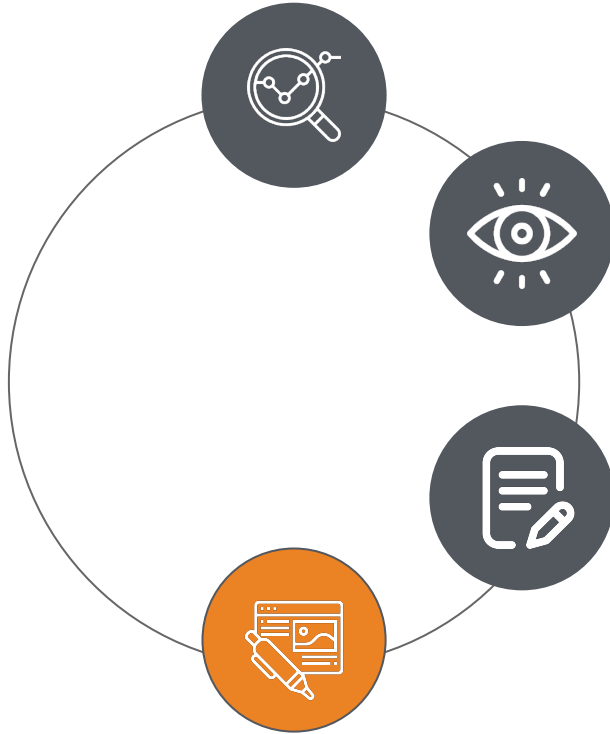
To add a component to a page, hover over the blue box, click it, then click the 'plus' icon

About the Author: Aaron is a staff member with Cru. He loves chasing and playing with his two little girls. And at the end of the day, he enjoys the simple routine of listening to a podcast while doing the dishes followed by "story time" with his wife about the day's adventures.



The screenshot shows a web editor interface. On the left, there is a section titled "Explore life's questions" with a sub-section "About the Author: Aaron is a staff member with Cru. He loves chasing and playing with his two little girls. And at the end of the day, he enjoys the simple routine of listening to a podcast while doing the dishes followed by 'story time' with his wife about the day's adventures." Below this text is a blue-outlined rectangular area. On the right, there is another section of text: "science, faith is perfectly suited to the scope of science, we can... with his two little girls. And at the end of the day, he enjoys the simple routine of listening to a podcast while doing the dishes followed by 'story time' with his wife about the day's adventures." Below this text is another blue-outlined rectangular area. In the center, an "Insert New Component" dialog box is open. It has a search bar with the placeholder text "Enter Keyword". Below the search bar is a list of component options: Blade Instagram, Blade Multifield, Boxed Content, Breakdown, Captioned Image, Center CTA, Container (highlighted in light blue), Curated List, and Curated List (Blog Style). At the bottom left of the page, there is a section titled "RELATED TOPICS:".

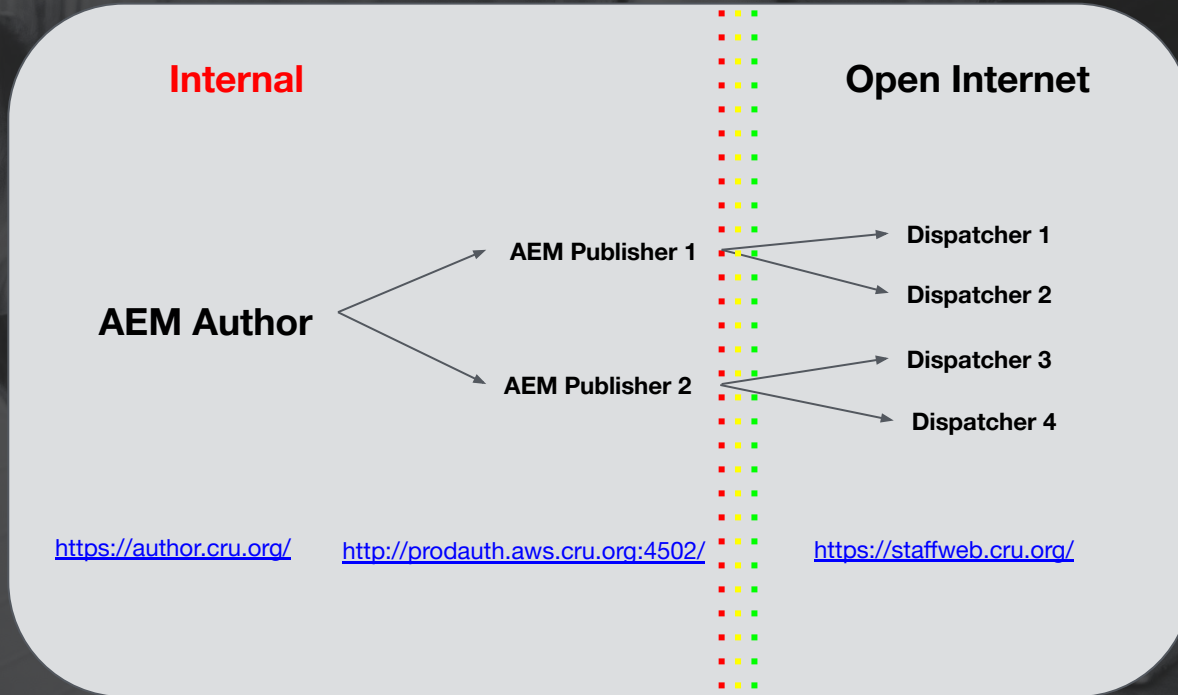
Step 4 - Publishing/Activating Pages



The act of **Publishing** a page is something that once you understand, you can utilize the full potential of the platform

Scheduled vs Instant Publishing/Unpublishing

Visual Representation of Publisher



Publishing your Content

There are many ways to publish content within AEM

- Clicking “Quick Publish” or “Manage Publication” when a node is selected will allow you to edit the status
- You must click on the image, that way a checkmark will show up with the options available above

The screenshot displays the Adobe Experience Manager (AEM) interface. At the top, a toolbar contains several icons: a plus sign for 'Create', a pencil for 'Edit (e)', an information icon for 'Properties (p)', a lock icon for 'Lock', a document icon for 'Copy (⌘+c)', a plus sign for 'Move (m)', a circular arrow for 'Quick Publish', a square with a circular arrow for 'Manage Publication', and a trash can for 'Delete (backspace)'. The 'Quick Publish' and 'Manage Publication' buttons are circled in red. A red arrow points from the 'Quick Publish' button to the 'How to Know God' node in the content tree.

The content tree is organized as follows:

- Campaigns (campaigns)
- Screens (screens)
- Community Sites (sites)
- Digital Academy (digital-academy)
- cru**
- Global StaffWeb (gsw)
- Jesus Film Project Site (jf)
- cru-communities
- Give (give)
- Staff Web

The 'cru' folder is expanded to show:

- United States (us)
- LAC (lac)
- Chile (cl)
- Panama (pa)
- Singapore (sg)
- Taiwan (tw)
- Brazil (br)
- Mexico (mx)
- Colombia (co)
- Ecuador
- English (en)
- hrvatski (hr)
- slovenčina (sk)
- Български (bg)
- Polski (pl)
- Magyar (hu)
- Albanian (sq)
- Română (ro)
- русский (ru)
- 한국어

The 'How to Know God' folder is selected, showing sub-nodes:

- How to Know God (how-to-know-god)
- Train & Grow (train-and-grow)
- Communities (communities)
- Opportunities (opportunities)
- About (about)
- Blog (blog)
- Cru Press (store)
- Give (give)
- Inner City (inner-city)
- metadata

The 'Train & Grow' node is selected, showing a preview of the content and a metadata table:

Title	What is Christianity?
Name	what-is-christianity
Template	Cru Content Page
Modified	Dec 2, 2019
Modified By	Nathan Brown
Description	Learn the basics of what Christians believe.
Language	English
Published	Dec 2, 2019
Published By	Nathan Brown

Manage Publication

- Manage publication gives you more options including **scheduling** your publication as well as being able to **unpublish** your content
- You are able to click on multiple pages to publish/unpublish at the same time
- If you are creating a new site, **Publishing** your page does not make it go live on the internet, that is a configuration the US team helps with
 - It publishes the content on the author instance, but the production instance must be connected by our team

The screenshot displays a user interface for managing a publication. At the top, there are two tabs: "Options" (selected) and "Scope". Below the tabs, the "Action" section contains two buttons: "Publish" (with a globe icon) and "Unpublish" (with a trash can icon). The "Scheduling" section features two radio buttons: "Now" (selected) and "Later". Below this is an "Activation date" field with a calendar icon. A warning message at the bottom states: "⚠ Your timezone (UTC-05:00) will be used instead of the server setting (UTC+0000)".



Publishing Pages - Adobe Support

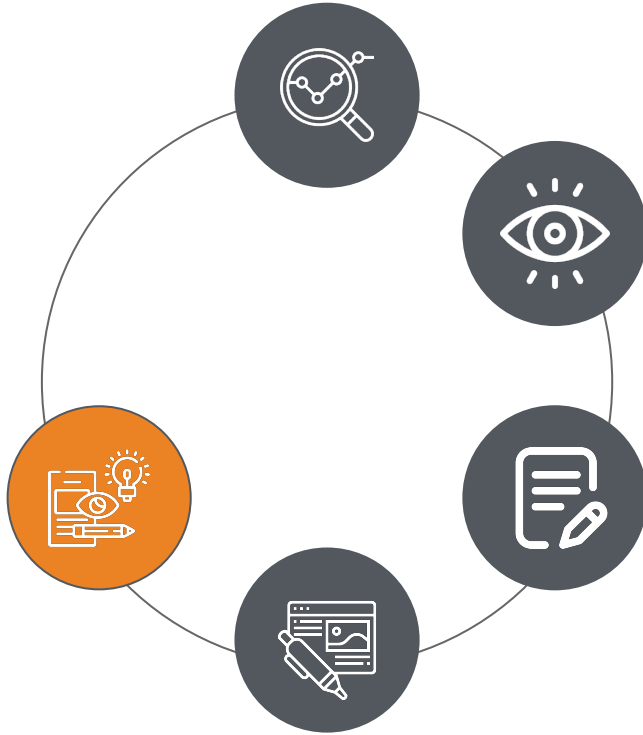
- Going to the Adobe support page, you will find detailed instructions on all the ways you can publish your content:
 - [Adobe Support - Publishing Pages](#)



Cru's Google Drive Documentation

- You may also find some documentation on our Google Drive:
 - [Cru - Page Documentation](#)

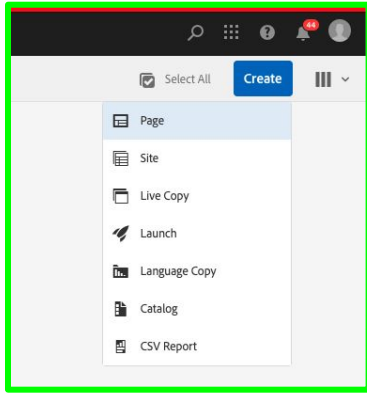
Step 5 - Creating a Page



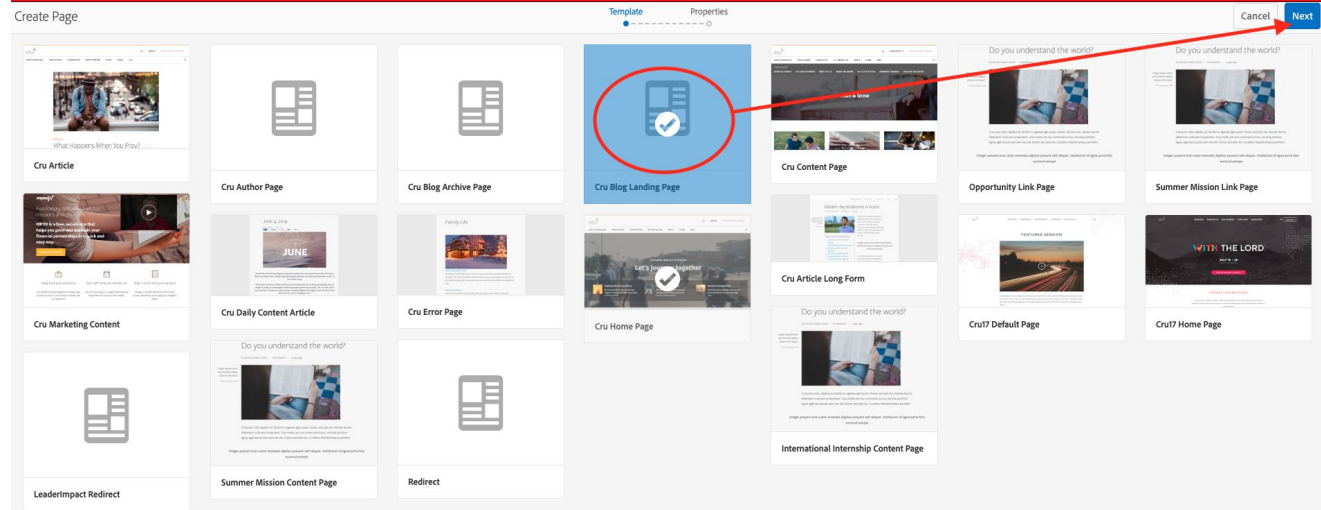
Creating a page is one of the easiest steps in the process. You need to think about where you want the page to fit in the site structure.

Another thing to consider is whether the page truly needs to show in the header.

Page Creation



Selecting your template seems daunting...I promise it is not.



Step 6 - Assets



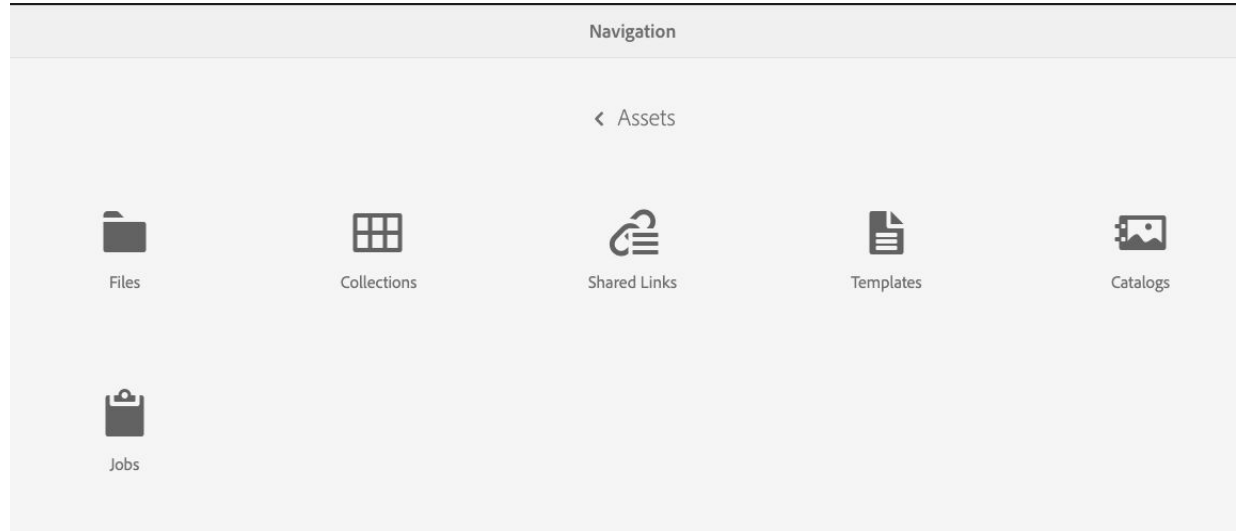
Digital Asset Management is important, not only to use

The Built in DAM (Digital Asset Management) allows us to store content and manage visual assets in the cloud

What can you do?

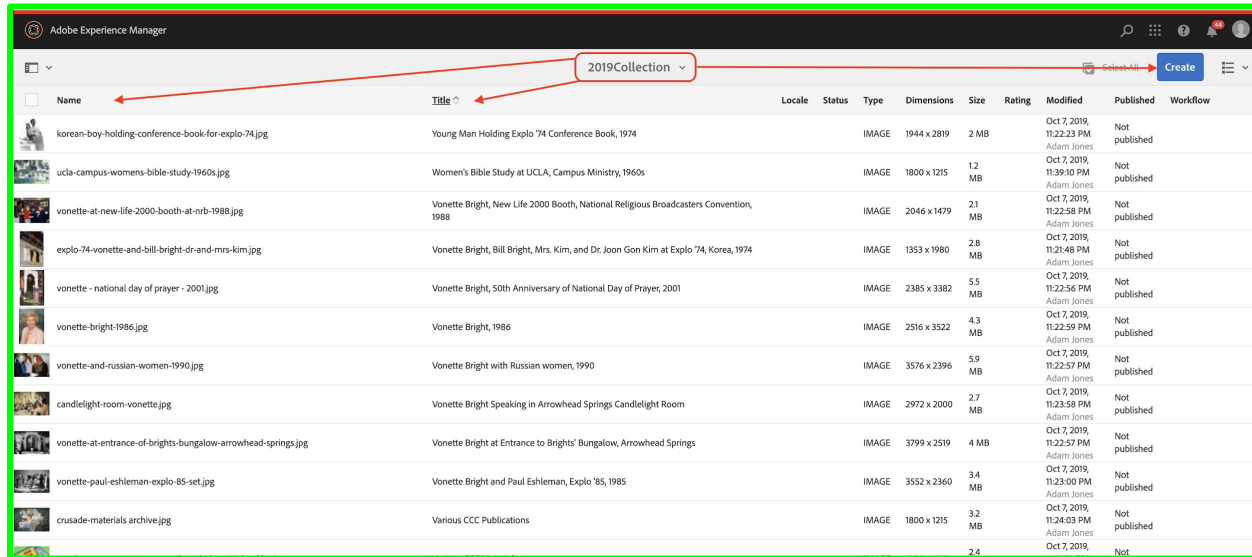
- Organize Assets
- Create a library of content
- Create a Photo Library
- Collaborate in the Cloud
- Utilize photos across the Ministry

[Cru's Stock Photo Library](#)



Editing Assets

Once you go through to files, you will find that the files are separated by site. Clicking through deeper will dive into the subfolders where you can create, edit, delete, move assets.



THANK YOU

Questions? Please contact aem@cru.org