Authoring in AEM

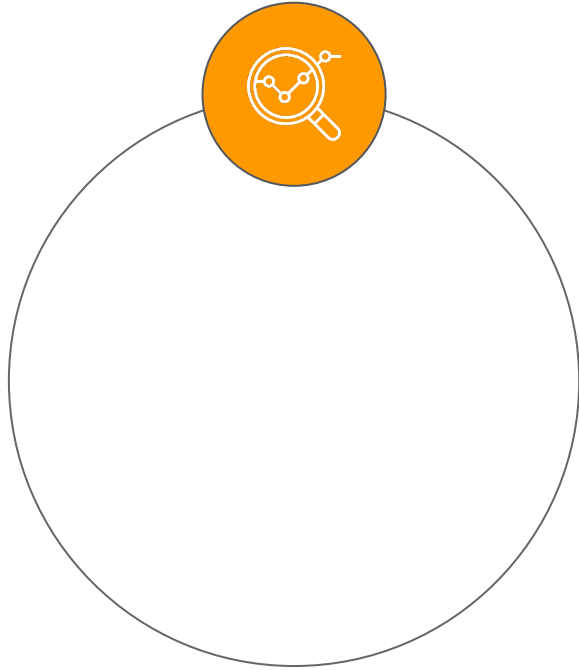Mastering the Basics of Authoring Digital Content

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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?

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One of the most important steps in your exploration of authoring in AEM is the ability to navigate the AEM interface.
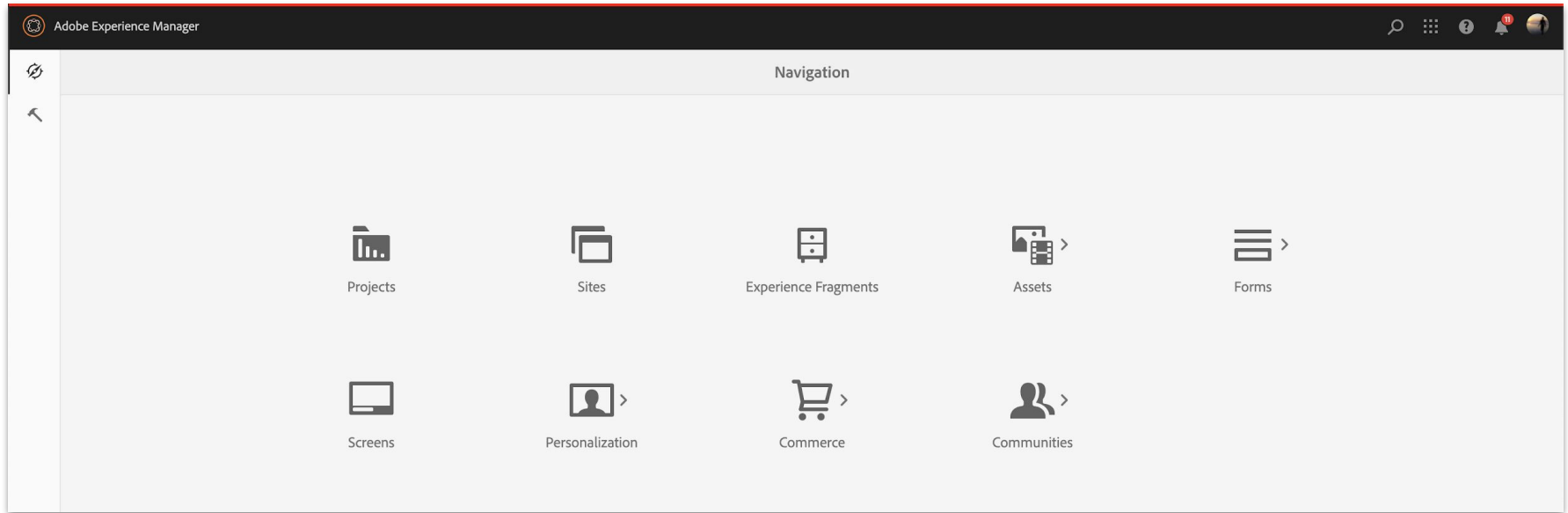
Where do you want your **content** to live? How will you organize your **assets**?

Navigation Panel

Sites   **Experience Fragments**   **Assets**

cru.org/us/en/how-to-know-god/what-is-christianity.html

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

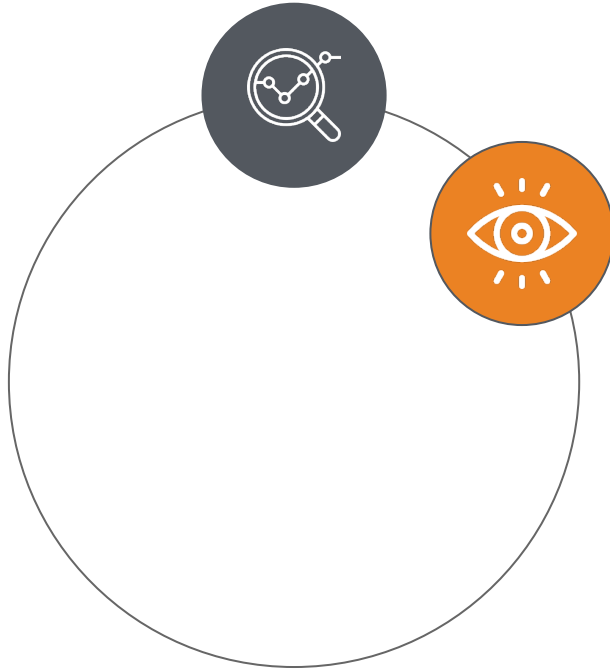# What is Christianity?

What is a Christian?

What Do Christians Believe?

Who Is Jesus?

Site Structure

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.

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Page Options

Page Properties

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

- 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
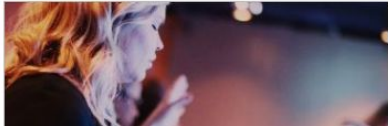
Components to keep in mind when editing a page
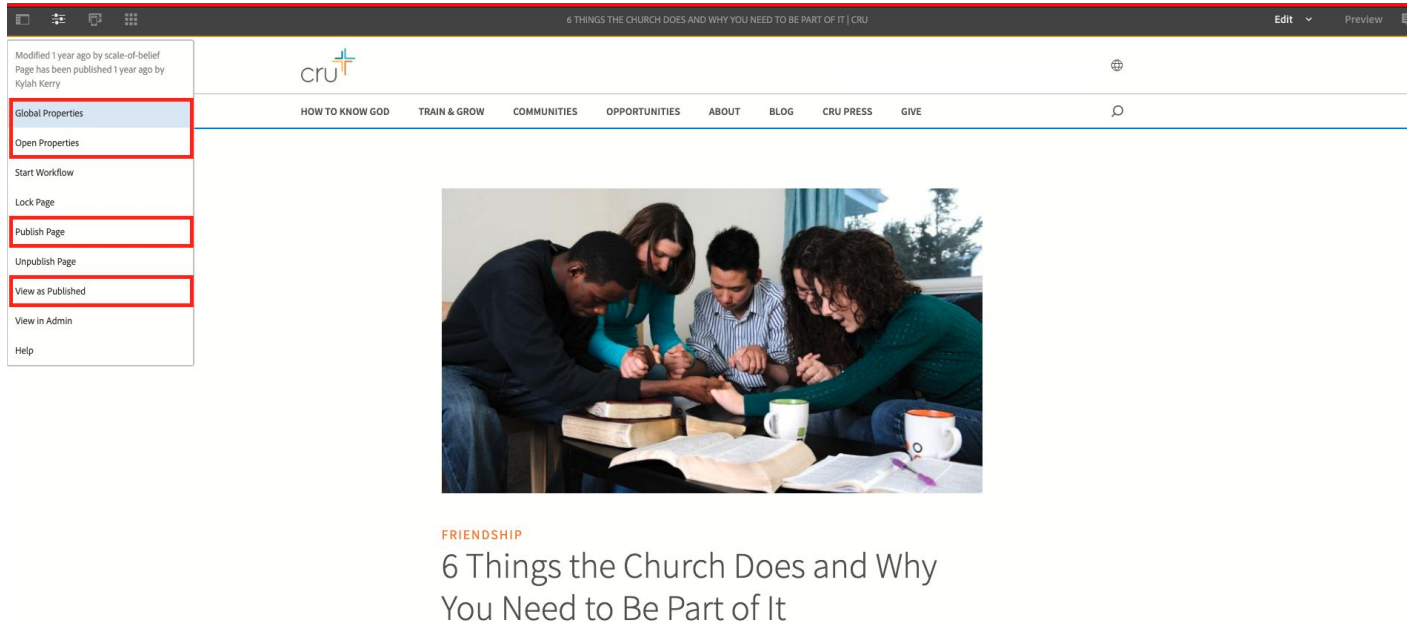
- Blade
- Container
- Dynamic Media
- Image
- Text
- Teaser
- Tile
- Title
- Hero
- Media Embed
- Content Fragment
- Experience Fragment
- Carousel
- Boxed Content

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Actions Menu

Clicking on the **Edit** dropdown, you'll be greeted with several other views.
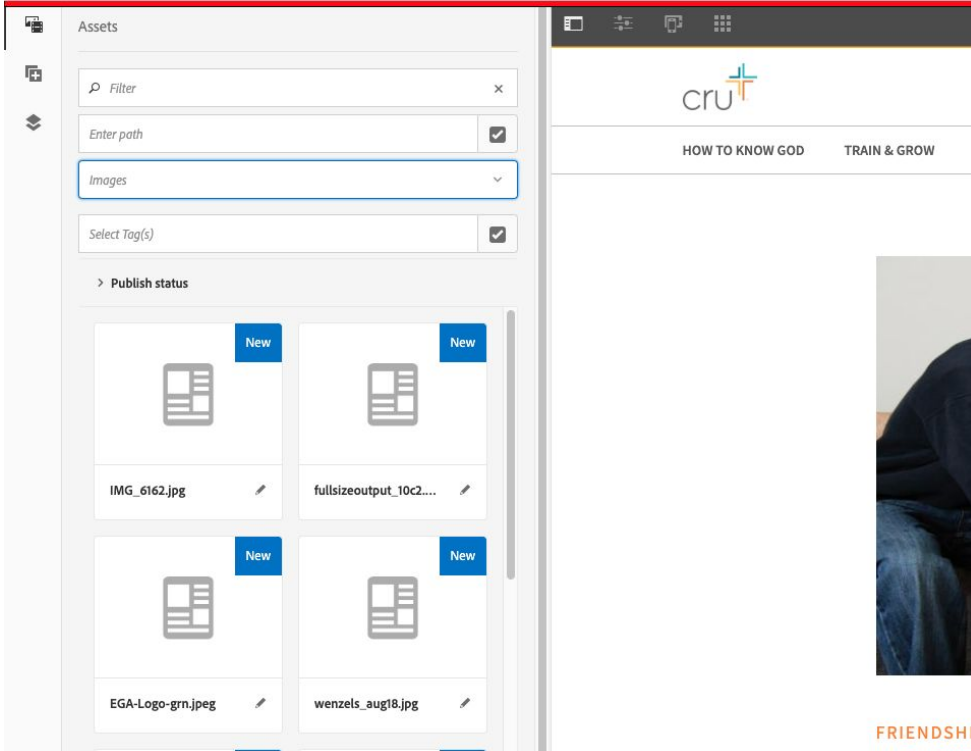
1. Layout
2. Timewarp
3. Design

Side Rail

Assets

Components

Content Tree

Components

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

Step 4 - Publishing/Activating Pages
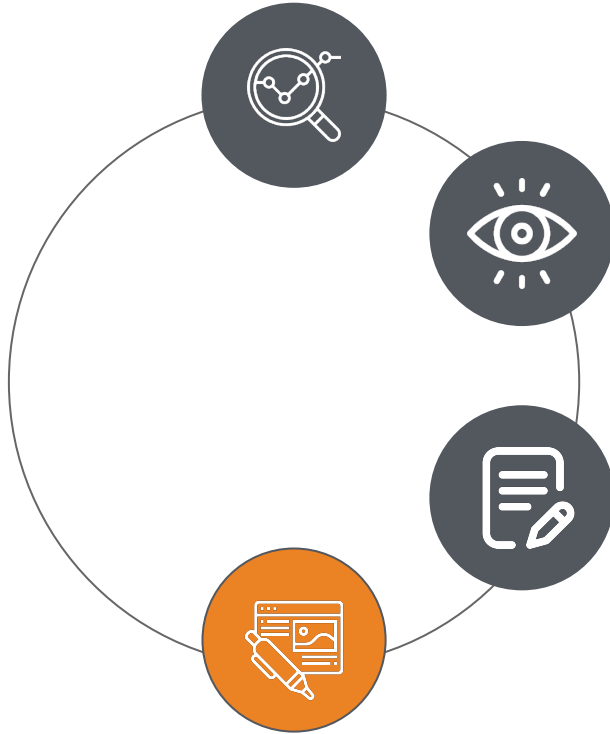
The act of **Publishing** a page is something that once you understand, you can utilize the full potential of the platform

Scheduled vs Instant Publishing/Unpublishing

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Visual Representation of Publisher

Internal

Open Internet

AEM Publisher 1

Dispatcher 1

Dispatcher 2

AEM Author

AEM Publisher 2

Dispatcher 3

Dispatcher 4

https://author.cru.org/   http://prodauth.aws.cru.org:4502/   https://staffweb.cru.org/
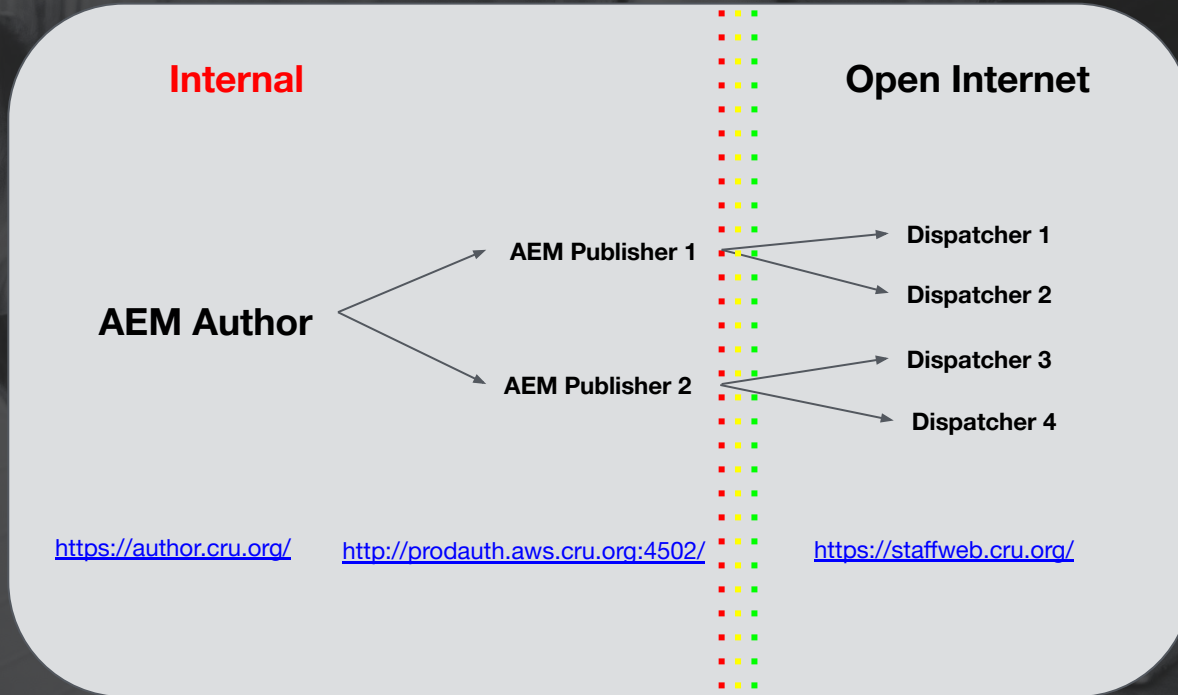
Publishing your Content

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

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

Options   Scope

Action

🌐 Publish

🚫 Unpublish

Scheduling

🔘 Now

⚪ Later

Activation date

⚠ Your timezone (UTC-05:00) will be used instead of the server setting (UTC+0000)

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Resources

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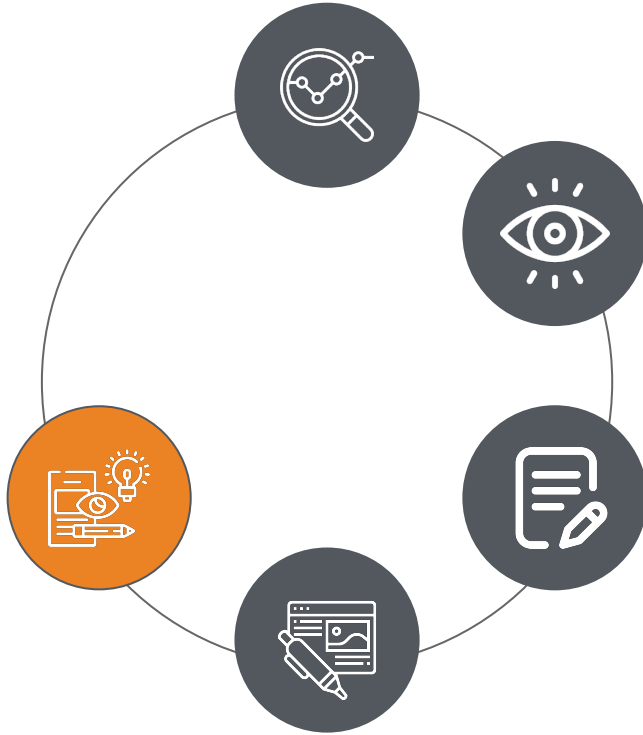
Creating a page is one of the easiest steps in the process. You need to think about where you want the page to fit in the site structure.

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

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Page Creation
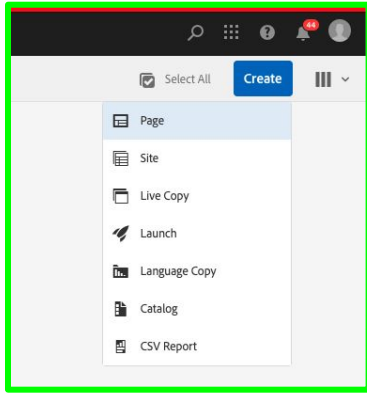
Selecting your template seems daunting...I promise it is not.
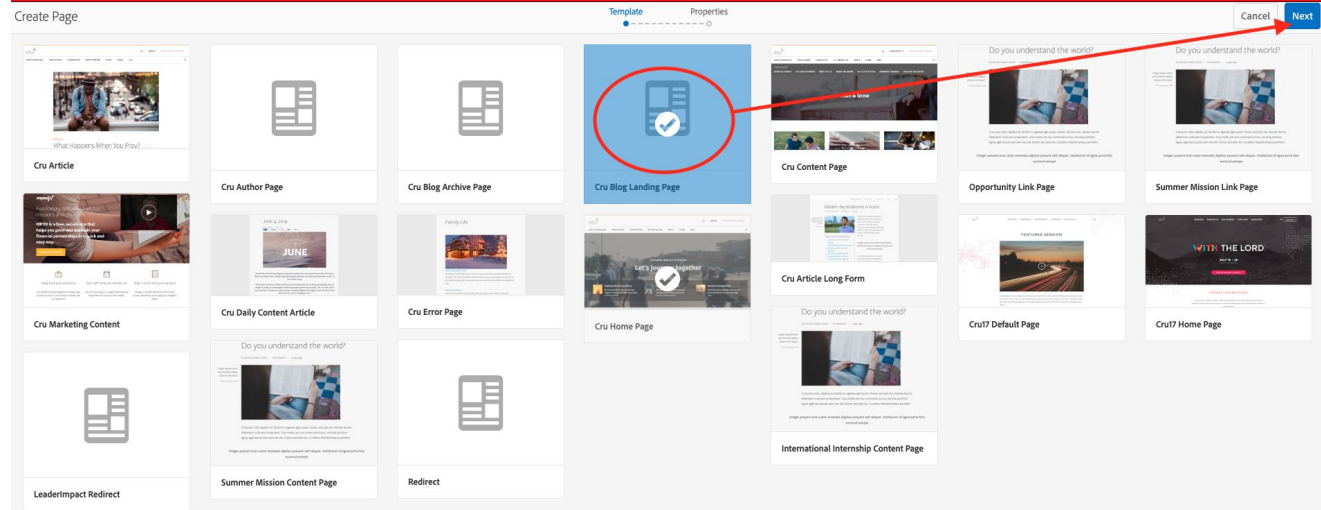
Step 6 - Assets

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
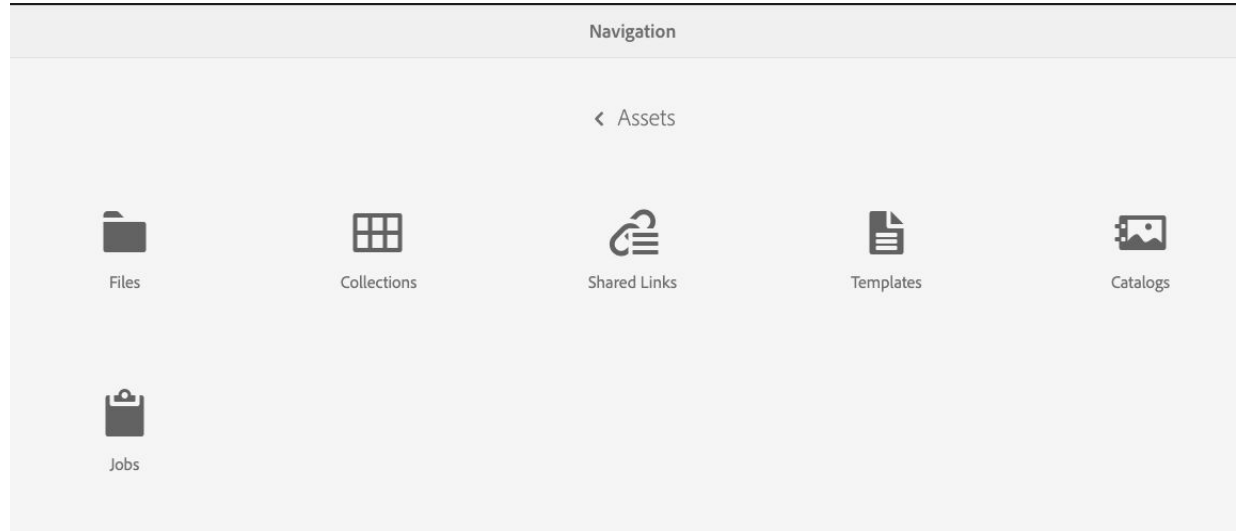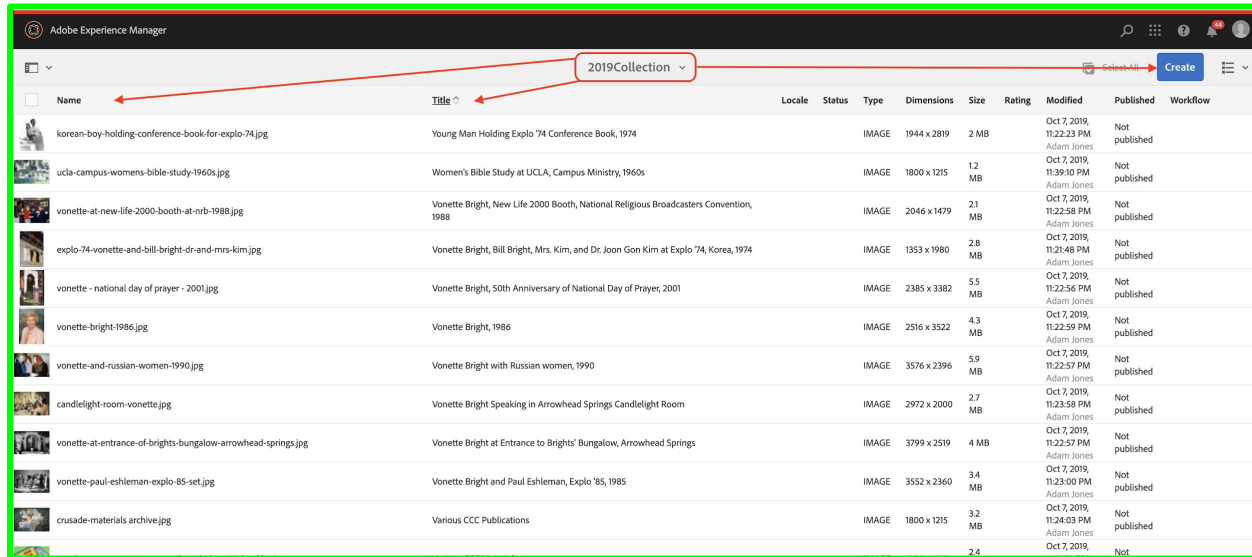- Collaborate in the Cloud
- Utilize photos across the Ministry

[Cru's Stock Photo Library](#)

Navigation

‹ Assets

| Files | Collections | Shared Links | Templates | Catalogs |

Jobs

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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

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