

Silva courses, Chief Editors and Editors in Silva

Before you book on a Silva course, you may want to read about what you should be able to do by the end of each course.

And those of you who will become **Chief Editors** may want to see what the job entails:

A **Chief Editor** is the person responsible for the **layout, contents** and **upkeep** of a site and is expected to have some awareness of:

- good practice at UCL and web pages
- accessibility issues and web
- the user experience and web
- search engine optimisation (SEO)
- Google Analytics / stats for the website
- the aims of the website
- the importance of keeping the site up-to-date

A Chief Editor will need to:

- alert Editor and Authors to any outages
- read any Silva-related emails from Digital Presence
- sign up for the Digital Presence Blog
- ensure no sensitive data are placed on the website
- attend any WebNet meetings or send a 'deputee'

Finally, it is the Chief Editor's job to ensure Editors and Authors edit rather than redesign the web pages they are responsible for and to make sure the website as a whole makes sense and adheres to the good practice as prescribed in training and documentation.

By the end of the **3-hour Introducing the Silva CMS**, you should know how to:

1. log onto a Silva site to edit and log off again
2. navigate within Silva
3. set your User Settings for the website
4. edit a page to change / add text
5. add a link (internal / external)
6. add an email link
7. add a table (basic)
8. add an image (basic)
9. add a new web page (Silva document)
10. add a new folder (Silva folder)
11. add a link to a file (PDF, Word, Excel)
12. publish, hide, move, rename, close, or delete a file or folder
13. find support information

By the end of the **1-day Silva Plus course**, you should know how to:

1. work with properties
2. work with images
3. have an understanding of Google Analytics
4. use a number of the external code sources such as
 - a. add a quotation
 - b. add a tabbed box, accordion or columns
 - c. add a link to RPS, IRIS or pull in the information
 - d. add a video – YouTube, Google map etc.
 - e. add a CTA (call-to-action) button
 - f. add a box around text
 - g. add a captioned and banner image
 - h. add an image carousel with overlay
 - i. add prospectus information for UG / PG
5. understand more about content and user journeys