Project website user manual

Version control

Version	Date	Updated sections
One	June 2023	Original draft
Two	Dec 2023	Library, news, events, pilot actions, good practices, extra pages, help and tips.

Table of Contents

About this document

We wrote this manual to help partners of approved Interreg Europe projects for the 2021-2027 programming period edit their project website and keep it up to date.

The document is aimed at the people responsible for making updates to their project's website (Portal role = web admins).

Getting started

Who can edit the project website?

Discuss with your partners who will be responsible for keeping the project website up to date, who will be your web administrator(s)

You can assign the web admin role to as many people as you need but remember that the higher the number of people who can edit the website, the harder it can be to keep track of changes.

The individuals responsible for editing your project website will need an account in the Interreg Europe community.

How to assign your website administrator

The role of website administrator is assigned through the **Portal**, our project monitoring system.

The people with 'Admin' rights to your project in our monitoring system need to:

1. Log in to their account on the Portal (**https://portal.interregeurope.eu/**)
2. Select their project
3. Go to the 'Project users' tab
4. Select the email of the person who will be a website administrator (add them if they are not already on the list)
5. Click 'Roles in project'
6. Select 'Web admin'
7. Click save

The information on the Portal will automatically update the Interreg Europe website within a few days.
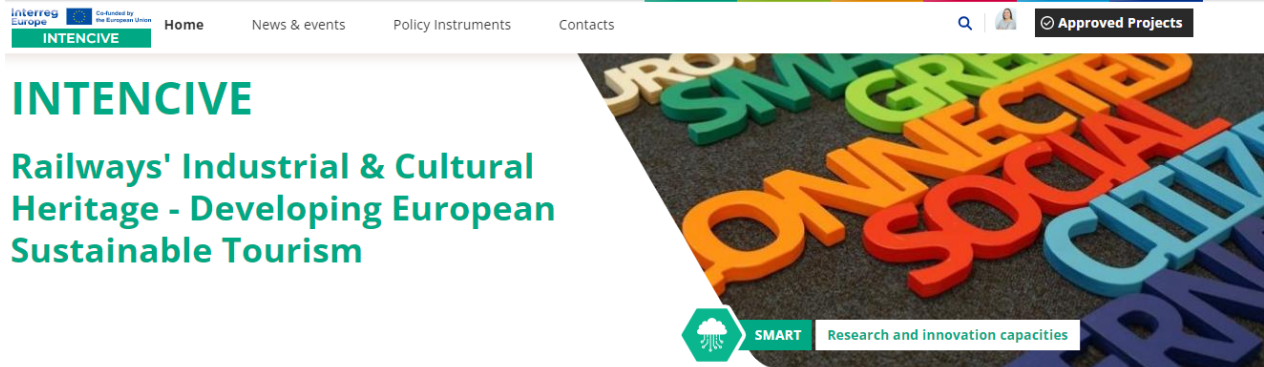
Remember: The individuals responsible for editing your project website need an account in **our community**.

How to access the website editing tool

Once you have been assigned editing rights to your project's website, you can access the editing tool.

1. Go to your project website (www.interregeurope.eu/acronym)
2. Click 'My account' and log in to the community
3. Click the 'Edit this page' button on the page you want to edit

You can also access the website editing tool through your dashboard located in the menu in the top right corner of the page.

Home page

The home page of your project website should show people what your project is about and let them know what you and your partners have been doing.

Make it as engaging as possible by:

- Using images and videos
- Structuring your content with headers, bullet points or numbered lists
- Writing in plain English
- Publishing interesting news and events

Top banner

The top banner is the first block on the home page. It contains your project's acronym, title, topic and sub-topic.

You can update the image in the top banner from the website editing tool. Go to:

1. About the project tab
2. Top banner
3. Add media (make sure to comply with the **copyright rules** and the limits on the size of the image)
4. **Choose a file from your computer** or insert one from the list you've previously uploaded
5. Save changes (bottom of page)

You cannot change the acronym, title, topic or sub-topic of your project.

How to upload a new image from your computer

1. Click 'Add media'
2. Choose an image file from your computer (.png, .gif, .jpg, .jpeg, .svg)
3. Image name: name your file so that you can find it easily later
4. Alternative text: describe what is in the image. This helps people with accessibility issues. It also helps search engines to index your images and can increase the visibility of your website.
5. Credit: Write the name of the person or company who owns the image and the URL to their website (if relevant)
6. Confirm that you have the right to use this image and grant Interreg Europe and the European Union the right to reuse it for communication purposes under royalty-free, non-exclusive and irrevocable license

Copyrights

Remember that you need a royalty-free, non-exclusive and irrevocable license for your image, and that any pre-existing rights attached to it must be granted to the Union and made available upon request to its institutions, bodies, offices or agencies, and our programme.

Project summary

The project summary should describe what your project is about in a clear and straightforward way. This is the main introductory text for your key target audience.

When your project website first launches, the project summary will contain the description you wrote in your application form. Make sure to edit the text to make it more engaging for your target audience to keep them on your website.

1. Use the Rich Text Editor field to structure your content:
   - Use **bold** text to draw attention to particular sentences or specific words
   - Insert links when relevant (keychain icon)
   - Use bullet points or numbered lists to make your text easier to scan
   - Use the copy & paste options to remove all formatting before you publish
   - Use the source tool to embed videos or iFrames <>

2. Upload an image to make your content more engaging
   - Click 'Add media'
   - Choose an image file from your computer (.png, .gif, .jpg, .jpeg, .svg)
   - Image name: name your file so that you can find it easily later
   - Alternative text: describe what is in the image. This helps people with accessibility issues. It also helps Google index your images and can increase the visibility of your website.
   - Credit: Write the name of the person or company who owns the image and the URL to their website (if relevant)

- Confirm that you have the right to use this image and grant Interreg Europe and the European Union the right to reuse it for communication purposes

Call to action

A call to action is a marketing term that refers to the next step you want your audience to take. It is usually written as a command or an action phrase (e.g., 'sign up', 'download now', etc.). It is a great way to promote content and get people to register to an event, complete a survey or download a report, for example.

Use the **call to action** to promote one content above all others. Update it as often as you need to.

Complete the fields:

1. Title: make it short and catchy
2. Description: tell people what your content is about in 400 characters or less
3. URL link: insert a link to the content you want to promote
4. Button title: write a call to action
5. Visual: add an image
6. Scroll down to the bottom of the page and click save

Remember that you need a royalty-free, non-exclusive and irrevocable license for your image.

What will this project change

Describe the impact your project will have on the policies and lives of the people in your regions in 1,000 characters or less.

1. Use the Rich Text Editor field to structure your content:
   - Use **bold** text to draw attention to particular sentences or specific words
   - Insert <u>links</u> when relevant (keychain icon)
   - Use bullet points or numbered lists to make your text easier to scan
   - Use the copy & paste options to remove all formatting before you publish
   - Use the source tool to embed videos or iFrames <>
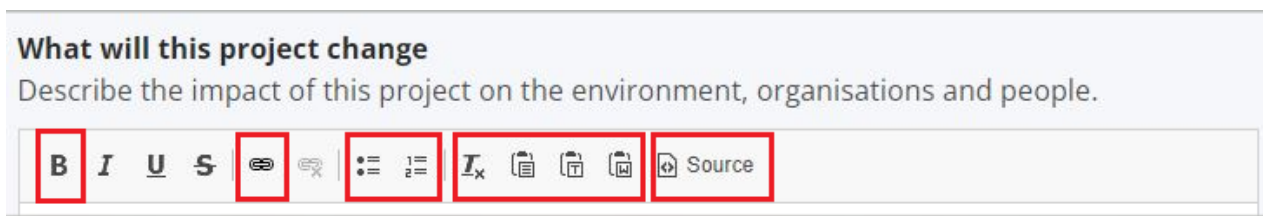
Newsletter

A newsletter can be a great way to keep people up to date with what is happening in your project.

You can use any tool or software available to you and your partners.

Insert the URL to your newsletter's subscription form in the text box and click save changes at the bottom of the page to make the newsletter block appear on your home page.

Remember to comply with the GDPR regulations. Also, remember that the programme does not provide a newsletter tool.
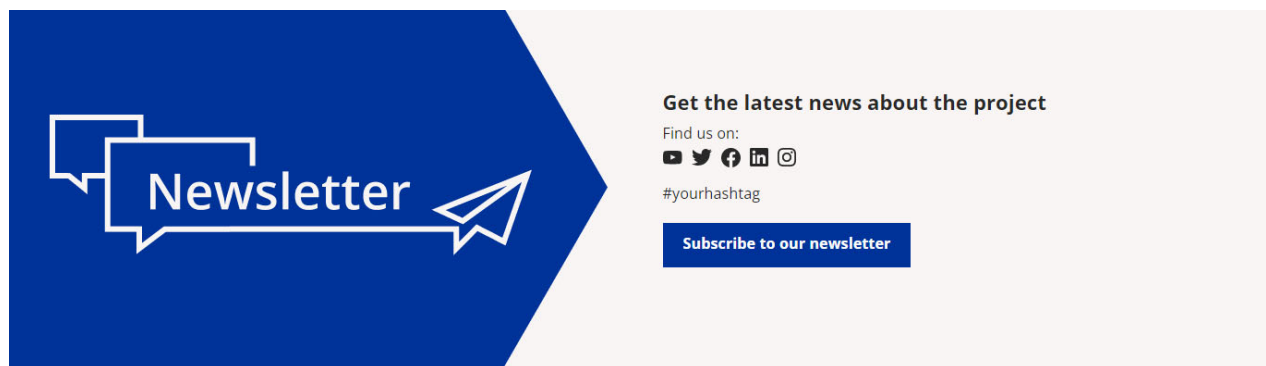
Social media

Social media can be a useful tool for communicating with your target groups.

Insert the link(s) of your selected social media profile(s) in the appropriate text box and click save at the bottom of the page to make the social media icon(s) appear on your home page.

If your project uses a hashtag, you can also promote it here.

LinkedIn business profiles

If your project has a professional or company page on LinkedIn, you can find the URL by:

- Going to your personal social media profile
- Clicking the 'Me' icon at the top right of the home page
- Selecting the company page
- Clicking on 'Share page' under the banner
- Choosing 'Copy link'.

Key figures

The block with key figures on your home page informs your website visitors about your project budget, its timeline, and your partnership.
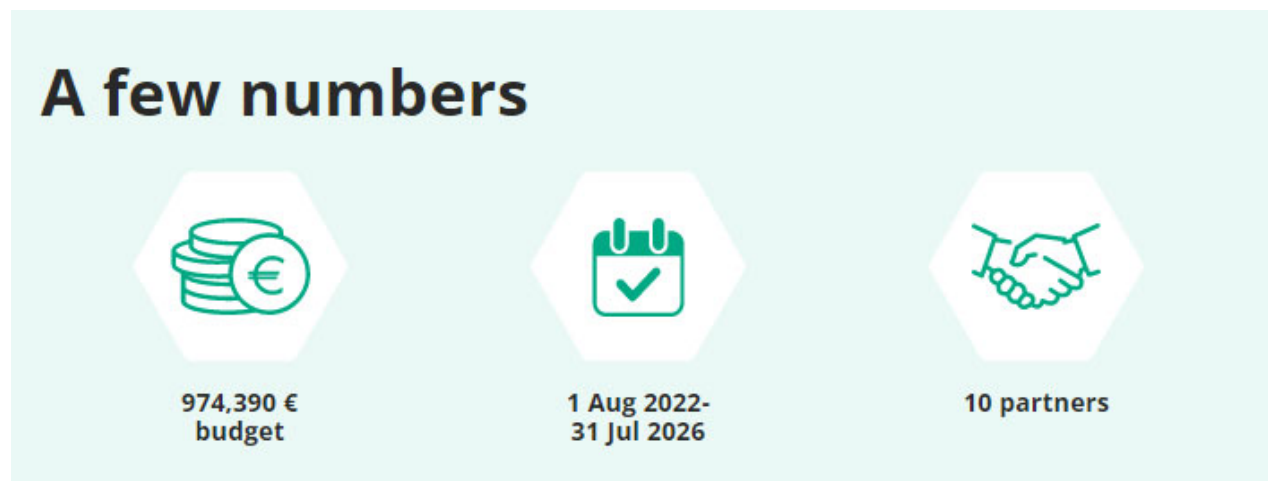
The information is taken from the Portal, our project monitoring system. You cannot edit it.

If there is a change in your project budget, timeline or partnership, please contact your Policy Officer. Any changes will be made in the Portal and the website will update itself automatically within a few days after the change is approved in the Portal.
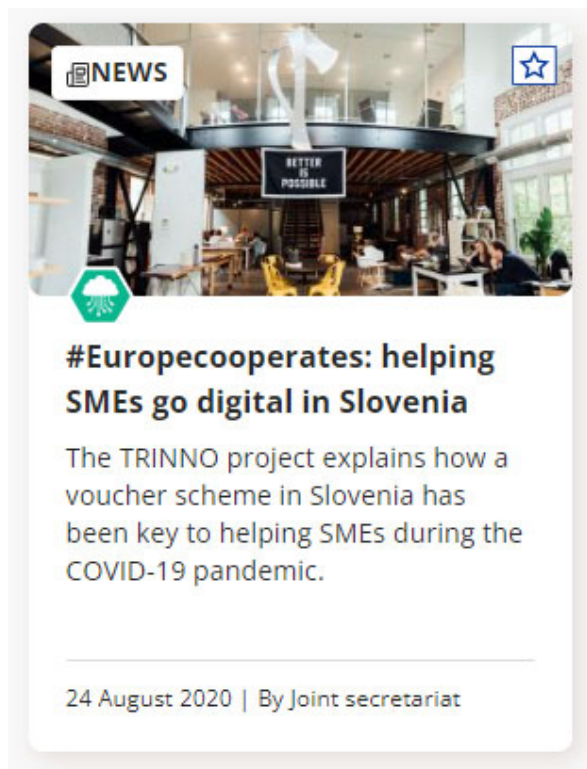
News & event carousel

The news and events carousel shows the latest articles you create on your project website.

The cards will appear automatically when you save a news or an event article. Scroll down to get more information on creating a news or event article.

News

Use the news feature to let your target audience know what is happening in your project.

Add news

You can create news articles in the website editing tool. Go to:

1. The news tab
2. Click 'Add news'
3. Fill in the form (see fields below)
4. And click 'save changes' at the bottom of the page.

Fields in the news form

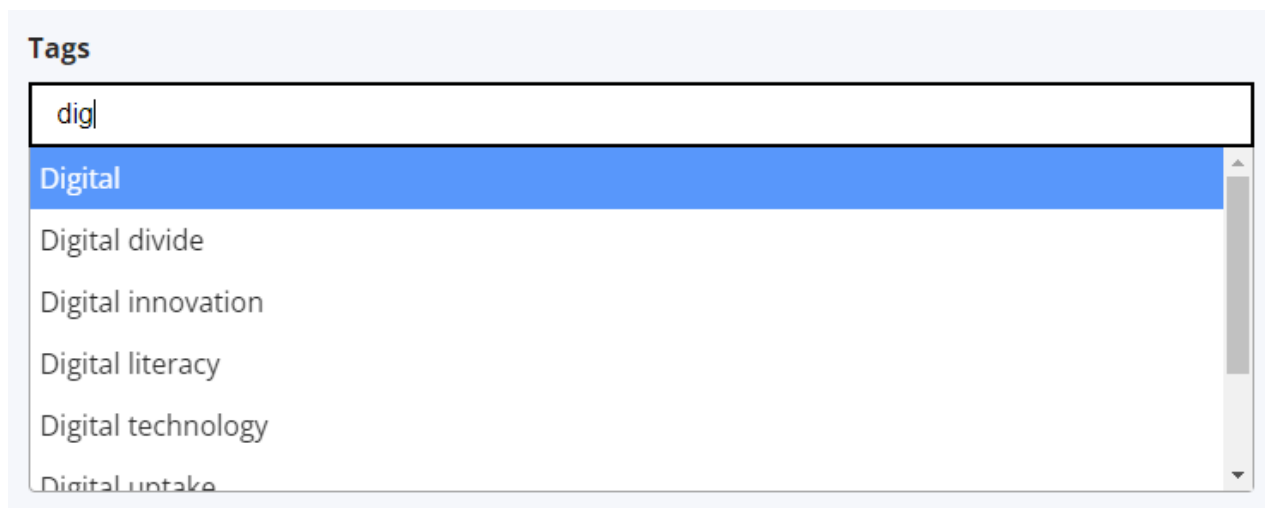Complete the fields described below to create a news article.

1. **Title**: Make it short and catchy, but informative.

2. **Cover image**: Upload a file to make your news stand out from the rest. Click on the link to go back up the document and **read the instructions on uploading media**, and the **copyright rules**.

3. **Summary**: Briefly describe what the news article is about. The summary will appear on the news card.

4. **Content**: Insert your news article. Use the Rich Text Editor field to structure your content:
   - Use **bold** text to draw attention to particular sentences or specific words
   - Remove all formatting before applying your own (Tx)
   - Insert links when relevant (keychain icon)
   - Use bullet points or numbered lists to make your text easier to scan
   - Add quotes, images, files or tables to make your article more interesting
   - Use headers to organise your content and make it easier to scan

- Use the source tool to embed videos or iFrames <>

Content *

| B | I | U | S | x² | x₂ | Iₓ | | | | | | | | | | Format ▼ | | Source |
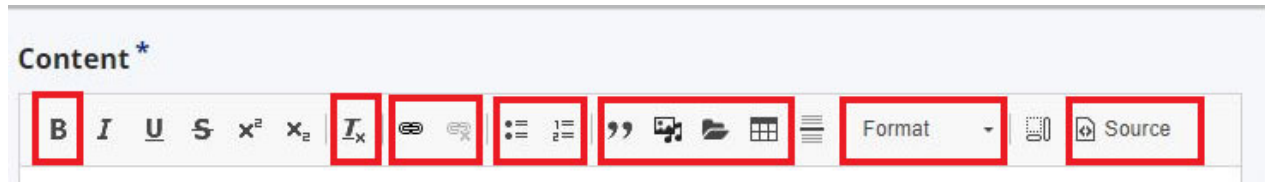
5. **Tags**: Add tags to your news article. It will make your article easier to find.

Start typing keywords in the tag bar to find the relevant ones to your article. If a keyword is missing and you think it would be useful to all projects, please contact your Communication Officer and let them know.

Tags

dig

Digital
Digital divide
Digital innovation
Digital literacy
Digital technology
Digital uptake

6. **News date**: Choose the date on which you wish to publish your article.
7. **News status**:
   a. Tick or untick 'Publish on the website' to publish or save your article as a draft
   b. Tick 'I wish to have this news published on the main Interreg Europe website' to let the Communication team know that your news is interesting to a wider audience and you would like help to promote it.

Edit news

You can edit news articles that you have already created.

In your project website's editing tool, go to:

1. The news tab
2. Find the news article you want to edit
3. Click 'Edit news'
4. Make the necessary changes
5. And click 'save changes'.

Delete news

You can delete news articles that you have already created.

In your project website's editing tool, go to:

1. The news tab
2. Find the news article you want to delete
3. Click 'delete'
4. Confirm that you are sure by clicking 'delete news'

Remember: we will not be able to retrieve a deleted news article if you make a mistake!

Events

Use the events feature to promote your meetings, workshops, site visits, exchange of experiences, peer learning activities, final conferences, and any other type of events.

What is an event?

An event is an activity that usually:

- Is set in time (on a specific day, or over several days)
- Is location based (at a specific venue, online, or both)
- Has a registration process or is open to all

The event articles are designed to give people the practical information they need to attend your events.

We recommend that you use for events this feature instead of the news tool.

Add event

You can create event articles in the website editing tool. Go to:

1. The events tab
2. Click Add an event
3. Fill in the form
4. And click 'save changes'.

Fields in the event form

Complete the fields described below to create an event article.

1. **Title**: Make it short and catchy, but informative

2. **Cover image**: Upload a file to make your event stand out from the rest. Click on the link to go back up the document and **read the instructions on uploading media**, and the **copyright rules**.

3. **Event date**: Choose the date of your event and insert the start and end times.

Event date

Date *

05/29/2023

☐ Multi-days event

Time *

09:30 AM | to | 05:30 PM

If your event is held over several days, click 'Multi-day event', insert the start date and start time, followed by the end date and end time.

Date *
Start date

05/29/2023

Time *

09:30 AM

☑ Multi-days event
End date

05/30/2023

Time *

05:30 PM

4. **Event details**: Give your audience more information about your event:
   - **Type**: Is your event in person, online or both (hybrid)?
   - **Address**, city, postal code, country: if your event is in person or hybrid, where is the venue located?
   - Link to **registration** form: if you have a registration form on an external tool, insert the link and send people to it via your event article.
   - **Website** URL: if you have another website with more information about the event, you can insert the link here and send people to it.
   - Website **Link text**: Write text to create a button for your website URL (for example, 'Go to event website')
   - **Summary**: Briefly describe what the event is about. The summary will appear on the event card.

5. **Content:** Insert your event article. Use the Rich Text Editor field to structure your content:
   - Use **bold** text to draw attention to particular sentences or specific words
   - Remove all formatting before applying your own (Tx)
   - Insert <u>links</u> when relevant (keychain icon)
   - Use bullet points or numbered lists to make your text easier to scan
   - Add quotes, images, files or tables to make your article more interesting
   - Use headers to organise your content and make it easier to scan
   - Use the source tool to embed videos or iFrames <>
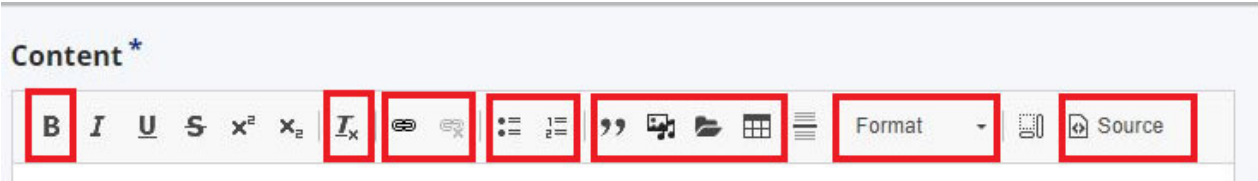
6. **Tags:** Add tags to your event article. It will make it easier to find.

Start typing keywords in the tag bar to find the relevant ones to your article. If a keyword is missing and you think it would be useful to all projects, please contact your communication officer to let them know.
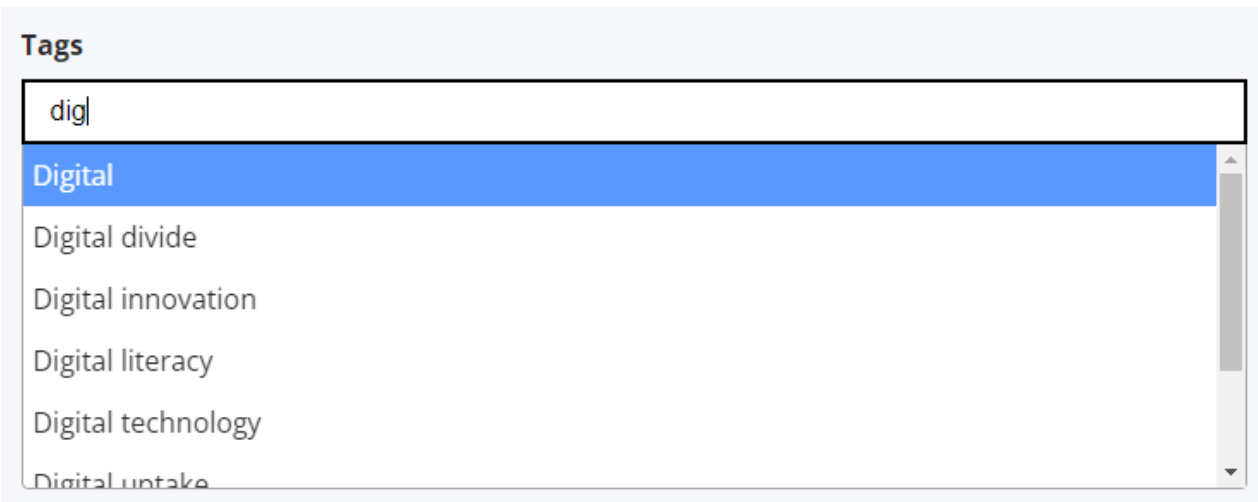
7. **Event contact**: Is there someone people should contact with questions about the event? Insert their name, phone number and email so people can reach out to them. Make sure you share their contact details with their consent and in compliance with the GDPR.
8. **Event status**:
   a. Tick or untick 'Publish on the website' to publish or save your article as a draft
   b. Tick 'I wish to have this news published on the main Interreg Europe website' to let the Communication team know that your event is interesting to a wider audience and you would like help to promote it.

Edit event

You can edit event articles that you have already created.

In your project website's editing tool, go to:

1. The events tab
2. Find the event article you want to edit
3. Click 'Edit event'
4. Make the necessary changes
5. And click 'save changes'.

Delete event

You can delete event articles that you have already created.

In your project website's editing tool, go to:

1. The event tab
2. Find the event article you want to delete
3. Click 'delete'
4. Confirm that you are sure by clicking 'delete event'

Remember: we will not be able to retrieve a deleted event article if you make a mistake!

Library

The library allows you to upload and share documents, images and videos relevant to your project and interesting for your audience to discover.

Start by writing a few short sentences to introduce what your audience should expect to find in your library.

Create a folder

You can choose to organise your files into folders.

To create a folder:

1. Click 'Add a new folder'
2. Give your folder a name
3. Write a short description to inform people what the folder is about
4. Add tags to help with the search
5. Click 'Add folder'

Add a file

To add a file:

1. Click Upload a file
2. Write the name of the file: something easy to understand and that will explain to everyone what the file is.
3. Choose if you want to upload it to the root of the library or place it inside a folder (see **Create a folder**)
4. Choose the file type: document, image or video
   a. Document: Add your media (e.g. PDF, Word, Excel, PowerPoint, etc.)
   b. Image: Add your media (e.g. PNG, JPG, SVG, etc.)
   c. Video: Add the URL to your video (e.g. on YouTube or Vimeo)

Upload a file

File name *

Guidance document on writing for the web

Select parent folder *

At the root of library ⌄

File type *

Document ⌄

Select a file *

No media items are selected.

⚠ Make sure to comply with copyright rules. Please don't upload file that you   ✕
   don't have permission to use.

Add media

5. Choose your file or upload an existing one from your media library
   a. Repeat the file name
   b. Add a description to help your audience understand what is in the file
6. Save and insert

Add or select media

The media item has been created but has not yet been saved. Fill in any required fields and save to add it to the media library.

Name *

Guidance document on writing for the web   **Remove**

Description

Tips and tricks about how to write for the web published on 15 December 2023.

Save and insert
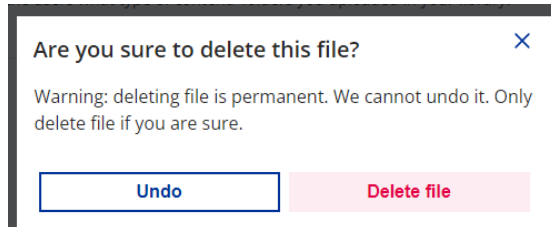
7. Upload file
8. Save changes

Delete a file

To delete a file:

1. Locate the file you want to delete in your library's dashboard

2. Click the garbage bin icon
3. Select delete file

Get a link to a file

Need to share a URL to a file in your library? Find the file on your project website and click Copy link or go to your library dashboard and click View to open the file in your Internet browser.

Policy instruments

The policy instrument section of your website informs people about the policy instruments your project is working on and about the specific partner(s) working on them.

The list and description of the policy instruments is taken from your application form.

You cannot edit the titles of the policy instruments, nor the partner(s) responsible for them, but you can edit the descriptions.

Edit description

You can edit the description of your policy instruments to make them easier to understand for your target audience.

1. Use the Rich Text Editor field to structure your content:
   - Use **bold** text to draw attention to particular sentences or specific words
   - Insert links when relevant (keychain icon)
   - Use bullet points or numbered lists to make your text easier to scan
   - Use the copy & paste options to remove all formatting before you publish
   - Use the source tool to embed videos or iFrames <>

Change a policy instrument

Do you need to change one or more of the policy instruments your project is working on?

Changes to policy instruments can only be done through the **Portal**. The website will update automatically within a few days after the change in Portal take effect.

Contact your Policy Officer for help.

Pilot actions

If your project has pilot actions, their information will be sent via the Portal and will be visible under the Pilot action tab. To apply for a pilot action, contact your Policy Officer for help.

You can edit the description of the pilot action by:

1. Clicking Edit next to the pilot action you wish to edit
2. Using the Rich Text Editor tool to improve the formatting
3. Making improvements to the text so that it is easier for your audience to understand
4. Clicking save changes

Contacts

The contacts page of your project website informs your target audience about the organisations and people involved in your project.

The page contains the contact information to get in touch with you and your partners.

Lead partner information

The information about the lead partner is taken from the project monitoring system – **the Portal**.

Your project website displays the lead partner's organisation card and two contact people's emails and phone numbers.

Update the organisation card

The information shown in the organisation card can be edited in two ways.

1. Through the **Portal**

The people with 'Admin' rights to your project in the Portal can update the following information in the 'B - Partner/ associated policy authorities' tab of the project.

- Name of your organisation
- Address (street, city, country, post code)
- Regions
- Type of partner
- Website URL

Once the changes are saved on the Portal, the website will automatically update within a few days.

2. Through the **website**

The people who work for an organisation and have an Interreg Europe community account can edit their organisation's profile by selecting 'Edit my organisation' from their account menu in the top right corner of the page.
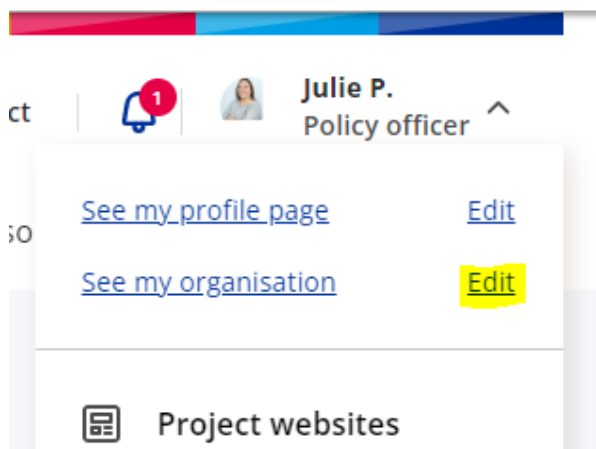
On this page, community members can add the following information about their organisation:

- Logo
- Organisation size (small, medium, large)
- Description
- Social media accounts
- Website URL

Please ask your project partners to update their organisation profile so that people can contact them about the project more easily.

Update the contact people

You can choose up to two people from the lead partner organisation to appear as your project's main contacts on the website.

The information is updated in the **Portal**. The people with 'Admin' rights to your project in the Portal need to:

1. Login
2. Select the project
3. Go to section G – Annexes > Project users
4. Click on the names of up to two people from the lead partner organisation
5. Give them the 'Contact person/coordinator' role in the project
6. Click 'save'

Once the changes are saved on the Portal, the website will automatically update within a few days.

If you assign the 'contact person' role to more than two people from the lead partner organisation, the website will randomly choose which one to display online.

The map

The partnership map on your website presents the geographical coverage of your project.

Updating the map is done in the **Portal**. The people with 'Admin' rights to your project in the Portal need to:

1. Login
2. Select the project
3. Go to section B – Partners/ associated policy authorities
4. Select the partner whose information you wish to update
5. Change the address
6. Click 'save'

Once the changes are saved on the Portal, the website will automatically update within a few days.

If you experience any problems with the map, please contact your Communication Officer.

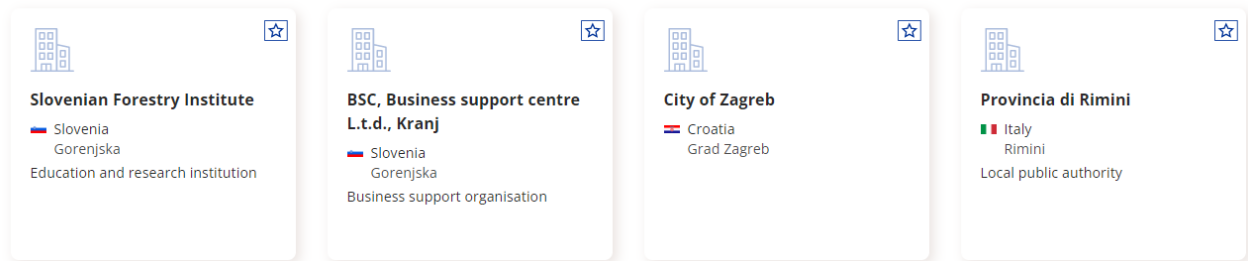Please note that associated policy authorities do not appear on the map.

Project partner information

The information about the project partners comes from our project monitoring system – **the Portal**.

Your project website displays all your project partner organisations' cards.

The information shown in the organisation cards can be edited in two ways.

2. Through the **Portal**

The people with 'Admin' rights to your project in the Portal can update the following information in the 'B - Partner/ associated policy authorities' tab of the project.
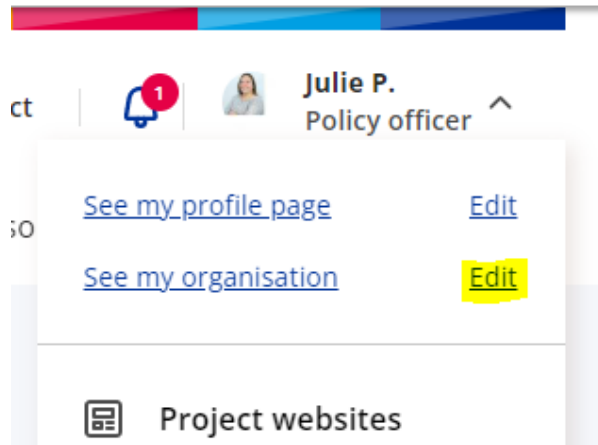
- Name of organisation
- Address (street, city, country, post code)
- Regions
- Type of partner
- Website URL

Once the changes are saved on the Portal, the website will automatically update within a few days.

3. Through the **website**

The people who work for an organisation and have an Interreg Europe community account can edit their organisation's profile by selecting 'Edit my organisation' from their account menu in the top right corner of the page.

On this page, community members can add the following information about their organisation:

- Logo
- Organisation size (small, medium, large)
- Description
- Social media accounts
- Website URL

Please ask your project partners to update their organisation profile so that people can contact them more easily about the project.

Change a partner

Do you need to change one or more of your partners?

Changes of a project partner can only be done through the **Portal**. The website will update automatically within a few days after the change takes effect in the Portal.

Contact your Policy Officer for help.

Manage community members' network

Show off your Interreg Europe community network on your project website.

Ask your partners and stakeholders to join you by creating an account at the Interreg Europe website, indicating that they are part of your project, and engaging with peers in our online community.

People
Community members connected to the project.

Gaelle de Boishebert

Normandy Region

🇫🇷 France

Interested in

Lead a project +4

● ● ● ●   1 project

Interreg Admin Europe

Agence Web

Landeshauptstadt Magdeburg

🇫🇷 France

Interested in

Lead a project +4

● ● ● ● ●   1 project

Jeremy VERVISCH

Developper lvl99

Agency for Sustainable Mediterranean Cities and Territories (AVITEM)

🇫🇷 France

Interested in

Lead a project +4

● ● ● ● ● ●   2 projects

Mickael Delgado

Tourism Agency of Corsica

🇫🇷 France

Interested in

Join a project +2

● ●   1 project

Once a partner has created an account and indicated that they are part of your project, you will receive a notification or email. You must approve them before they can be part of your network.

In your project website's editing tool, go to:

1. The 'contacts' tab
2. Find the new requests from partners
3. Click 'Approve member' (or refuse)

Extra pages

You can create up-to two additional pages on your website. Use them to promote content unique to your project.

To create an additional page:

1. Click the edit button on an unused page
2. Insert a Menu title (something short and clear). This will appear in the menu.
3. Insert a Page title (it should be similar or the same as the menu title.
4. Write your content and use the Rich Text Editor tool to format it.
   a. Click source to embed the html code for your videos

b. Click Media to add photos to your page
5. Select 'Publish on website' to make your page visible
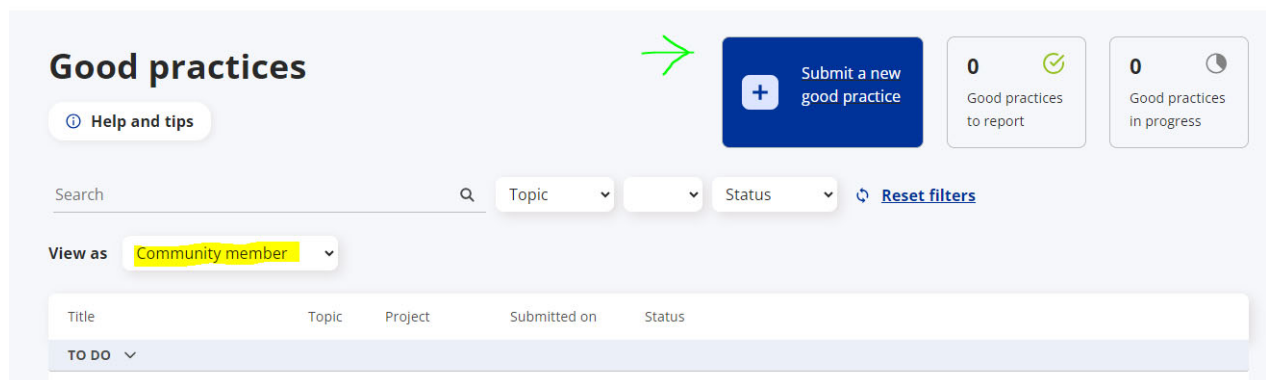6. Click save changes

Good practices

Your project's good practices will automatically appear on your project website once your project's web admin has approved them.

Submitting a good practice

Any community member can submit a good practice. To submit a good practice:

1. Go to your community account and click on Good practice.
2. Once on your dashboard, click the 'Submit a new good practice' button
3. If you do not see this button, make sure to change your role to 'Community member'

Managing your good practices

You can monitor and manage your project's good practices from your good practice dashboard.

1. Go to your community account and click on Good practice.
2. Select to view your dashboard as 'Project web admin'
3. Find the good practices you need to treat under 'To do'.
4. Hover over them to make the edit button appear

Help and tips

Do you need help editing your website? Are you looking for tips to make your content more engaging?

Have a look at the different ways we can help you.

1. Help and tips in your **project website's editing tool**

Click on the 'Help and tips' button when you are editing your project website to get more advice about how to use the tool and what type of content works best.

2. FAQ and tutorials

We are currently developing a series of **frequently asked questions and video tutorials** on a variety of subjects from how to write for the web to what makes a good video.

More coming soon.

3. Writing for the web

Please read our **guidance document on writing for the web**.