On behalf of:

Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

European
Climate Initiative
EUKI

of the Federal Republic of Germany

Guidelines for Using the EUKI Community platform

Dear implementing partners and project partners,

We are delighted that you are interested in joining the EUKI Community. This platform gives our projects the opportunity to present themselves, their work, activities and events to a wider audience. We invite you to bring life to the EUKI Community and play an active role. To do this, you can upload your own contributions to the Community. Once these have been approved by the EUKI secretariat, the contributions can be viewed publicly on EUKI's website.

Below you will find information for selecting content for the EUKI Community and technical instructions for operation. EUKI's secretariat will be pleased to help you if you have any queries (samuel.held@giz.de).

Content

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I.   Guidelines on Content

a. Content selection

The EUKI Community aims to be a platform for EUKI projects and to report about their daily work, thus enhancing the exchange between projects, implementing bodies and partners. At the same time, the EUKI Community page is also visible for all other website users.

Potential content is everything that is directly connected to the project and project work. For instance, it may cover the following topics:

- Announcement of events
- Reports on events
- Presentation of a publication
- Best-practice example
- Reaching a milestone or an important result
- Media coverage for the project

Other content is also possible after consultation. If you are unsure whether your content is appropriate, you can consult EUKI's secretariat.

The following formats are possible:

- Text
- Photo
- Video
- Audio
- PDF document
- Link to related page

In principle, texts and stories are always particularly welcome. If, however, you wish to share an audio file, it is sufficient to produce a short text piece and place a link to the audio file at the end. The same applies to related links or videos. If you have already published relevant content in another place, you can link it to the EUKI Community with a short intro text.

Your prominent publications and videos will still be uploaded to our EUKI Infothek. Where possible, references in the Community should not duplicate the article in the infotheque section of the EUKI's website but rather offer additional information.

You are welcome to illustrate the project work through telling more personal stories from the project. In contrast to more neutral news reports, the aim of the community is to provide information "directly from the project".

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b. Language and style

The main language of the "EUKI Community" is English. As not all content in the projects is available in English, content can be posted in other languages within the "EUKI Community". This is one of the differences compared to the English-German home page www.euki.de. Nevertheless, texts in English should be used, if possible, or a short summary in English can be added.

For instance, a Polish text or a Polish programme can be uploaded for an event in Poland. Always think about your target audience.

The language style in the Community is comparatively free and depends on the topic. However, we would still ask you to make sure that the style you use is serious.

Insults and patronizing or inappropriate language about other persons and institutions is unwelcome in the Community. Information shared must always be verified to ensure that it is true and screened for any possible violation of copyright.

c. Authors

Everyone who works directly in the project is a potential author of a contribution. Where possible, each contribution should state the name of the author, the organisation and the project. The name of the author may be omitted in individual cases.

Each project has one access to the "EUKI Community". The access details are sent to the project manager who is responsible for passing them on to the appropriate people. It is a good idea to give the access details to the person(s) within the project who is/are responsible for public relations activities and to train them, so that they can support other employees in uploading content if necessary.

Not only the projects but also the EUKI's secretariat shares articles with the Community.

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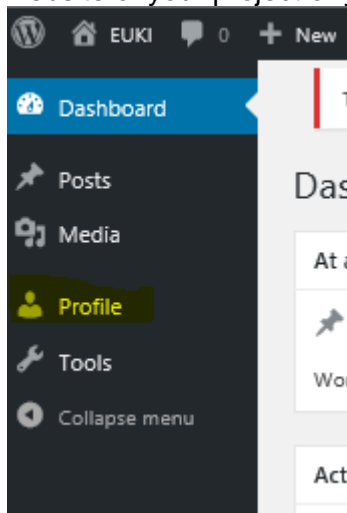EUKI

of the Federal Republic of Germany

II.   Technical Guidelines

This section describes the technical aspects of using the account. It describes how you can access the Community, how you can post and edit content, and how you can release contributions.

a. Access as the editor

Access details for a project account are sent to the editor of a project. The user name is the name of the project. You can log in under this link: https://www.euki.de/wp-admin/index.php

You first need to edit your profile when you log in for the first time. Please state your name and the name of your organisation and also change your password. You can also store the website of your project or your organisation.

You can contact EUKI's secretariat, if you have not received access details for your project or if you have forgotten your access data (samuel.held@giz.de).

The project manager can pass on the access data to project staff members. These staff members can also post articles. Please make sure that only authorised and trustworthy persons are given access. Only one access will be provided for each project.

b. Creating a contribution

You have access to certain sections as soon as you have logged in. You can upload media files and create posts. Use the left-hand column to navigate to the correct place.

1. Click on "Posts" in the left-hand column and then click on "Add New".
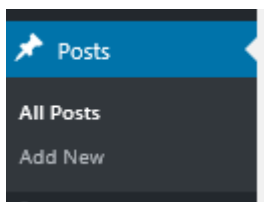
On behalf of:

Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety
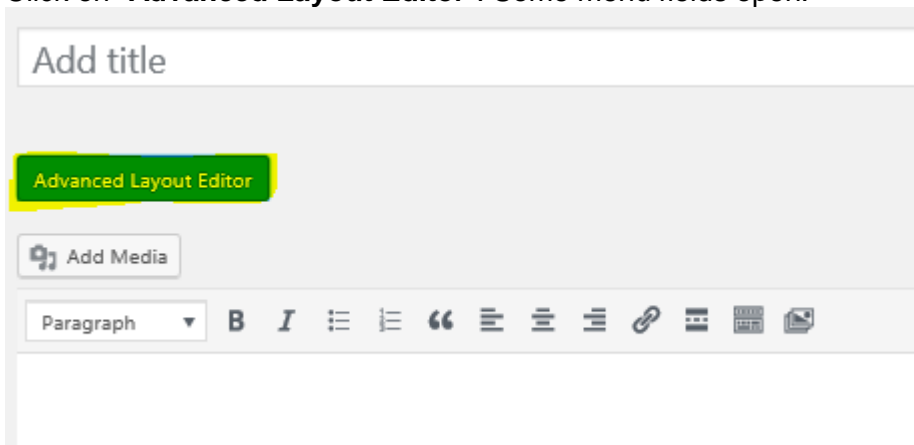
European
Climate Initiative
EUKI

of the Federal Republic of Germany
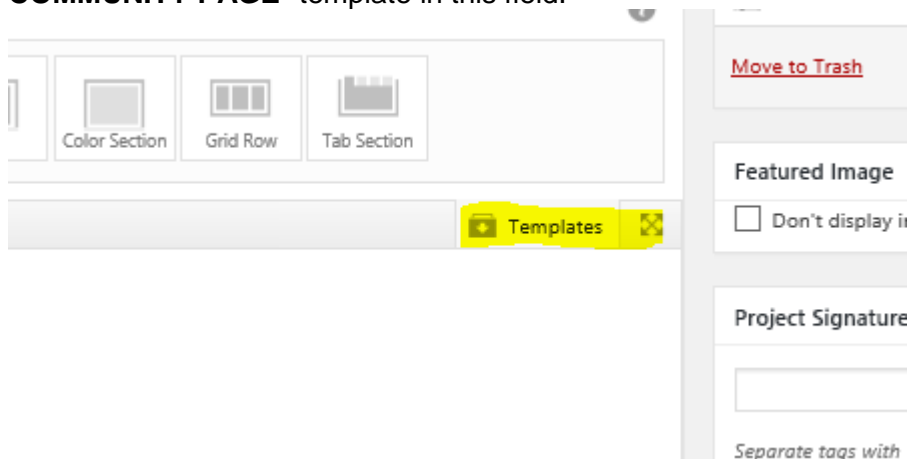
Posts

All Posts

Add New

i.   Creating templates and meta data

You must first save certain information in order to create a contribution. You should only post the text afterwards.

2.   Click on "**Advanced Layout Editor**". Some menu fields open.

Add title

Advanced Layout Editor

Add Media

Paragraph   ▼   B   I   ≡   ≡   "   ≡   ≡   ≡   🔗   ≡   ≡   ▣

3.   Open the "Templates" field at the top right-hand end of the text field. Select the "**NT COMMUNITY PAGE**" template in this field.

Move to Trash

Color Section   Grid Row   Tab Section

Templates

Featured Image

☐ Don't display i

Project Signature

Separate tags with

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A template for a contribution will now be displayed and you can adapt this for your article. First, however, you need to fill out a few more fields. Please only edit the fields indicated. Other fields displayed contain design information for the website and must not be modified.

4. Complete the **title field**. Choose a short and appealing title. Use initial capitals for English titles.

5. You can change the **permalink** directly under the title field. To do this, click on "Edit" after the link and select the appropriate ending for the URL. Please choose an URL with a maximum of three to five words. The permalink will be a direct link to your post that you can share with others.

Now edit some additional information in the right-hand column:

6. Select a post image in the "**Featured Image**" field. This image will be displayed in the post and in the post preview. Click on "Set Featured Image". To upload the images you should follow the instructions in iii. Please note the minimum size of 845x636 px for the contributed image. Since the picture is displayed in different formats, it should also fit for a size of 785x215 px. If you have any questions about the details, you can contact the EUKI Secretariat.

7. Enter your project signature in the "**Project Signature**" field. You are informed of this again with your account and it usually has a format similar to 17_123. Your contribution can later be matched to your project using this number.

8. In the "**Entry Type**" field, choose between "Blog Post" and "Event". If it is an invitation to or announcement of an event, select "Event". The contribution will subsequently be marked in a different colour and can be filtered.

9. In the "**Countries**" field, select all countries to which the contribution relates. If the project is active in Spain, Hungary and Poland, these three countries should be selected. If, however, it is about an activity that only took place in Spain, select Spain alone. "Europe" can be selected for contributions that relate to the EU or when more than five countries are involved.

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10. In the "**Topic**" field, you should select the core area that is assigned to your project. You can also select other suitable topics in addition. Usually one to three topics should be selected

11. If you wish, you can fill in the "**Tags**" field and add key words that are appropriate for the contribution. These are currently not indicated on the website, but it is intended that they will improve the search function in the long term.

12. You must provide a brief summary of your contribution in the "**Excerpt**" field. The text included here is displayed for hits in search machines: it should, where possible, contain key words and make it clear at first glance what it is about.

Image copyright set? *

☐ I confirm that all images that are included in this post (this includes the featured

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in y

Slug

ii. Creating the text

You can edit the text after you have fully completed the screen with meta data. Please note that, if text is being copied in WordPress, not all styles (e.g. font style) can be correctly transferred. We therefore recommend that text is only copied into WordPress from Microsoft Notepad or similar. This workaround allows an **unformatted text to be copied**, which automatically adapts to the website style.

Please fill in only the indicated boxes. Boxes containing rectangular brackets must not be modified or deleted as they contain automatic links. This applies for example to the box with the content [back_button label="back"] and the box with the content [featured_image]. Also the box with the content "From the Community" may not be deleted.

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13. Specify the **author and the organisation**. To do this, click on the field in which [post_title] also appears. Only change the name and organisation. The title of the contribution will be adopted automatically.

14. Now open the underlying field. The first paragraph of the text must be inserted here as the "**Introtext**". Graphical elements will be used to highlight the field. Don't forget that only unformatted text should be inserted.

15. Now fill in the underlying fields with the **text of your contribution**. Again, please do not forget that this should be unformatted text. This field later represents the main part of your post.

16. You can insert related links in the field on the right-hand side with "**Further information**". If this field is not required, you can delete it. Further links can be, for instance, links to publications or to institutional websites. The underlying field with "Project Information" is filled in automatically.
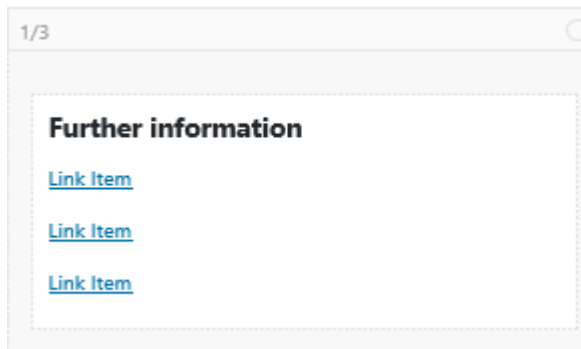
On behalf of:

Federal Ministry
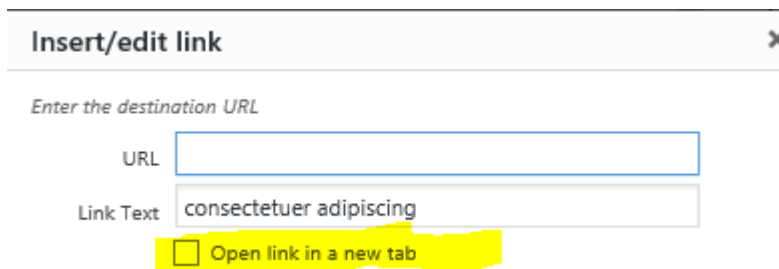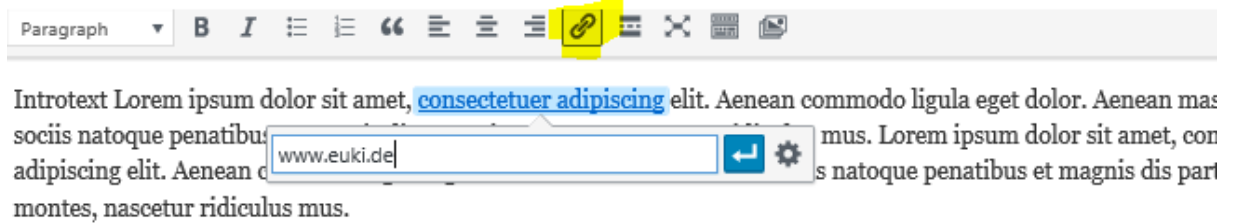for the Environment, Nature Conservation
and Nuclear Safety

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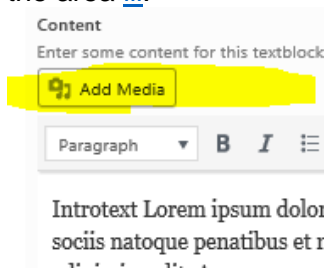**Further information**

Link Item

Link Item

Link Item

17. At the lower end, there is also a further field for author and organisation. This field will be filled automatically. If the author or organization differs from the assigned, you can change the content manually.

Responsible for the content of this page is the named author / organisation:

Yoast SEO

Community

18. **Adding links to your contribution**. To do this, click on the paper clip symbol above the text. You can then insert the link. Then click on the cog icon next to the link and confirm the field "Open Link in a new tab".
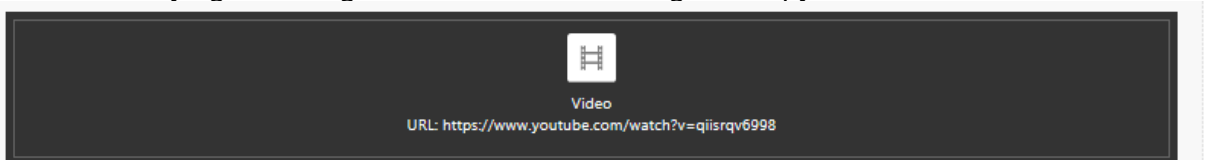
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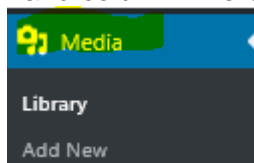of the Federal Republic of Germany

Insert/edit link ✕

Enter the destination URL

URL

Link Text | consectetuer adipiscing

☐ Open link in a new tab

19. **Adding photos to your contribution**. To do this, click on Add Media. Then select a photo or click on "Upload Files" above. Please complete all the information on the photo and pay special attention to copyright. You will find further information below in the area iii.

20. **Adding videos to your contribution**. You can do this (a) in exactly the same way as adding photos or (b) via a link. To do this, click on the video box at the bottom of the page and paste the video or link.
Ideally, you should use an embed code to add a link. You can generate such a code in YouTube by right-clicking on the video and clicking on "Copy embed code".

Video
URL: https://www.youtube.com/watch?v=qiisrqv6998

21. **Adding social media content**. If you yourself have produced a contribution on the subject on Instagram, Facebook, Twitter or a similar platform, you can also insert this contribution. If you have any questions about adding social media content, please contact EUKI's secretariat. Embedding works in different ways, depending on the medium.

22. **Adding a photo gallery**. There is a "Horizontal Gallery" field at the bottom end of the contribution. You can use this field to add a photo gallery. Again, please pay special attention to providing full copyright information.

23. After finishing your editing, you can **delete the other unused boxes** in the lower part. This can be, for instance, the template for a video upload if you do not upload a video. The box for a gallery or unused text boxes may also be deleted.

Video
URL: https://www.youtube.com/watch?v=qiisrqv6998

1/1

Horizontale Galerie

Dieses Element wird standardmäßig über den ganzen Bildschirm gestreckt.
Wenn Sie dies innerhalb einer Farb-Sektion oder einer Spalte setzen wird nur der
verfügbare Platz verwendet

Aktuell: | Content Breite einstellen |

Lorem Ipsum Additional Text, maybe giving more details about the images above.

iii.   Uploading media files

Contributions are also enhanced by the photos, videos and links you have added to them. However, it is important that it is clear for every media file who holds the copyright and that only files are uploaded for which you have the necessary rights. Media can either be inserted as described above under item 19 above or, alternatively, by clicking on "Media" in the left-hand column where you can add or edit media files.

Media
Library
Add New

For editing you can click on the file and a window opens. There is a field right at the top for adding media files.
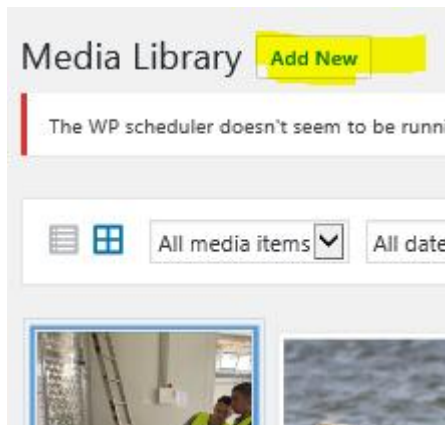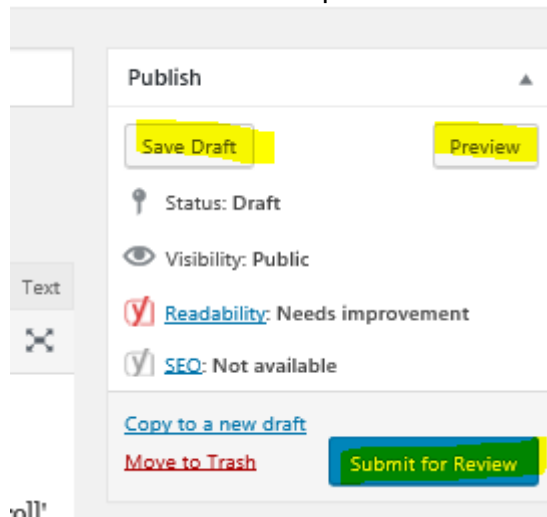
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Then click on the medium. All fields must be filled in before publication. For photos, this covers the following fields:

a) **Alternative text:** Use this field to provide a brief description of the photo. This information is required for barrier-free representation and for searching in search machines.

b) **Title**: Use this field for a brief photo title including the copyright information. Add the copyright information after the title using the format "©SampleRights" (e.g. ©Max Mustermann; ©My Organisation).

c) **Caption**: Use this field for a photo caption that should provide a brief description of the photo. State the copyright information at the end using the format "Photo: Max Mustermann" or "Photo: My Organisation".

d) **Description**: Use this field to provide a brief description of the photo.

e) **Enter Copyright Info**: Use this field to enter again the name of the owner of the copyright.

c. Releasing a contribution
Before you publish a contribution, you must confirm that you have checked and specified the copyright for all media in the contribution. To do so, place a tick below the contribution.

Once you have filled in everything, you should check all the fields in the contribution again. You now will find the required fields in the right-hand column.

You can save the contribution with "Save Draft". Before publication you should always use "Preview" to have a look at the contribution with the right design. For instance, if you have forgotten to work with unformatted text, the incorrect styles can be seen here. Also check whether fields that have not yet been used are displayed and whether all photos are in the right place.

Use the "Submit for Review" button to submit the contribution for publication. EUKI's secretariat will then check the contribution. Afterwards, the contribution will either be released directly or edited further in consultation with you. You will be notified once the contribution has been published.

d. Editing a contribution

As soon as you have sent the contribution for review, you can no longer edit it directly. The editing rights now lie with EUKI's secretariat. If you would like to make a further change, please contact EUKI's secretariat. The secretariat will either make your changes directly or activate the contribution again for editing. In this case, the contribution will be reset to "Draft" status.