**Ploud Help Guide**

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# Introduction

## What is Missouri Ploud?

Missouri Ploud is a Missouri State Library initiative to assist rural and small public libraries in Missouri to have a website with information about and access to library services and resources. This is a highly customizable platform to create individual and personal websites for each library. Through weekly trainings provided by the Missouri State Library, you will learn how to edit and configure your website until it is ready to go live.

## What changes need to be made on the template before a library’s site “goes live”?

* Add users ([Workshop Hour One video](https://www.michlibrary.org/ploud-help-info/sept-2020-workshops-for-new-libraries) at :28)
* Change library name and logo at Site Configurations ([Workshop Hour One video](https://www.michlibrary.org/ploud-help-info/sept-2020-workshops-for-new-libraries) at 4:31)
* Change name, address, email, and social media links in footer ([Workshop Hour One video](https://www.michlibrary.org/ploud-help-info/sept-2020-workshops-for-new-libraries) at 16:58)
* Change Locations & Hours portlet ([Workshop Hour One video](https://www.michlibrary.org/ploud-help-info/sept-2020-workshops-for-new-libraries) at 31:28)
* Change Contact Us form ([Workshop Hour Two video](https://www.michlibrary.org/ploud-help-info/sept-2020-workshops-for-new-libraries) at 4:23)
* Add icons/links to online resources, such as ebooks, catalog, etc.
* Contact MOREnet or other database vendors for authentication information to provide access to databases outside the library
* Change calendar content ([Workshop Hour Two video](https://www.michlibrary.org/ploud-help-info/sept-2020-workshops-for-new-libraries) at 17:25)
* Change news content ([Workshop Hour Two video](https://www.michlibrary.org/ploud-help-info/sept-2020-workshops-for-new-libraries) at 32:17)
* Change menu options and content
* Add policies

The videos referenced are from the Library of Michigan’s September 2020 Ploud Onboarding Cohort trainings. The Library of Michigan has granted use of their videos by the Missouri State Library. The State Library staff sincerely thanks Sonya Schryer Norris for her work on and dedication to the Ploud resources available from the Library of Michigan.

\*\*Note that your website will not be found when doing a search in an internet browser until the website is live. Until then, type the URL in the browser’s address bar. \*\*

## Are there any items on the template that are required or recommended to keep on a library’s site?

While the website you are provided is yours to create and edit as much as you wish, the Missouri State Library requires the following information be on the website:

* IMLS logo and acknowledgement statement in the footer
* Link(s) to electronic resources provided by the Missouri State Library to public libraries either on the home page or in a menu list, including but not limited to:
  + Missouri Digital Heritage
  + TumbleBooks
* If a MOREnet member, links to electronic resources provided by MOREnet to public libraries either on the home page or in a menu list
* Link to the library’s catalog on the home page
* Library hours, phone number, street address, email address, and photo on the home page
* Library policies that directly impact patrons, such as circulation, collection management, computer use and internet access, and patron confidentiality and privacy

The Missouri State Library recommends the following information be on your website.

* Library staff names, titles, and contact information
* Library board, including but not limited to member names, meeting dates, times and locations; and meeting minutes

## What should not be deleted from the Root Folder Contents?

The following items should not be deleted from the Root Folder Contents as they are integral to the structure and functionality of the website.

* Site Assets folder – also do not set to private
* Welcome to … page
* Users folder – also do not set to private
* Our Locations and Hours library container
* Contact Us form folder
* Home Header image
* Internal Header image

# Tips for using Ploud

## Accessibility

* [The 6 Simplest Web Accessibility Tests Anyone Can Do](https://karlgroves.com/2013/09/05/the-6-simplest-web-accessibility-tests-anyone-can-do)
* Use Alt-Text, screen readers use these to describe images to the blind
* Do not create hyperlinks for “Click here” type phrases. Instead make the website or document name the hyperlink.
  + Good Example: [Missouri Digital Heritage](https://www.sos.mo.gov/mdh/) provides millions of records to explore Missouri’s past online.
    - Screen reader software would read this example as: “Link: Missouri Digital Heritage”.
  + Bad Example: Go [here](https://www.sos.mo.gov/mdh/) to explore Missouri’s past at Missouri Digital Heritage.
    - Screen reader software would read this example as: “Link: here”.
  + Avoid putting text in images, screen readers cannot see it, or make sure any text in the image is in the image description as well.
* Avoid using the Carousel function, it causes many issues for handicapped users, use Hero image boxes instead, which can have text laid over them and are easier to change when needed.

## Browsers

* Google Chrome or Firefox are best to edit and use the site.
* Do not use Microsoft Edge as there are a few minor functions that will not work for staff or patrons.
* Use “incognito mode” or pen the website in two different browsers to edit in one browser and see “live” changes after refreshing in the other browser. When using different tabs in one browser, the browser recognizes that you are logged in.
* Be sure to shrink your website to see how it looks in responsive mode on a phone to tablet screen.
* Don’t forget to look at your website on a smart phone and/or tablet to see how it displays differently on a different sized screen.

## Copyright

* Be sure to follow [copyright guidelines](https://www.copyright.gov/title17/). With images, always double check the permissions for an image you wish to use to see if it is copyrighted, requires attribution of the original creator, or if it is considered public domain.

## Databases

* Online databases are provided by vendors such as MOREnet.
* Most vendors also provide library specific URLs so patrons can access digital resources outside of the library. Contact the vendor technical support to obtain these URLs or if a current URL has stopped working.
  + This URLs already provided on your Ploud site are already library specific.
* How to learn about your databases;
  + MOREnet has [trainings](https://search.more.net/training-schedule/) and [tutorials](https://search.more.net/tutorials/) on their different databases
  + [Tumblebooks Help Guide](https://www.tumblebooklibrary.com/UserGuide.aspx)

## Domains

* You have three options for getting a domain name for your website and each has its pros and cons;
  + A Ploud domain: library.ploud.net
    - There is no registration fee or charge for this domain
    - But, many patrons may be confused as to what “Ploud” is
  + A MOREnet domain: library.lib.mo.us
    - There is no registration fee or charge for this domain
    - You do not need to be a MOREnet member library to use this domain
    - The domain name easily identifies you as a library in Missouri
    - Contact MOREnet at [help@more.net](mailto:help@more.net) to request a domain name.
  + A Domain registrar domain: library.org
    - Shortest domain option
    - But, you must purchase the domain name from a registrar such as GoDaddy, Google Domains, or Dynadot.
    - Most domain registrars charge by month or year
* Consider the final length of the domain name when choosing the characters to replace “library” in the three options above.

## Emergency Message Function

* The “Configure an Emergency Message” option under your settings is an easy way to message to all of your patrons if the library is closed for a holiday or sever weather, it can easily be done from mobile devices such as a smart phone or tablet.
  + Message types;
  + Disabled – The emergency message will not display
  + Info – Blue box, good for announcing upcoming events
  + Warning – Yellow box, recommended for holiday closings
  + Danger – Red Box, recommended for unexpected closings or sever weather
  + Success – Green box, recommended for announcing events

## Google Analytics

* Google Analytics is a web analytics service offered by Google that tracks and reports traffic on your website.
* Follow these steps to enable Google Analytics on your Ploud site;
  1. Create or sign in to your Analytics account:
     + Go to [google.com/analytics](file:///\\sosstor1\soscommon$\library\Library%20Development\Websites\Ploud\Training%20Documents%20&%20Images\google.com\analytics)
     + Do one of the following:
     + To create an account, click **Start for free**.
       - *We recommend using the library specific email and not a personal email for the account.*
     + To sign in to your account, Click **Sign in to Analytics**.
  2. Contact the Missouri State Library to enable access to your site analytics

## Images

* Only use .JPG (.JPEG) or .PNG formats for images on your website
  + Use .JPG or .JPEG for photographs
  + Use .PNG for graphics or logos
  + Most simple image programs let you choose .JPG or .PNG by going to “Save As,” “Export,” or “Save for web” and choosing the type you prefer.
* Image’s file size should be 1,000 KB (Kilobyte) or less, most other small web graphics can be 300 KB or less.
  + You can easily reduce an image file size by using an online compressor program like <https://tinypng.com/>.
  + Compressing photographs take on smart phones is almost always a good idea.
* If you do not like the default Ploud logo, but do not have a library logo to replace it, you can use a transparent 16px box or placeholder to remove the logo.
* When an image is added to a page, Ploud has set sizes you can set them to;
  + Original (whatever size the image was when it was uploaded)
  + Large (768px)
  + Preview (400px)
  + Mini (200px)
  + Thumb (128px)
  + Listing (64px)
  + Tile (64px)
  + Icon (32px)
  + You can also resize the image in the text box by selecting the image, then clicking and dragging the white boxes that appear in the images corners.

## Images and Graphics Resources

* Free photographs and images
  + [Unsplash](https://unsplash.com/): Great all-purpose photos
  + [Pexels](https://www.pexels.com/): Free stock photos, and great for pics of people's faces
  + [Pixabay](https://pixabay.com/): Free images and royalty free stock photos
  + [Nappy](https://nappy.co/): Beautiful, high-res photos of black and brown people
  + [Iconfinder](https://www.iconfinder.com/): Great for free or low-cost icons and small graphics
* Free Graphics Editing Software
  + [Canva](https://www.canva.com/): A great resource that allows you to create a range of graphics and size them perfectly for your website, social media outlets, flyers, and more.
  + [Pixlr](https://pixlr.com/editor/): A free online photo editor
  + [Fotor](https://www.fotor.com/): Another online photo editor that can create collages

## Promote Your New Website

* Once your site is live, we recommend announcing it to the public in a variety of ways
* Make sure to include the [IMLS funding acknowledgement](#_Does_an_IMLS)
* Promotional ideas;
  + Facebook announcement
  + Posters or flyers for local businesses to display
  + Flyer or pamphlet to local schools
  + Bookmarks to hand out to patrons
  + Announcement in local newspaper
  + Stickers

## ReCaptcha

* ReCaptcha reduces the amount of bots submitting your forms
* You need to have a Google account to use Recaptcha, it is recommend you use a library account and not a personal account
* Event registration is not available unless you have the Recaptcha site and secret keys configured
* [How to Add a ReCaptcha to Your Site](https://support.enfoldsystems.com/support/solutions/articles/13000065514-add-a-recaptcha-field-to-your-forms)
* [Event Registration: ReCaptcha Configuration](https://support.enfoldsystems.com/support/solutions/articles/13000044294-event-registration-recaptcha-configuration)

## Searchability

* Google, Bing, and Yahoo your library to see how your library displays in online searches
* Always use the Summary fields as this is what many search engines display in their summaries
* Set up a Google Business Profile for your library to control the information that shows up on the right-hand side of the screen when you Google your library
  + Watch this video for a Google Business Profile walk-through: [Ploud Hacks 3: Looking Good on the Web](https://www.youtube.com/watch?v=-Ou88bdgFy0)

## Testing Your Website and Links

* We recommend that you test all the links on your website before you go live and periodically afterwards. Test them both on your library’s internet and off.
  + When on the library internet, database links should go straight to the resource page.
  + Off the library internet, database links should ask for library card or number information to log in.
* We also recommend you look and test your website on a smartphone and/or tablet to see how it looks and responds to different screen sizes.

## Useful Keyboard Shortcuts

* Copy: Ctrl-c
* Cut: Ctrl-x
* Past: Ctrl-v
* Select all: Ctrl-a
* Undo: Ctrl-z
* In Ploud text boxes, pressing Enter will shift you down two lines, use Shift-Enter to only go down one line.

## Websites to Look at for Navigation & Content Inspiration

<https://www.buchananlibrary.org/>

<https://www.springfield.michlibrary.org/news-and-events/library-closings>

<https://www.sdlibrary.org/about-us-1/location-hours>

<https://rallscountylibrary.com/hours-location/>

<http://reynoldscountylibrary.missouri.org/contact-us/>

<https://www.bathtownshippubliclibrary.org/>

<https://www.bellairelibrary.org/> - about us

<https://www.briggsdistrictlibrary.org/> - cover page as home page

<http://sikeston.lib.mo.us/>

<https://rallscountylibrary.com/> - resources

<https://www.kellerpl.org/index.php> - reference

# Ploud Terminology Dictionary

* Admin Drop-Down
  + The Admin Drop-down menu only appears when you are logged into your website. It either appears as a gear icon on the navigation bar, or as a box with your name in the top right corner of your website.
* Breadcrumb
  + Breadcrumbs is a navigation aid which lets you keep track of your place in a website. It usually includes the path of the current location in the navigation bar, with each component of the location separated by a “/.” Each part of the location is a link which goes to a progressively higher parent web page.
* Cover Page
  + A cover page is an advanced version of a Ploud page. It allows you to layout content using a drag and drop interface made up of columns, rows and tiles. This style affords more flexibility and customization than a regular page, though it can be more complicated to understand.
* External link
  + A URL (or link) that points to a site that exists outside of your site.
    - Example: <http://www.google.com>
* Folder
  + Folders are in the Root Folder Contents under your admin drop-down. They are what appear on your navigation bar and drop-down menus.
* Internal link
  + A URL that points to a page within the same site.
* LocalHop
  + LocalHop is a service that is only provided in selected states. Missouri is not currently subscribed to this service.
* Page
  + Pages are the items in the folders that hold the actual content of your website. This is what you edit to change and provide information that appears to your patrons.
* Portlets
  + Portlets are the boxes to the left and right sides of your page that display self-contained pieces of information, such as library location and hours, or news.
* Remote content
  + Remote content (sometimes referred to as distributed content) is content copied from another Ploud website. When the information on the page is updated on the original website, the information on any remote content pages is updated as well.
* Root Folder Contents
  + The Root Folder Contents is under your admin drop-down and holds the structure and content of your website. This is where your folders, pages, and other content items such as files and images are kept.
* Site Assets Folder
  + This is a special folder that does not show up in the navigation bar that holds special content items such as images and files, such as documents or PDFs, for your website. It is good practice to upload items here and then add them to the pages of your website.
* URL
  + URL stands for Uniform Resource Locator. A URL is an address of a specific webpage on the internet. As an example, the URL for the support website knowledge base is [https://support.enfoldsystems.com/a/solutions/](https://support.enfoldsystems.com/a/solutions/%20) URLs can usually be found at the top of a browser.

# Troubleshooting

## Support Resources

* Search the [Ploud Knowledge Base](https://support.enfoldsystems.com/support/solutions) for articles to read.
* Contact the Ploud help desk by:
  + Logging into your website then selecting Get Help to send an email
  + Logging into the [Ploud Knowledge Base](https://support.enfoldsystems.com/support/solutions) to create a support ticket, or
  + Call the Ploud support desk at 281-205-4485.
* Contact Janet Caruthers, Technology and Resource Sharing Consultant at the Missouri State Library, by phone at 573-526-1087 or email at [janet.caruthers@sos.mo.gov](mailto:janet.caruthers@sos.mo.gov).
  + The Missouri State Library hours are Monday to Friday, 8:00 a.m. to 5:00 p.m. and is closed for [state holidays](https://oa.mo.gov/commissioner/state-holidays).
* When to contact the Missouri State Library vs. Enfold/Ploud help desk
  + Beginning training & editing of web site before going live – Missouri State Library
  + Need help changing the web site after going live – Enfold help desk
  + Changing to a non-Ploud URL – Enfold help desk
  + Ploud project management – Missouri State Library
  + Concerns about Enfold – Missouri State Library
  + Every day routine technical assistance – Enfold help desk
  + The Ploud help desk at Enfold can undo or reverse **up to 10 actions**

## Correct an Image that is Displaying Sideways

* If you have an image displaying sideways on your website follow the following steps;

1. In Windows, open up "Paint"
2. Open one of the pictures/file that are displaying sideways
3. Click Save (yes, with no changes made)
4. Upload to Ploud site

* This removes any metadata that may be turning the image sideways, especially if the photo was taken on a smart phone.

## Image is Larger than the Page

* If your image is displaying larger than the page, try selecting a different size, or resize it in the text box by selecting the image, then dragging the white boxes that appear on the images corners to make it smaller.

## New Page, Event, or Folder is not Appearing

* Double check that the state of the page is “Published” (look on the right-hand side of your green editing bar), when any content item is first created, it is Private by default.

## Does an IMLS funding acknowledgement and logo need to be included on publicity materials?

Yes. The IMLS acknowledgement used varies based on the publicity method used. Contact the Missouri State Library if publicity method is not listed.

* Print (flyers, ads, articles, etc.) – Include logo and statement “This project is supported by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act as administered by the Missouri State Library, a division of the Office of the Secretary of State.”
* Spoken (public events, radio ads, etc.) – Acknowledge IMLS orally with the statement “This project is supported by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act as administered by the Missouri State Library, a division of the Office of the Secretary of State.”
* Social Media -  include @US\_IMLS in your tweets and [www.facebook.com/USIMLS](http://www.facebook.com/USIMLS) on your Facebook page.