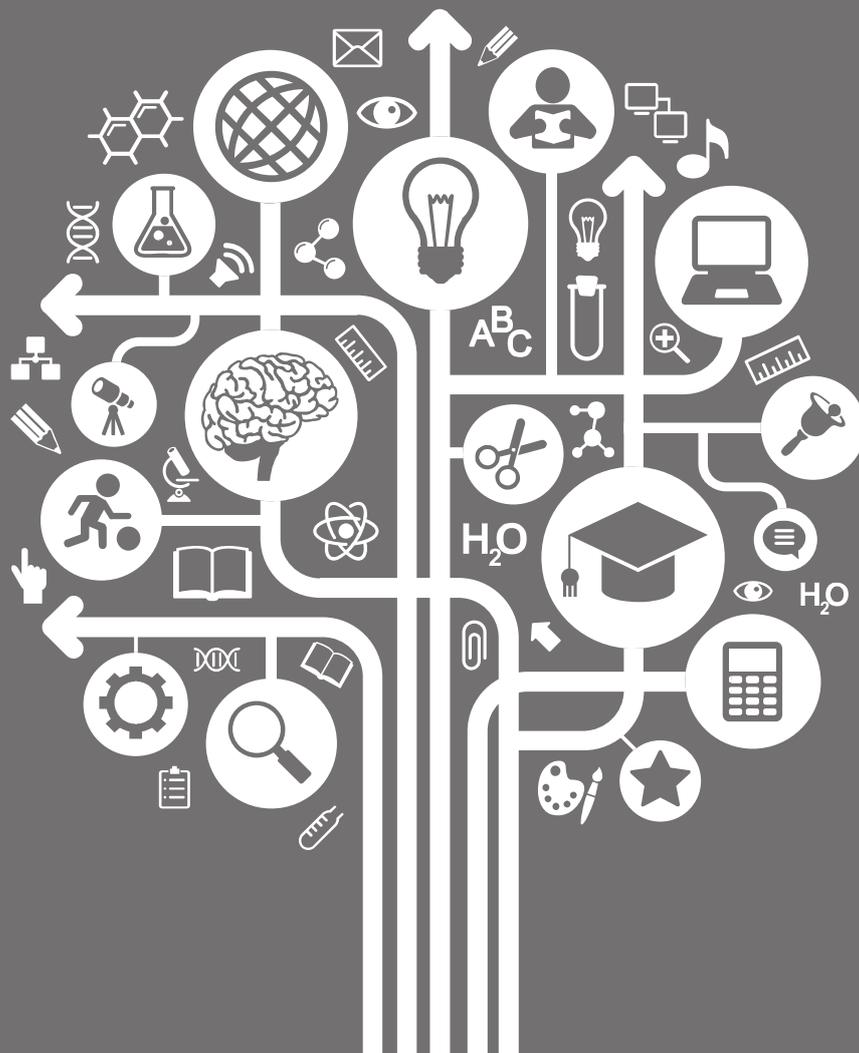


EPALE UK How to Guide

Uploading Content

November 2017



With the support of the
Erasmus+ Programme of
the European Union



Table of Contents

Introduction	2
Blog Posts.....	3
Events.....	5
News Articles.....	7
Resources.....	9
Help.....	11



Introduction

The ePlatform for Adult Learning in Europe (EPALE) is the go-to site for anyone with a professional role in adult education. Funded by the European Commission, EPALÉ aims to improve the standards of adult education across Europe through mutual learning between adult learning professionals.

Our aim is to build an online community around a wide range of useful adult learning resources, news, events and networking tools, with high-quality content identified by experts in the field and translated into key languages.

There are a wide range of benefits to sharing and exchanging materials on EPALÉ. It is an opportunity for you to share your success stories, disseminate project outcomes, promote your adult learning events and conferences, and display your resources.

This short guide will take you through the simple steps on how to upload blog posts, events, news articles and resources.



How to upload a Blog Post to EPALE:

With a variety of professionals on EPALE from across the sector, a blog post is the perfect way for you to share your thoughts, experiences and knowledge with members of the adult learning community in Europe.

To get you started follow our five simple steps:

1. First log onto your EPALE account. If you don't have an account you can register by accessing the following link: <https://ec.europa.eu/epale/en/user/register>
2. To create a new blog post you can:
 - Navigate to the 'Community Activities' tab and select 'Blog' from the drop down list or
 - Select 'Blog' underneath the carousel on the homepage.
3. Click 'Suggest A Blog Post'
4. Complete the following fields:
 - **Content:**
 - i. Add your title.
 - ii. Add summary (Edit summary). You can add a brief summary of your blog post in the expandable box when selected.
 - iii. Add the body of your text i.e. your blog post. Some tools are self-explanatory but we have highlighted a number of tools in further detail.
 - **Metadata:** Metadata is the description and definition of your data through language and tags:
 - i. Language.
 - ii. Themes: Select a theme that is relevant to your blog post. Use the scroll bar to select an appropriate category.
 - iii. Keyword: Add a country tag to improve SEO
 - **Slideshow:** Make your blog post stand out and appear on the homepage.
 - i. Add slide title (same as your blog post title)
 - ii. Add slide description (one short sentence)
 - iii. Add slide image (image needs to be of high quality, 1140 x 400 pixels, click the upload to add your image from your desktop)
5. Click Save

Your blog post will be logged and ready for approval prior to publication. If there are any queries regarding your blog post submission or suggested amendments by the NSS, we will contact you via the platform 'Contact' form. Please ensure you check your emails regularly for updates.

The UK NSS will publish your item on the platform accordingly and provide you with full support in sharing your content through networks and social

media channels.

Top Tips

Knowing your tools

When adding text into any of your uploads (blog posts, events, news articles and resources) you will be presented with a toolbox to add text and multimedia (images, videos etc.).

The diagram below gives you a few hints and tips on some of the tools available for you to use.

Subscript & Superscript: a number, figure, symbol, or indicator that is smaller than their normal line of type and is set slightly below or above the baseline.

Paste as plain text: Text copied from a digital document or webpage using Ctrl C and pasted using this function. It will remove all formatting but keep your content tidy when adding media and amending the format.

iFrame: Embed a video from YouTube or Vimeo (both recommended). Make sure you have the correct URL to embed.



Remove Format: To remove format i.e. links, formatted text, highlight the text (Ctrl + A) and select 'Remove format' this will clear all formatted text.

Add Media: To upload image click 'Add Media' and proceed with the step-by-step guidance.

Include a Biography

Add a short bio about the author at the bottom of your blog post and include either the organisation logo or 'profile picture'. By including website links and social media channels, you increase your engagement and reach.



How to upload an Event to EPALE:

The EPALE event calendar includes adult learning events at European and national levels. These include conferences, seminars, workshops, training courses, MOOCs and much more. The calendar is a great way to promote your event more widely to professionals who might be interested in attending.

To get you started follow our five simple steps:

1. First log onto your EPALE account. If you don't have an account you can register by accessing the following link: <https://ec.europa.eu/epale/en/user/register>
2. To create a new blog post you can:
 - Navigate to the 'Community Activities' tab and select 'Event' from the drop down list or
 - Select 'Event' underneath the carousel on the homepage.
3. Click 'Suggest An Event'
4. Complete the following fields:
 - **Title**
 - Select the following applicable options:
 - i. NSS event
 - ii. Attending fee
 - iii. Online event
 - **Date:** Select the date of the event from the drop down calendar. You can choose whether you wish to show the end date of your event.
 - **Country:** Use the drop down to select event location
 - **City:** Type event city location
 - **Event details (summary):** You can add a brief summary of your event in the expandable box.
 - **Event details (body text)**
 - **Image:** If there is a picture or logo for the event, you can upload it here. Ensure that your image is rectangular as the platform automatically formats the dimensions to 200x150 pixels.
 - **Event Languages:** Please select applicable languages for the event
 - **Event type:** Select the type of event:
 - i. Professional development event
 - ii. Conference

- **Registration deadline:** Select the deadline date and time for registration
- **Event website:**
 - i. Title - Provide the name of the event webpage where delegates can register and find more information about the event.
 - ii. Add URL address
- **Agenda:**
 - i. Title – Provide Agenda title
 - ii. Add URL address
- **Organised by:** Write the name(s) of the organisation(s) organising the event. Please write any acronyms in full
- **Contact details:** Write the contact details for the event including an email address and a telephone number.
- **EU project number:** If the event is part of a European funded project, please provide the project number, otherwise leave blank.
- **Target group:** Select the target group(s) for the event from the drop down menu
- **Number of delegates**
- **Select the theme addressed for your event**
- **Aims and objectives:** Add details of the event's aims and objectives.
- **Expected (learning) outcomes:** Add details of the expected learning outcomes.
- **Recognition/Certification of participation:** Add information if recognition or certification is provided for taking part in the event. This applies to courses and CPD (Continued Professional Development) opportunities.
- **Themes:** Select a theme that is relevant to your blog post. Use the scroll bar to select an appropriate category.
- **Keyword:** Add a country tag to improve SEO

5. Click Save

Your event will be logged and ready for approval prior publication. If there are any queries regarding your event submission or suggested amendments by the NSS, we will contact you via the platform 'Contact' form. Please ensure you check your emails regularly for updates.

The UK NSS will publish your item on the platform accordingly and provide you with full support in sharing your content through networks and social media channels.



How to upload a News Article to EPALE:

EPALE's newsroom brings the latest updates in adult education best practice, policy updates and opportunities for funding to professionals working in adult education.

Got a news story to share? Follow our five simple steps to share your news:

1. First log onto your EPALE account. If you don't have an account you can register by accessing the following link: <https://ec.europa.eu/epale/en/user/register>
2. To create a news article post you can either:
 - Navigate to the 'Community Activities' tab and select 'News' from the drop down list or
 - Select 'News' tab underneath the carousel on the platforms homepage.
3. Click 'Suggest An Article'
4. Complete the following fields:
 - **Title**
 - **Language**
 - **Add summary** (*Edit summary*). You can add a brief summary of your news article in the expandable box when selected.
 - **Add body text:** The main text of your article.
 - **Themes:** Select a theme that is relevant to your blog post. Use the scroll bar to select an appropriate category.
 - **Keyword:** Add a country tag to improve SEO
 - **Image:** A small image can be uploaded to your news article, which will be featured in the top right hand corner of the published article. Ensure that your image is 'squared' as the platform automatically formats the dimensions to 100x100 pixels.
5. Click Save

Your news article will be logged and ready for approval prior publication. If there are any queries regarding your news article submission or suggested amendments by the NSS, we will contact you via the platform 'Contact' form. Please ensure you check your emails regularly for updates.

The UK NSS will publish your item on the platform accordingly and provide you with full support in sharing your content through networks and social media channels.

Top Tips

"A picture is worth a thousand words"

When adding content to EPALE consider the use of visuals:

- The use of images can make your article/blog post visually appealing but only when you use the image in the right context. Make sure the images you use relate to the subject matter of your article/blog post.
- To increase traffic from search images complete the 'Alternative Text' and 'Image Description' fields as part of the add image process. Add key words and keep the description short!
- An image makes your content look more detailed without using text.
- Images can increase the likelihood of readers to share your image on social media.
- Make sure your image is resized in advance of uploading to EPALE. Best dimensions used for a blog posts image is 800x600 pixels.



OPTIONS

Display as

Choose the type of display you would like for this file. Please be aware that files may display differently than they do when they are inserted into an editor.

Alt Text

Alternative text is used by screen readers, search engines, and when the image cannot be loaded. By adding alt text you improve accessibility and search engine optimization.

Title Text

Title text is used in the tool tip when a user hovers their mouse over the image. Adding title text makes it easier to understand the context of an image and improves usability

Drive Traffic: Complete 'Alternative Text' and 'Image Description'



How to upload a Resource to EPALE:

EPALE has a wide range of resources from a range of adult learning professionals across Europe. From practical lesson plans to policy papers and everything in between. EPALE is a great way to share your resources and increase your recognition within the adult learning sector.

To get you started follow our five simple steps:

1. First log onto your EPALE account. If you don't have an account you can register by accessing the following link: <https://ec.europa.eu/epale/en/user/register>
2. To create a new resource post you can:
 - Navigate to 'Tools and Portals' tab and select 'Resource Centre' from the drop down list or
 - Select 'Resources' underneath the carousel on the platforms homepage
3. Click 'Propose New Resource'
4. Complete the following fields:
 - **Resource Information:**
 - i. Language
 - ii. Title
 - iii. Resource description (summary)
 - iv. Resource description
 - v. IBSN (International Standard Book Number) if applicable.
 - vi. Resource Authors
 - **Resource Data:**
 - i. Language of the document
 - ii. Resource Link: Either upload from your desktop file or copy a link from a website.
 - iii. Publication date.
 - iv. Copyright Status: If the document is not copyright free or you have not been granted permission for distribution, do not share the resource.
 - **Resource Metadata:**
 - i. Type of resource (select from the list provided)
 - ii. Country (Origin of resource)
 - iii. Themes: Select a theme that is relevant to your blog post. Use the scroll bar to select an appropriate category.
 - iv. Keyword: Add a country tag to improve SEO
5. Click Save

Your resource will be logged and ready for approval prior to publication. If there are any queries regarding your resource submission or suggested amendments by the NSS, we will contact you via the platform 'Contact' form. Please ensure you check your emails regularly for updates.

The UK NSS will publish your item on the platform accordingly and provide you with full support in sharing your content through networks and social media channels.

Top Tips

"What can I share?"

EPALE members can access over 6,000 high-quality resources related to adult learning making EPALE a resource rich platform. You can share a wide range of resources such as:

- **Top Tips:** Share useful practical advice gained from your experiences within adult education. Top tips can be in the form of visual content such as an infographic, which has easily digestible chunks of information for the reader.
- **Lesson plans:** Highlight successful lesson plans, sharing good practice within adult learning. Lesson plans can be a step-by-step guide that targets a particular adult learner. It should be clear with its aims and objectives and include introductions, activities and time for evaluation.
- **Publications:** From community programmes to information handouts and reports on the benefits of participation in adult education, distribute and promote on EPALE.
- **Policy and Strategy:** From governance and quality to supply and up-take, what strategies and policy changes are being implemented where you are – we would like to hear and so do the rest of Europe!
- **Project Outputs:** Collaborated on a project with partners and have a project output? Disseminate your results on EPALE.

Help & Support

At anytime during the process of you uploading your content you can contact the National Support Service.

We can help you in directing you through the process of uploading and publishing your content.

Contact:

Email: epaleuk@ecorys.com

Telephone: 0121 212 8905

Twitter: @epale_uk

Facebook: Adult Learning in the UK

LinkedIn: EPALE UK - ePlatform for Adult Learning in Europe