

CORE POSTING AND GUIDELINES

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Disclaimer:

Healthy Aging CORE Alberta vets (to the best of our ability) the information posted to CORE and ask that any information you post is relevant to healthy aging, evidence-informed, current, from reputable sources, accessible to the general public (i.e., no paywall), community-centered, and noncommercial. We do not allow the promotion of commercial interests on CORE including outreach by for-profit businesses, advertisements, market research, etc.

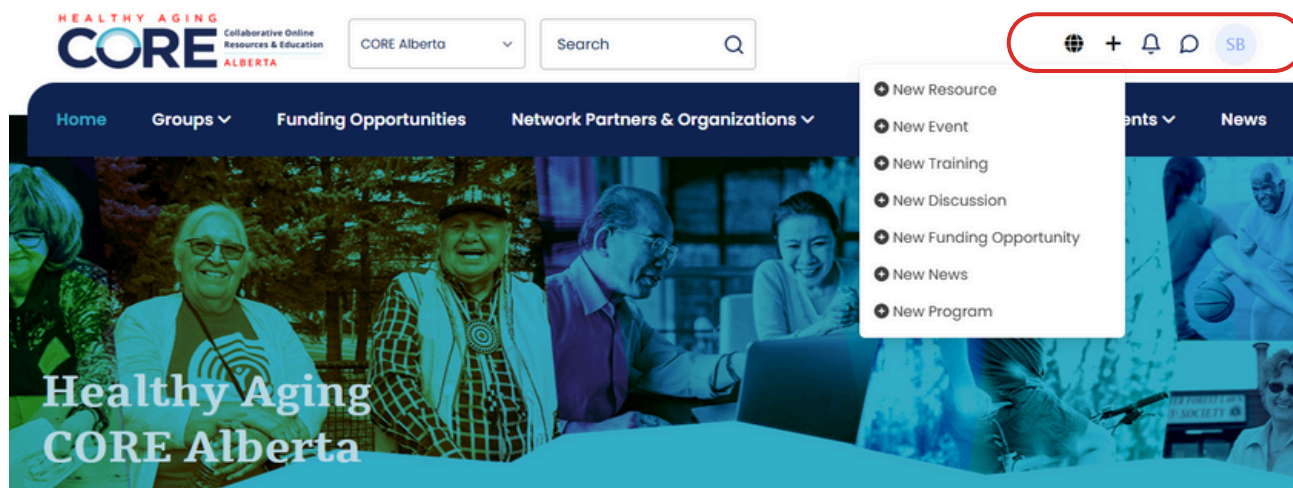
ADDING A NEW RESOURCE

As a CORE user, we welcome you to share resources on best practices, research, reports, general information that CBSS sector may find useful in their work. After you upload your resource, CORE Admin will vet the resource before publishing on the website

You can post your resource to:

- **Main Page Resources** (accessible by all): Resources, Events, News, Training, Programs and Funding Opportunities.
- **Group Resources** (you must be a member of the group to post and view resources): Resources, Events, Discussions, Programs.

1. Log in to your **CORE account** and then press the **+** button at the top of your CORE toolbar and select New Resource, Event, Training, Discussion, Funding Opportunity, News, or Program.

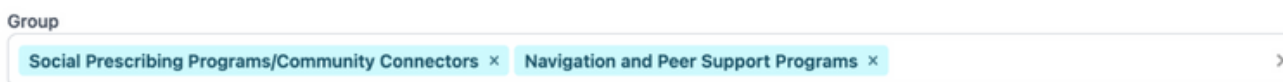


2. Insert Information About your Resource Fill in as many fields as needed to provide audience with relevant information. Below are some tips and explanations about certain fields.

- **Website:** select the CORE website you would like to post the resource to: CORE National, CORE BC, or CORE Alberta.
 - You will only be able to post on CORE platforms you are a member of.
- **Title:** preferred naming format **[Resource Type] Title** (e.g., [Video] Care in Canada Series: Social Prescribing).
 - Common resource types include Report, Toolkit, Recording, Video, Website, Article, Resource, Podcast, etc.
- **Organizer/Author:** name of individuals or organization that created the resource

<p>Website *</p> <div>CORE Alberta</div>	<p>Title *</p> <div>[Webinar] Social Prescribing Day</div>
<p>Type *</p> <div>Video</div>	<p>Author *</p> <div>Healthy Aging Alberta</div>

- **Description:** It's best to provide not to leave this blank, even a sentence or two about the resource or how to use the resource will be helpful.
- **Summary:** this will show up when CORE users search for resources to give them an idea what the resource is about. Keep it 10-15 words max.
- **Cover Photo:** Upload a photo to make your post more visually appealing and to help set the tone of your content.
 - **IMPORTANT NOTE:** Please make sure you have received rights to use a photo or use one that is royalty-free, otherwise the system may flag and remove photos. (Websites to get royalty-free images: unsplash.com, pexels.com, pixabay.com, freepik.com) Royalty-free (RF) relevant images can be an organizational logo, a poster, or a stock image from a RF website.
 - **Alternative text** is what screen readers will use to describe an image to someone who is visually impaired.
 - The system automatically adds an alternative text description, but you should check that it is appropriate.
- **Group:** Leave this blank to post to Resources (accessible by all site visitors) or select a group to post within the group's Resource page (you must be a member of the group to post content).
 - To post the same resource to multiple groups all at once, just keep adding additional groups to the group field, depicted in the screenshot below. Please be mindful and only post to



- **Location Field:** This includes access information e.g., online, Alberta, Canada, Edmonton, etc.
- **Date:** Choose your start/end date and time then **select** to save it.
- **Audience, Subject Area, and Category:** Please be mindful and only select a few (2-3 max.) so that it helps people find relevant information.

3. Finish and Review your post.

- Press the blue **Save** button at the bottom of the page to save your resource.
 - Your post will need to be approved by the CORE administrators and you will be notified by email.

ADMINISTRATOR APPROVAL

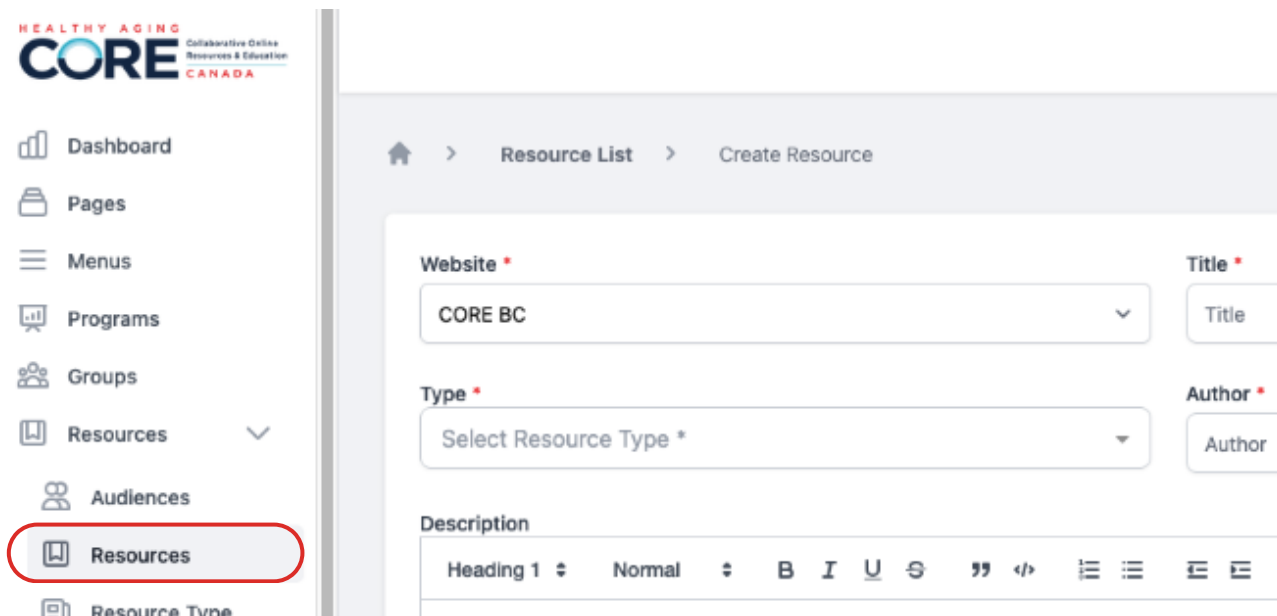
CORE Admins vet (to the best of our ability) the information posted to CORE and ask that any information you post is relevant to healthy aging, evidence-informed, current, from reputable sources, accessible to the general public (i.e., no paywall), community-centered, and noncommercial.

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Users will receive an email notification once it has been approved.

MANAGE YOUR EXISTING/POSTED RESOURCES

You can make edits to existing resources that you posted by clicking the **+** button at the top of your CORE toolbar and select New Resource (or any other item). This will take you to the backend of the site.

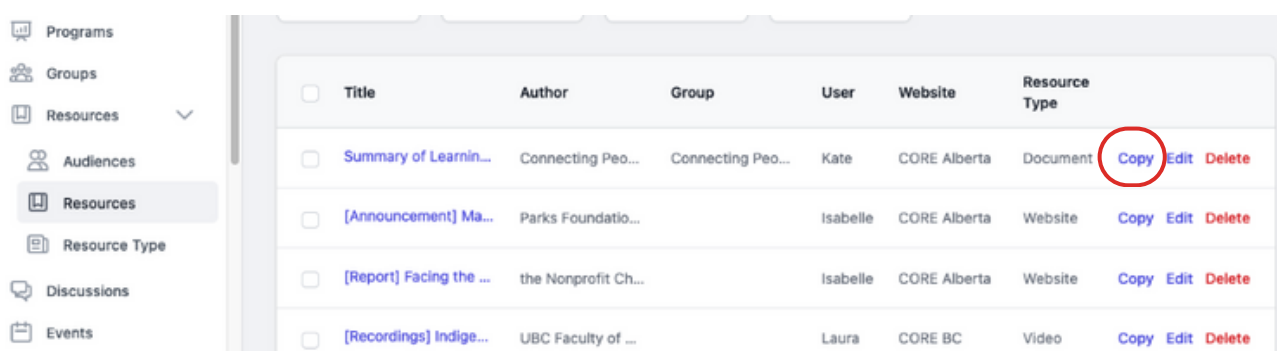


- Click the left-side menu bar under **Resources** to bring up your resource list. If you click on the post title in the list you will be taken to a summary of your post.
- In your post summary click the blue **Preview** button to see what your post will look like on the CORE website and to make sure it is correctly formatted and any links included work.
- If there are any changes you want to make to the post you can do so by clicking the **Edit** button when you view the preview.

HOW TO DUPLICATE A RESOURCE

You may want to post a resource on multiple CORE sites or you may want to post to a different group after saving the resource.

- Click the left-side menu bar under **Resources** to bring up your resource list.
- In the row that lists your resource, click **Copy** to duplicate the resource.



- When the copied resource opens all the information will be duplicated. All that you need to do is select the appropriate site or group you would like the resource posted to and then click the Save button.
 - **Copying to Another CORE Site:** If you want to copy from a provincial site to CORE National, or vice versa, you can click copy and then change the site. You will need to be logged into all sites you want to copy to, or it will not permit you to do this option.
 - **Copying To or From a Group:** You can copy to the same CORE site but into a specific group by entering the group in the field (you will only be able to select one group). Alternatively, if you posted content in a group, you can copy this post to the main resource page by removing the group from that section.

ADDING OTHER POSTS

You can add events, news, training, funding opportunities and much more. The process is very similar to adding a resource, just follows the steps above.

RECOMMENDED POSTING FORMATS:

Title and Initial Information:

- Keep the title as short as possible while offering sufficient information.
- Preface titles with content type descriptions in all caps like [Webinar], [Podcast], [Survey], etc.
- For funding deadlines, please put the deadline in both the title and the body copy.

Dates:

- Individual postings are created for recurring trainings and events – posts that include multiple dates should not span over a month.

Post Description:

- Description is a minimum of three sentences and a maximum of two paragraphs – lengthy content from original sources is summarized.
- Description offers brief, but comprehensive information about what is being described including the purpose and its relevance to the CBSS sector.
- Description is written in complete sentences.
- Acronyms are written out followed by the acronym in brackets the first time it appears in the posting.
- Description is written in plain language in an objective, neutral, business tone devoid of “salesy” marketing language.
- Description is written in the third person.
- **Surveys** and **Funding** should include deadlines in the description.
- **Events**, **Trainings**, and **Conferences** with a fee associated, should list it in the description.

Links:

- A URL to more information is included as a hyperlink at the end of the **Description** utilizing text such as “LEARN MORE”, “REGISTER HERE”, “READ FULL ARTICLE”.
- Hyperlinks are included in the Description to relevant online resources such as an organization’s homepages, or related content for additional context (if applicable).
- **Depending on the type of content:** URL is included in the event **registration link**, news **source**, funding **apply**, URL field and links to comprehensive information.

Attachments:

- You can attach documents that are a PNG, JPG, JPEG, MP4, PPT, DOC and PDF.
- You can attach a maximum of 20MB of content per post.
- Videos will be embedded in the post to play.
- Click the **Upload File** or **Save Embed** button to attach your content to the post.