

# **Website Editing Guide**

Updated June 25, 2025

www.williamjames.edu/centers-and-services/forensic-and-clinical-services/interface/web-edit-guides.html

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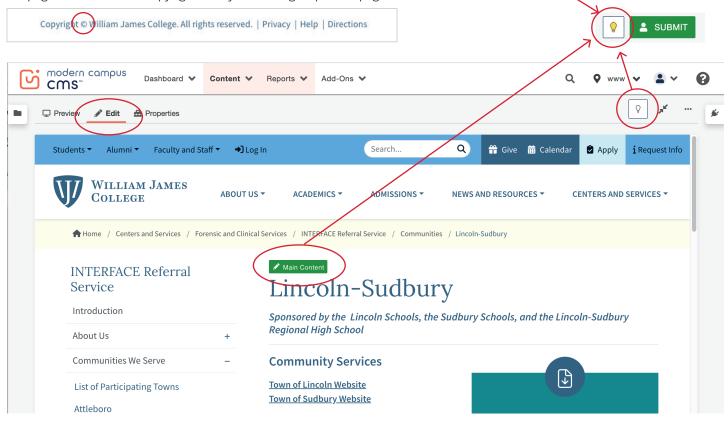
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# PUTTING PAGE INTO EDIT MODE

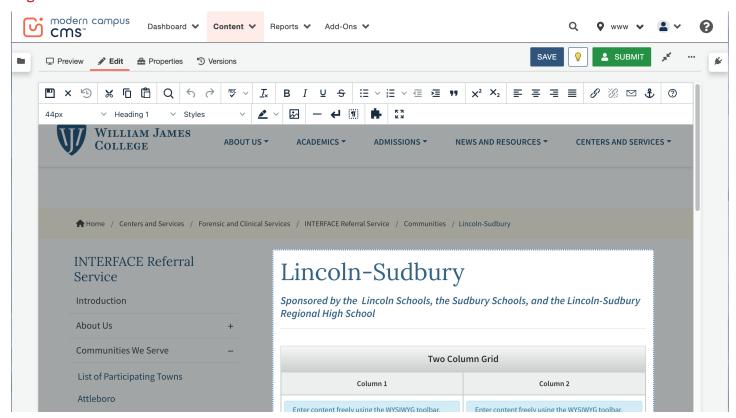
# Login to system/page and into edit mode

From the main website, navigate to the page to be edited. Scroll to the very bottom of the page and click on the copyright "©" symbol to login open the page in the CMS.

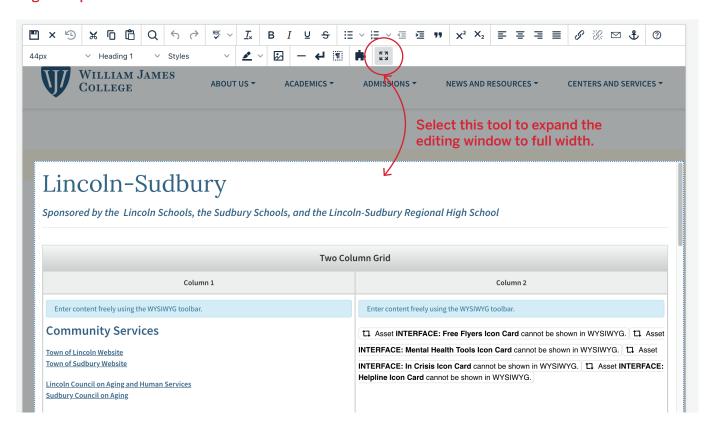
Important to check file in (lightbulb is white) in when done editing (even if you haven't submitted it for approval) If it's yellow, it is checked out and no one else can access.



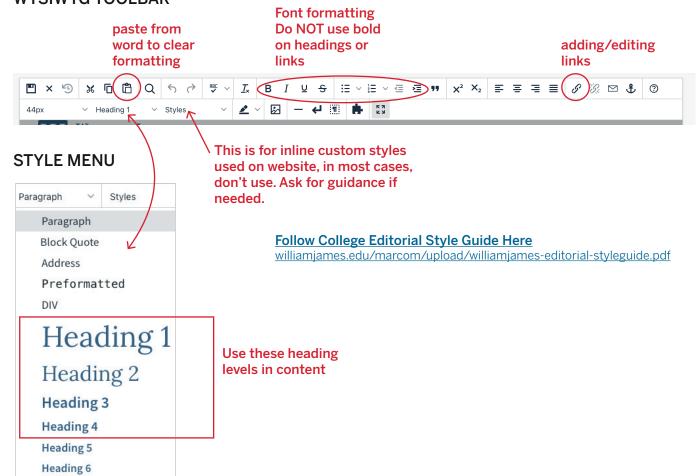
# Page in default active edit mode view



# Page in expanded active edit mode view



# **WYSIWYG TOOLBAR**



# GENERAL PAGE FORMATTING GUIDELINES

Generally speaking, always use an H1 for the title at the top of the page, followed by H2 and H3 respectively for subsequent headlines. The goal of using these style tags are to assist in clearly defining the hierarchy of the content that is important for ADA and search engine optimization. Try to avoid simply using bold paragraph tags unless it is lower level content. Sometimes it is okay to skip a level of headline based on the level of content being presented. Below are a few different examples.

WJC informal web style guides uses a horizontal rule between before H2 headlines. In some cases, it's appropriate to use a horizontal rule before H3 headlines, this is a judement call based on the quality and type of content the H3 headline represents, and if the rule helps organize the content better for the reader.

# **EDITING CONTENT BEST PRACTICES**

If possible, make edits directly on the web page. This will minimize any formatting anomolies.

When heavier offline edits are required, note that when pasting the text back in all formatting will be stripped and you will be required to go back in and reformat all heading, paragraph styles and links. One way to work around this, is to only select the specific styled content being replaced and then paste just that piece of content.

For example on an H1 title at the top of the web page: select only the title from your original document and copy it, then highlight/ select just the H1 title on the web page, and paste the text copied from the original document.

# **Examples**

#### Getting Help for Mental Health H1

**Emergencies** Rule (before H2)

#### Overview of Mental Health Emergency Services

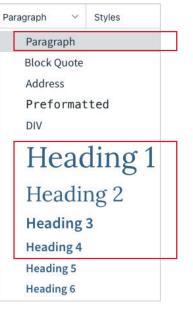
In Massachusetts, there is a continuum of services available for residents experiencing a mental health emergency. Services are available 24 hours a day, 7 days a week, 365 days a year to provide crisis assessment, intervention and stabilization services for both mental health and addictionrelated emergencies. Individuals can call or text the Behavioral Health Helpline (BHHL) at 833-773-2445 who can provide phone triage, including a referral to be seen at the caller's local Community Behavioral Health Centers (CBHC's) or a response by Mobile Crisis Intervention (MCI) if it would be better for someone to be seen in the community. The goal of mental health emergency services is. whenever possible, to help individuals avoid a lengthy hospital emergency room visit by offering community-based alternatives, in which individuals and/or families can be seen in more comfortable and less stressful environments. CBHC's will work with the client in crisis to develop a strategy that promotes long term stability in the least restrictive environment possible. Crisis evaluations can be provided at CBHC office locations by calling for an appointment or by walking in during their hours, or by MCI teams at schools, homes, residential facilities, and other community settings. When a client is a risk to themselves or others and it is deemed unsafe for a client to be seen outside of a hospital, mental health professionals will also evaluate clients in their local hospital emergency rooms. Anyone may call for assistance regarding a mental health crisis or urgent need for substance use intervention. This includes the individual experiencing the crisis, family members, mental health workers, first responders, physicians or other medical providers, schools, employers, and community members.

#### **Rule** (before H3 due to extended legnth of content)

# Who qualifies for mental health emergency services?

- Services are available to everyone, and no insurance coverage is required. However, the services are covered by most insurance plans, including all MassHealth (Medicaid) and Medicare plans.
- . Mobile Crisis Intervention (MCI) is available to anyone of any age.
- . The state of Massachusetts is divided into 30 catchment areas which cover every town throughout the state. One Community Behavioral Health Center is assigned for each catchment area. To find out what catchment area and team covers your town, you can consult an online list for the whole state, visit their website to find the location nearest you, (and this guide tells you how to use their tool) or call the statewide Behavioral Health Helpline toll-free number, 833-773-2445 and they can connect you to the team that covers your area, including

#### MAIN STYLE MENU



Generally limit style use to these

Do NOT bold links. or Headings

# Advocating for Special Education H1 Supports

#### Special Education Resources—Massachusetts H<sub>2</sub>

used H4 here because name of organization SPED Parent Basic Toolkit **H4** didn't dictate use of an H3

Created by the Concord Special Education Parent Advisory Committee (Concord SPED PAC), MCPAP describes this resource as "a comprehensive parent toolkit that would be very helpful to parents of patients with behavioral health and other diagnoses.... from all over the state of Massachusetts."

#### **Early Intervention Parent Leadership Project**

The Parent Leadership Project was originated by parents and is staffed by parents whose children have received Early Intervention Services. Created through the generous support of the Massachusetts Department of Public Health, the lead agency for the statewide Early Intervention system, the Project works in collaboration with Early Intervention Programs, the Massachusetts Interagency Coordinating Council, and families who receive Early Intervention services for three main purposes:

- · To develop an informed parent constituency;
- To promote leadership and lifelong advocacy skills for parents and family members; and,
- · To facilitate family participation to ensure that Early Intervention Services are family-centered.

#### **Family Ties of Massachusetts**

"A statewide information and parent-to-parent support project for families of children with special needs and chronic illness." Family Ties also maintains a central directory for Early Intervention

# Guide to Children's Behavioral Health Initiative (CBHI)

The Children's Behavioral Health Initiative (CBHI) is an interagency initiative of the Commonwealth's Executive Office of Health and Human Services whose mission is to strengthen, expand and integrate Massachusetts state services into a comprehensive, community-based system of care, to ensure that families and their children with significant behavioral, emotional and mental health needs obtain the services necessary for success in home, school and community

#### Rule (before H3 to separate organizations, and below the intro text above) Accessing Children's Behavioral Health Initiative (CBHI)

This guide is from the Federation for Children with Special Needs and offers a brief o CBHI services available.

used H3 here of organization didn't dictate use of an H2

Children's Behavioral Health Initiative

#### CBHI Information for Members and Families

This guide explains options you have in applying for health coverage for your child. If you are a parent or caregiver who wants your child to get MassHealth Standard or CommonHealth for behavioral health services, this guide will help you. The guide also may be useful for anyone else who would like to apply for coverage under MassHealth.

How to Apply for MassHealth for Your Child

# Insurance Guide For Families and Individuals Seeking Mental Health Services

P By Derek D. Petersen, MA/CAGS, PsyD. Candidate at William James College, and Sarah Rosenthal, LICSW, Clinical Social Worker, Massachusetts General Hospital (byline in italics)

# Rule (after byline)

(intro)

Medical services in general and mental health services specifically can be costly for families. If you or a family member needs mental health treatment, an important consideration is how to pay for services. Most families prefer to use health insurance. However, trying to understand insurance benefits can be confusing and frustrating.

This Guide will help you understand various aspects of mental health insurance coverage. While it is difficult to thoroughly cover all aspects of such a complex issue, this Guide provides basic information about frequently asked questions and common concerns related to working with health insurance companies. It offers ideas about how to get started, questions to ask an insurance company, and a glossary of terms.

#### Rule (before H2)

# **H2** Getting Started

#### H3 How can I get insurance?

#### H4 Group Insurance through Your Employer

While people obtain health insurance in a variety of ways, the most common is through an employer. Private health insurance can be group insurance and small group insurance, which differ based on the size of the employer. Group insurance is provided by medium to large-sized employers. Small group insurance is provided by smaller employers, but is also available to individuals, families, and groups who share a common trade or professional organization.

It is possible to have several different options for health insurance coverage provided by an employer, such as HMOs (Health Maintenance Organization), PPOs (Preferred Provider Organization), POS (Point of Service plan), or Fee for Service/ Indemnity plans. Please see our glossary below for definitions of these various types of plans. When trying to determine which plan to select, it is important to ask questions regarding the type of coverage provided. Below you will also find basic questions to ask an insurance company about specific coverage options.

#### H4 Non-Employer Insurance

In Massachusetts, if you need to purchase private insurance for yourself and/or your family but do not have access to insurance through an employer, you can explore the options available through

most people, it is imperative to find some type of insurance to cover, or at least help to cover, a the cost of mental health services.

#### Rule (before H2)

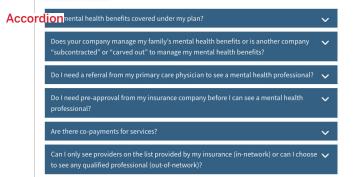
H<sub>2</sub>

Р

# The Next Steps: "I Have Insurance, So Now What?"

Once you have chosen private or public insurance, or a combination of the two, the next step is finding out as much as possible about your benefits. The more you understand your plan, the better you can navigate the process of finding providers and manage any problems or issues that arise as you seek services. You are entitled by law to a written summary of benefits provided by your plan, often referred to as a Summary Plan Description. This information should be available on your carrier's website. Do not hesitate to call and speak with someone to learn more about your benefits. Below is a list of helpful questions to ask your insurance company's representative.

H3 Top Ten Questions to Ask Your Insurance Company About Your Mental Health Benefits



# Guide to Warmlines: Phone numbers for nonurgent needs

#### Rule (before H2)

#### Peer to Peer Warmlines:

#### Peer Warm Line run by Metro Boston Recovery Learning Community (MBRLC)

877-733-7563

7 days a week 4:00 PM-8:00 PM

Spanish speaking operators on Sundays and Tuesdays  $\,$ 

www.mbrlc.org/peer-support-line

#### H4 Southeastern Recovery Learning Community Warmline

877-733-7563

P

H<sub>2</sub>

7 days a week 4:00 PM-8:00 PM

Initially serving Southeastern Mass residents only.

www.southeastrlc.org

#### Rule (before H2)

# Warmlines/Hotlines for Suicide Prevention:

#### H4 Call 2 Tall

F00 F33 337

24 hours per day/ 7 days per week www.uwotc.org/call2talk

#### H4. Crisis Text Line

CONNECT to 741741

Crisis Text Line serves anyone, in any type of crisis, providing access to free, 24/7 support and information via the medium people already use and trust: text.

www.crisistextline.org

# H1 When and Where to Seek Help

The William James INTERFACE Referral Service is a free, confidential mental health referral service for individuals across the lifespan and is not designed to respond to urgent or crisis situations where someone's well-being might be at immediate and serious risk. If you require a crisis response to meet immediate safety needs, we will give you the contact information for the crisis responder that can best assist you. We will still be available to you after the crisis has been stabilized to work with you to find outpatient mental health services for yourself, child or family. For more information about organizations that can respond in a crisis, or how to determine if that is the service you need,

#### Rule (before H2)

**H3** 

# **H2** Sources of help in urgent/crisis situations:

#### H3 Mental Health Emergencies:

please read the information below

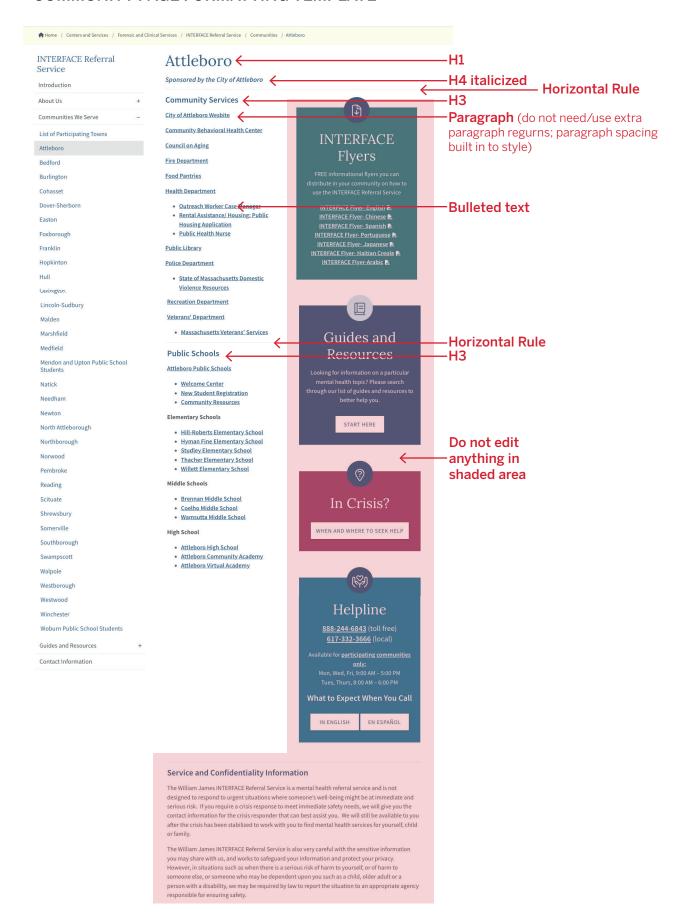
If you are experiencing a mental health emergency, you can call 911 or go directly to your local emergency room

You can also call your local Community Behavioral Health Center (CBHC) that is available 24
hours a day, 7 days a week, 365 days a year to provide community-based behavioral health
crisis assessment, intervention, and stabilization services. To find your local CBHC, call 877382-1609. Enter your zip code and your call will be transferred to the CBHC closest to you. You
can also view the CBHC Directory here: CBHC Directory.

# Child Abuse: Child At-Risk Hotline, 1-800-792-5200

The trained staff at this statewide emergency response system directed by Judge Baker Children's Center, answers emergency calls, 24 hours a day, 7 days a week. The Hotline works under the auspices of the Massachusetts Department of Children and Families (DCF) and in situations where children are at imminent risk, an emergency response is initiated, with DCF field staff launching the investigations.

# COMMUNITY PAGE FORMATTING TEMPLATE



# COMMUNITY PAGE CONTENT TEMPLATE

# Community Name (Heading/not a hyperlink)

Sponsored by line if applicable

# Community Services (this is NOT a hyperlink)

Town/City website

<u>Services by Title</u> (hyperlinks for service, and bulleted links for any extra details regarding that service. If there are two communities, they should be listed together. see example)These categories could include, and should be alphabetized (towns will have different names for the same type of service):

Board of Health/Public Health Department/Public Health Nurse

Cable Access Television

Council on Aging/Elder Affairs

Fire Department

**Food Pantry** 

<u>Library</u>

Parks and Recreation/Recreation Department, etc.

**Police Department** 

Veteran's Services

Youth and Family Services

# **Public Schools** (Heading/not a hyperlink):

Community/School System website

- School System-wide Resources bulleted underneath
- METCO
- Athletic Association

Schools listed from serving the youngest to oldest (Preschool to High School), and then in alphabetical order. If there are multiple schools at a particular level, bold paragraph for level and then bullet list of school names with hyperlinks undeneath)

School name (this is a hyperlink)

Resources at that school underneath as a bulleted list including as applicable:

- Parent Association or Parent-Teacher Associations.
- Counseling Departments.
- Support Services or Student Services, and
- Special Education Parent Advisory Council (SpedPAC/SEPAC)

When needing to ADD or REMOVE a community, contact WJC web marketing team for changes to side navigation and overview listing page.

# Examples (mixed example of towns)

# **Attleboro**

Sponsored by the City of Attleboro

# **Community Services**

City of Attleboro Wesbite

Community Behavioral Health Center

Council on Aging

Fire Department

**Food Pantries** 

Health Department

- · Outreach Worker Case Manager
- Rental Assistance
- Public Health Nurse

Public Library

Police Department

Recreation Department

Veterans' Department

· Massachusetts Veterans' Services

# **Public Schools**

#### Attleboro Public Schools

- · Welcome Center
- New Student Registration
- Community Resources

#### **Elementary Schools**

- <u>Hill-Roberts Elementary School</u>
- Hyman Fine Elementary School
- Studley Elementary School
- · Thacher Elementary School
- · Willett Elementary School

# Middle Schools

- · Brennan Middle School
- · Coelho Middle School
- Wamsutta Middle School

#### **High Schools**

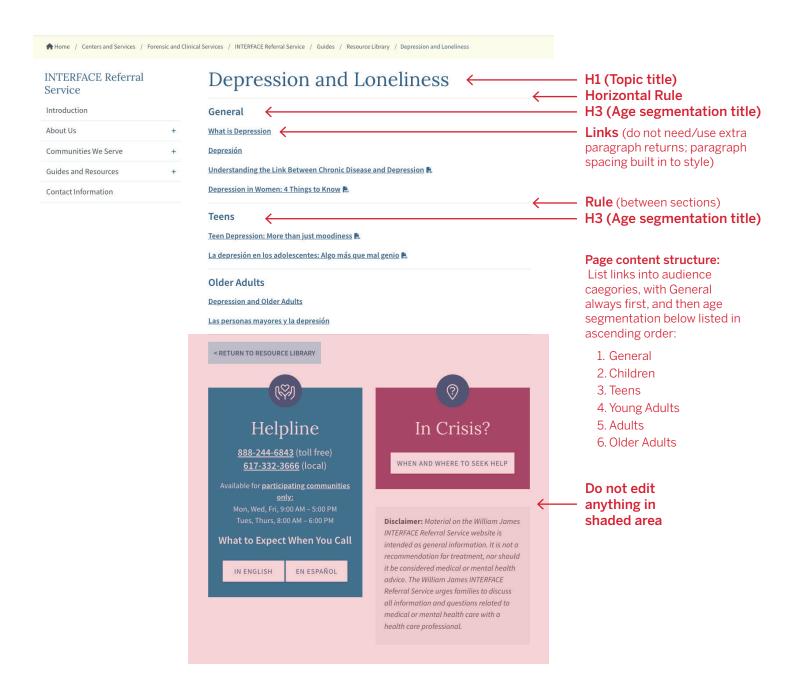
**Bedford High School** 

- · Counseling Department
- Middle and High Schools Parents Associations

Shawsheen Valley Technical High School

- Student Services
- · Vocational Programs
- Support Services
- · Adult Continuing Education

# RESOURCE LIBRARY PAGE FORMATTING TEMPLATE



# RESOURCE LIBRARY CONTENT TEMPLATE

Below is the current list of Topics in the Resource Library (items in red were initially identified but no content submitted):

- ADHD (Attention Deficit and Hyperactivity Disorder)
- · Alzheimer's Disease
- · Anger Management
- · Anxiety
- · Asking for Help
- Autism
- · Bipolar Disorder
- Bullying
- Caregiver Support
- · Child Mental Health
- · Depression and Loneliness
- · Eating Disorders
- Elder Abuse and Neglect
- · Emotional Wellness
- · Grief and Loss
- · Healthy Aging
- · Healthy Relationships
- · Human Trafficking
- · In-Home Therapy
- · LGBTO+ Individuals
- · Mental Health Crisis
- Perinatal/PPD (Postpartum Depression)
- Post-Traumatic Growth (PTG)
- · Rape and Sexual Assault
- Relationship/Domestic Violence
- School Refusal
- · Seasonal Affective Disorder (SAD)
- Self-Injury
- · Social Media
- Special Education
- Stress
- · Substance Abuse and Addictions
- Suicide
- · Teen Brain
- Teen Dating/Relationship Abuse
- Teen Substance Abuse/Prevention
- · Telemental Health
- Trauma/PTSD

The content of each category must fit into one (or multiple) of these audiences:

- Children
- Teens
- · Young Adults
- Adults
- · Older Adults

Identify if any of the resources are available in Spanish?

When needing to add a NEW Resource Topic please contact WJC web marketing, they will set up the new topic page, and when you have added your content and it's been approved and publised, your supervisor can add it to the main resource library topic list.

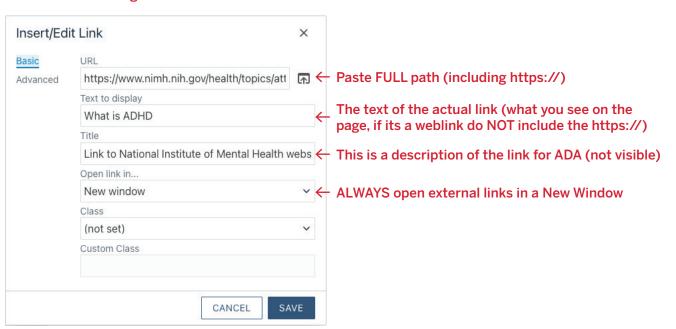
When needing to ADD a PDF to your resource topic page, contact WJC web marketing team to upload and provide you with the link location and/or tag for it.

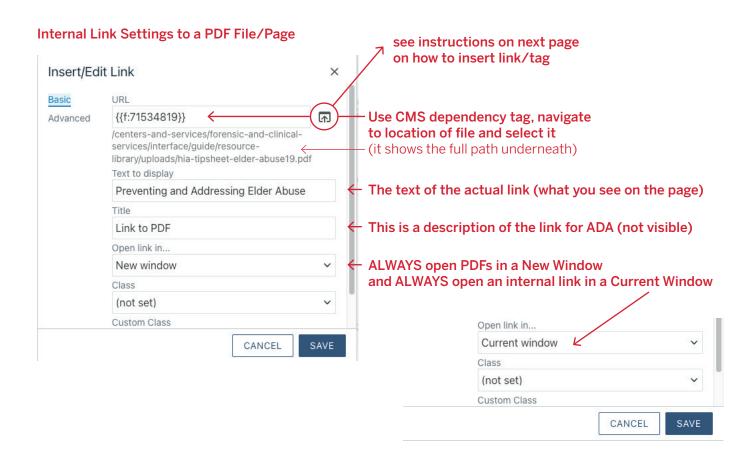
# ADDING/EDITING LINKS

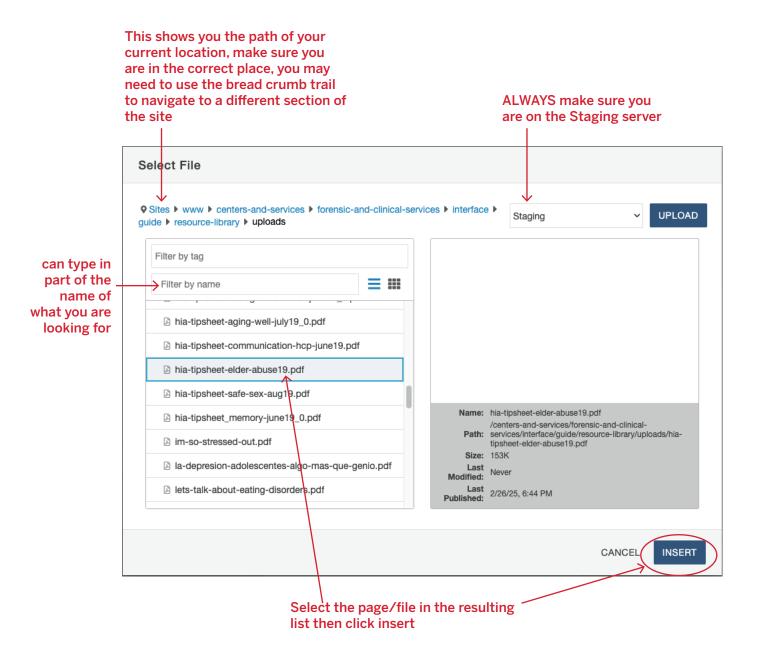
adding/editing links



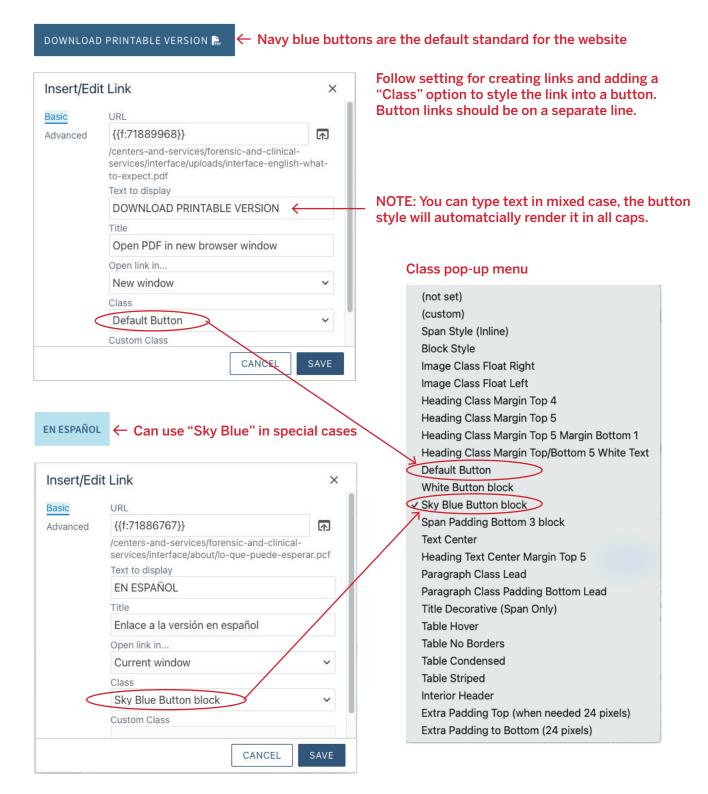
# **External Link Settings**





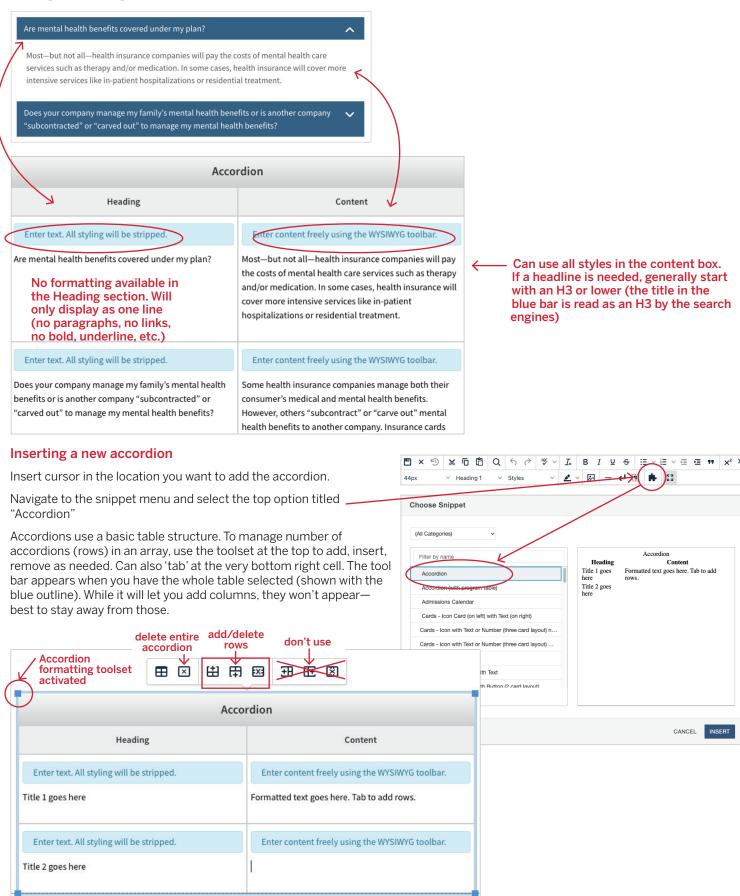


When needing to ADD a PDF, contact WJC web marketing team to upload and provide you with the link location and/or tag for it.



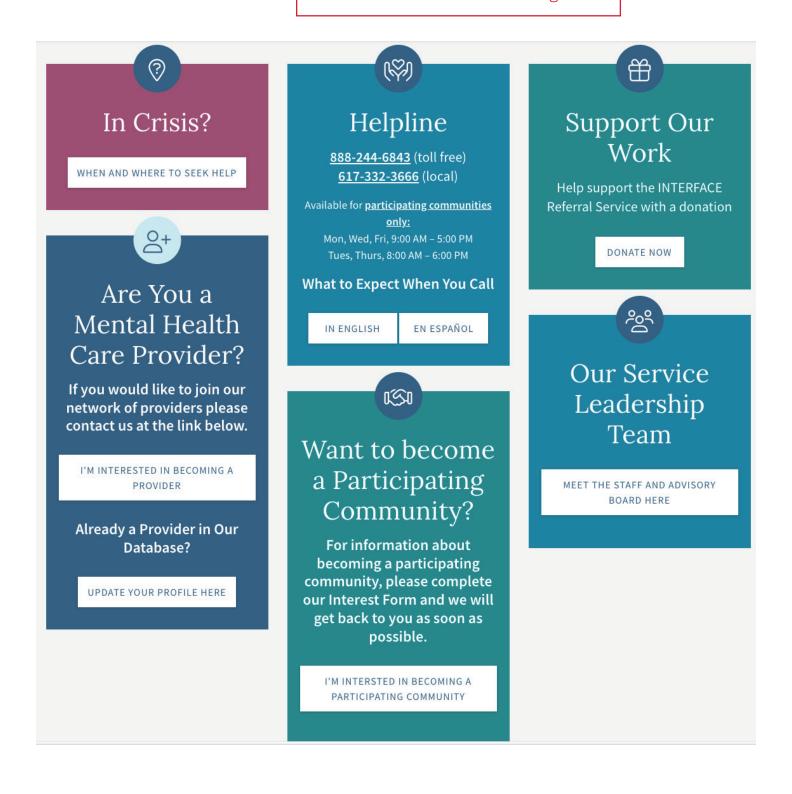
# EDITING/ADDING ACCORDION SNIPPETS

# Editing an existing accordion

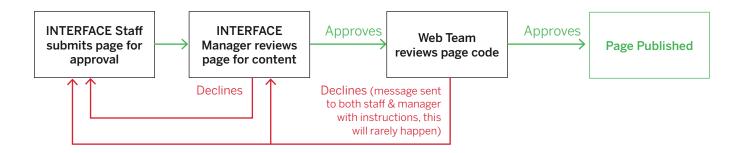


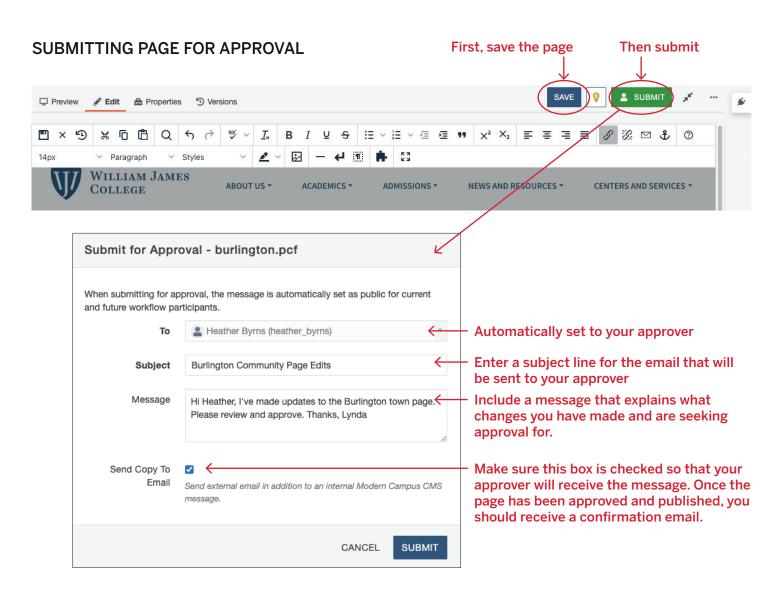
# SHARED ICON CARD ASSETS

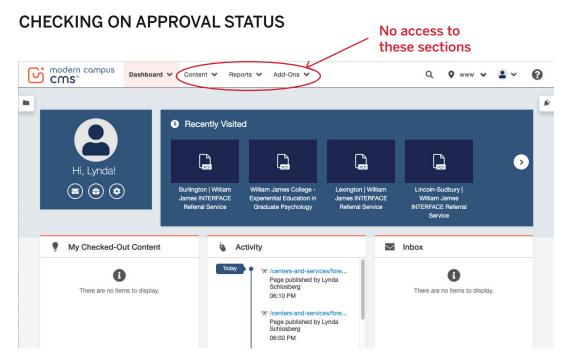
If any edits are needed for these "icon cards" contact the web marketing team.



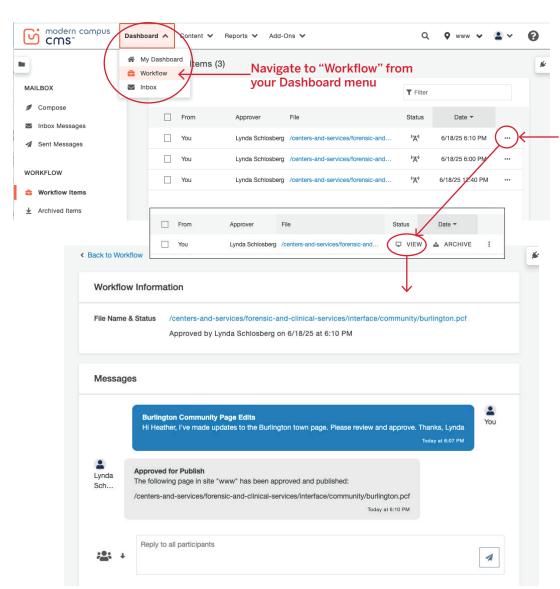
# APPROVAL WORKFLOW







Your dashboard view allows you to see your activity, checked out files, any workflow messages, etc. You can navigate to recently viewed file.s



Right mouse click (control-click) to expand line item menu, then select view, and you will see the history, and you can send a follow-up email if needed.