ONE
ALBUQUE
RQUE

Web Training 2024

Required training for contributors to www.cabq.gov

WebTeam@cabq.gov

Erika Eddy, Ann Gleason, Jonathan Sadler

Please contact us **anytime** with any questions or ideas!
We prefer to support you from the start of your project.
We are happy to help you with any questions big or small.

Overview

Your Power to Reach Thousands
- The website had ==14.5 million+== page views and 4 million+ users in calendar year 2023
- Think of the website as another tool in your tool box to reach all audiences.
- SEO
- Mobile

Your Responsibility to All Users
- Accurate: all information must be up-to-date!
- Public: all current public information, or how to receive information, from the City should be posted to the website.
- Accessible: Must be accessible to all users no matter their physical ability or device they use.

Your Support
- webteam@cabq.gov
- DTI Support Desk
- Web Team Training and Resources: tutorials found on eWeb.
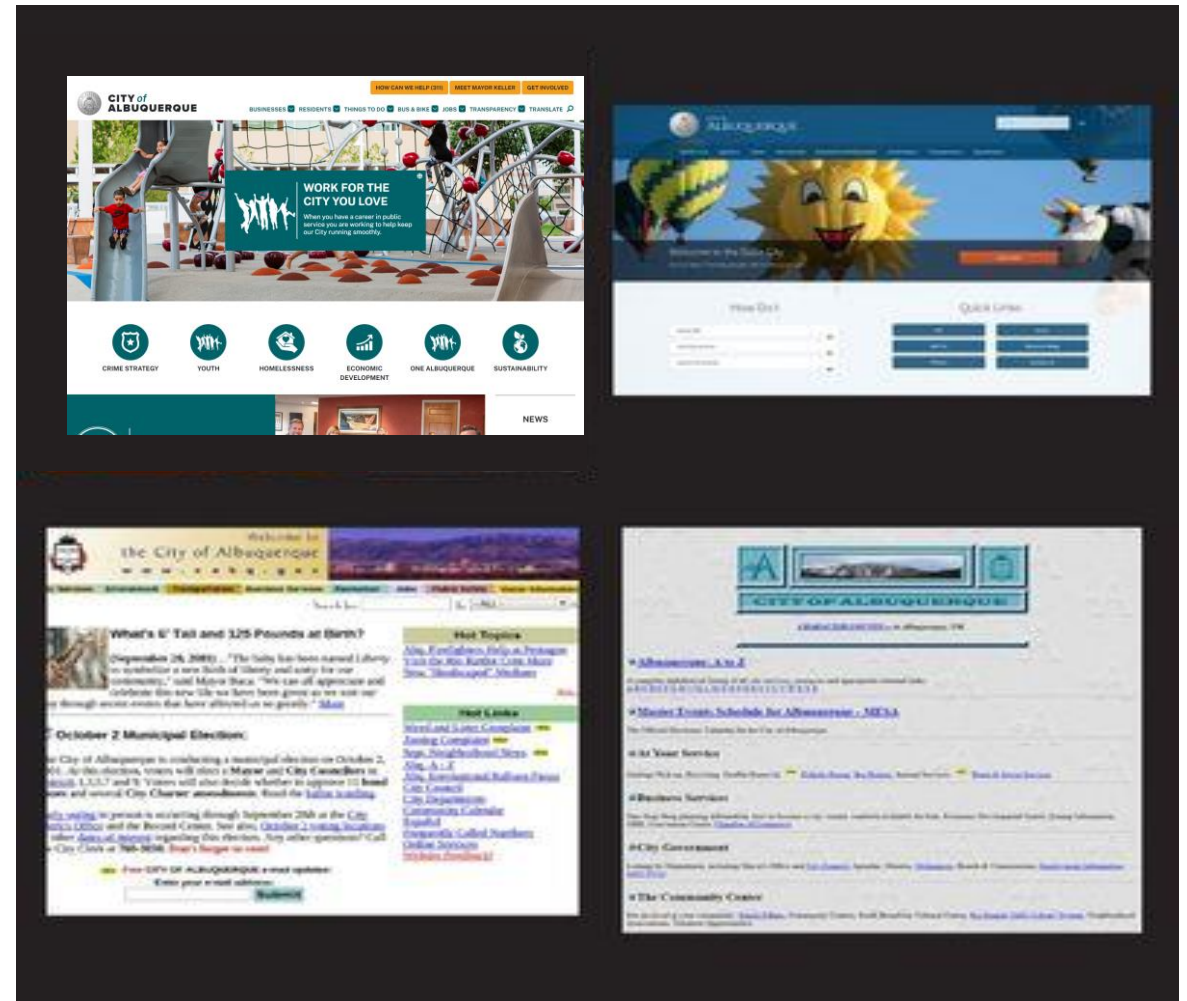
# Why Do Users Visit cabq.gov?

People visit cabq.gov to get something done.

Knowing why users visit your site helps to determine how to organize your information.

Below is some of the most sought information on the website. It shows the task users want to accomplish and the tool they use to do it. Notice that it is **not information about a service** that is needed, but **how** to complete the task and **answers** to questions.

Task: **get to work**, tool: **bus routes**
Task: **go to the zoo**, tool: **hours & tickets**
Task: **build a porch**, tool: **submit a permit**
Task: **go for a hike**, tool: **parking info**
Task: **adopt a puppy**, tool: **view photos**
Task: **clean up**, tool: **trash schedule**
Task: **stay healthy**, tool: **air quality report**
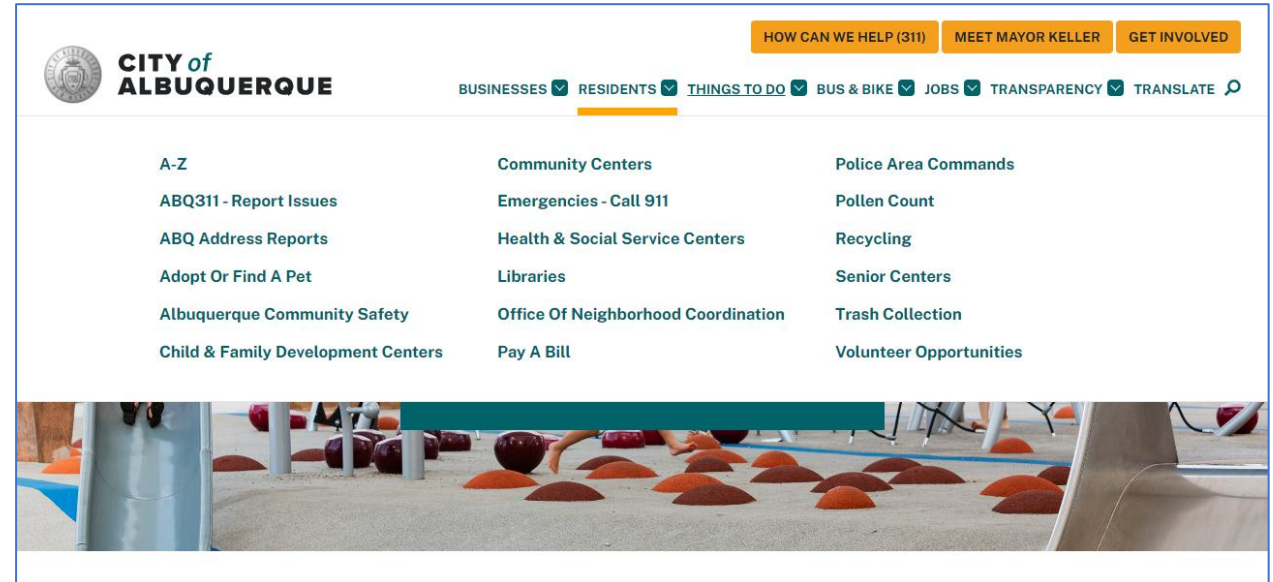
What Makes the Site?

The website is a lot of **varied information** from **many content experts**. It is essentially many websites in one.

We require certain standard formatting across the website:
- To keep the very wide variety of information and services accessible to all users.
- Because users have expectations of how an official government website should look and be used.
- To help users more easily find information.
- To stay in compliance with Federal website requirements.

Formatting Tools
- Section blocks and quick links
- User flow: navigation of folders and pages
- Wireframe: layout of pages
- Content: words, images, icons, buttons, boxes, lines, bullets, and numbering.
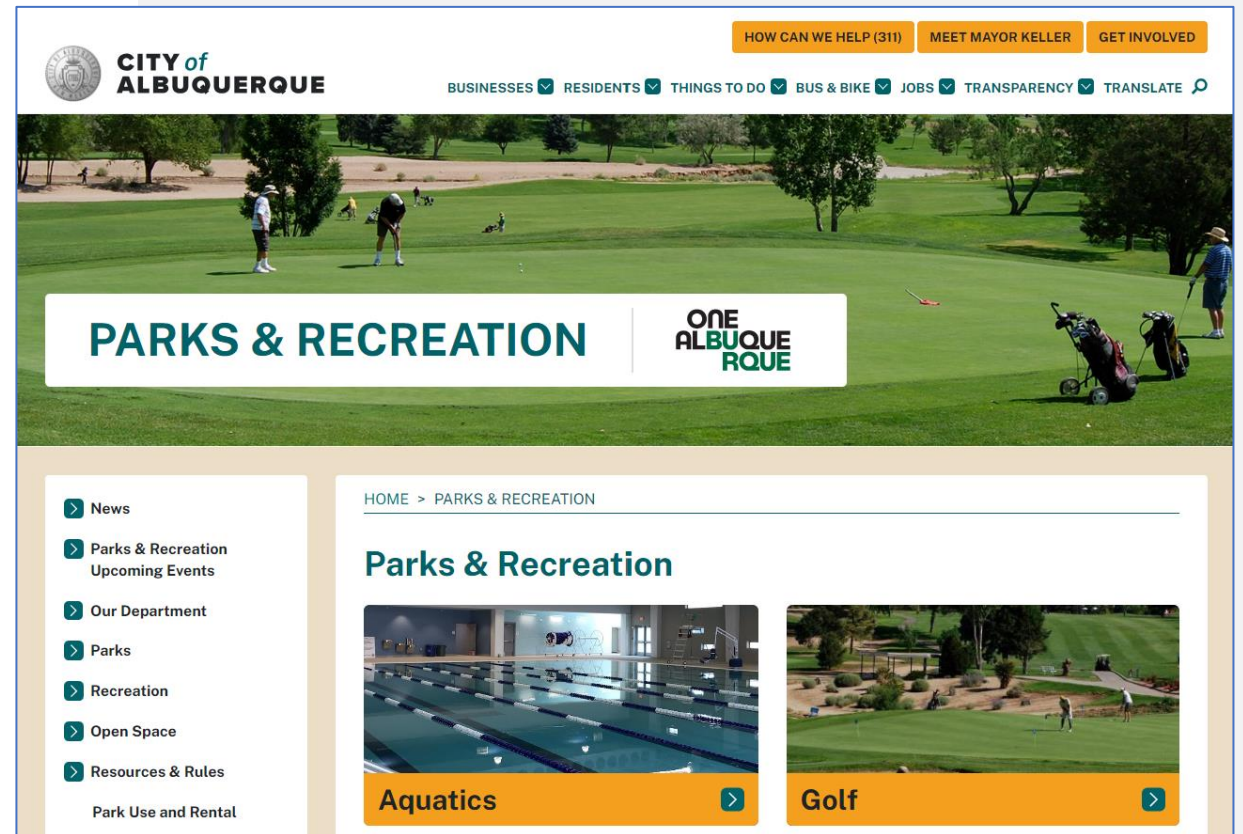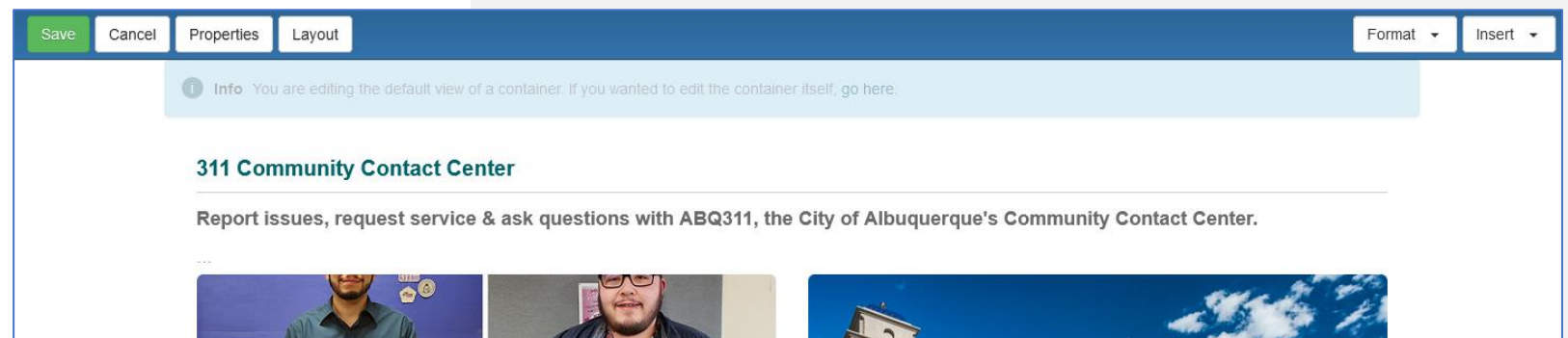
Section Blocks

Section Blocks
- Serve as a table of contents
- Can be added to any folder
- Must be created and edited by web team

Landing Page
- Header image
- Text below department name
- SEO!

WCAG – Overview

Equal experience for all

Web Content Accessibility Guidelines is the equivalent of ADA compliance for websites. WCAG compliance is federally required.

- Equal experience for **all**
- Function over form
- Tools overview
  - Screen Readers
  - Alt Text
  - Language - Plain & Robust
  - Format

ONE ALBUQUERQUE

HOME > ABOUT YOUR CITY WEBSITE > NON-DISCRIMINATION CLAUSE

Non-Discrimination Clause

View the City of Albuquerque's Non-Discrimination Clause.

The City of Albuquerque complies with applicable federal, state, and local civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, religion, ancestry, sexual orientation, gender identity, spousal affiliation or sex.

Learn more about discrimination and avenues for resolving discrimination claims.

Cláusula de No Discriminación

Ver la Cláusula de No Discriminación de la Ciudad de Albuquerque

La Ciudad de Albuquerque cumple con las leyes federales, estatales y locales de derechos civiles vigentes y no discrimina en base a raza, color, origen nacional, edad, discapacidad, religión, ascendencia, orientación sexual, identidad de género, afiliación conyugal o sexo.

Infórmese más sobre la discriminación y las opciones para resolver reclamos de discriminación.

WCAG – Screen Readers

- Screen readers convert content to synthetic speech.
- Information must be presented in linear order, brief, and not redundant.
- Finding, navigation & orientation

Think WebCrawlers like chatbots, siri, google seo

WCAG – Alt Text for Images

Every digital image has to have an Alt Text attribute

Alt Test Should:
- **Convey Meaning**
- Be Accurate & Equivalent
- Be Succinct
- Not be Redundant
    - Null attribute – open and closed quotes (""),
      Screen reader skips over image
    - All text should be on the page

Ask yourself, if the image were deleted, what important content would be lost?

WCAG – Alt Text Cheat Sheet

Photograph, Informational
Explain the meaning of the photo, in the context it is used, using one or two sentences.

Photograph, Decorative
Name the photo or [""]

Outreach Events

Outreach Services Section Block for 311

by **Ann Gleason** — *last modified 3 years ago*
A jpg of a 311 booth with various posters and print material with the 311 and OneAlbuquerque logo, with a woman wearing a One Albuquerque shirt smiling at the camera.

Business Services

WCAG – Alt Text Cheat Sheet

Flyer

All meaningful text and description of meaningful visual elements must be included on the page or in the alt text.

Copy/Paste text from flyer creation process

Teen Tuesday: Game Night | March 12 | 5:30 to 7 p.m.

North Domingo Baca Multi-Gen Center
7521 Carmel Ave NE 87113⊕

Free
Teens only ages 12-18
Free with a Department of Senior Affairs membership. Call 505-764-6475 to sign up.

Board games, multi-player card games, video games, raffle prizes, free snacks.

2024 Teen Night Game Night

by **Erika Eddy** — *last modified 6 days ago*
2024 Teen Night Game Night flyer with dice and chess images, all text on page.
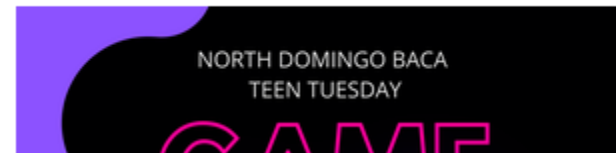
WCAG – Alt Text Cheat Sheet

Headshot
    Name of person

Chief Administrative Officer Samantha Sengel

Information about Chief Administrative Officer Samantha Sengel.

Samantha Sengel comes to the City with over two decades of experience in management and executive leadership at one of our state's largest higher education institutions. She brings vast relevant experience to the role as well long-standing existing relationships with City, County and State leaders. She is a consummate administrative leader, blending collaboration and skillful management of large bureaucracy with energy and

Samantha Sengel Headshot Tile

by **Jonathan Sadler** — *last modified a month ago*
Samantha Sengel

Size: 126KB

Chief Administrative Officer
Samantha Sengel

WCAG
Alt Text Cheat Sheet

Map, Graph, or Table

Provide overview of the table as text on page.

If more than two sentences needed, then the alt text must be provided on page – as a link to a separate page, as a table, or as text.

Still describe the general content of the image.

Monthly Interactions Handled

Interactions: Total number of interactions with the Community Contact Center on a monthly basis.

Monthly Call Arrival Jan. 2024
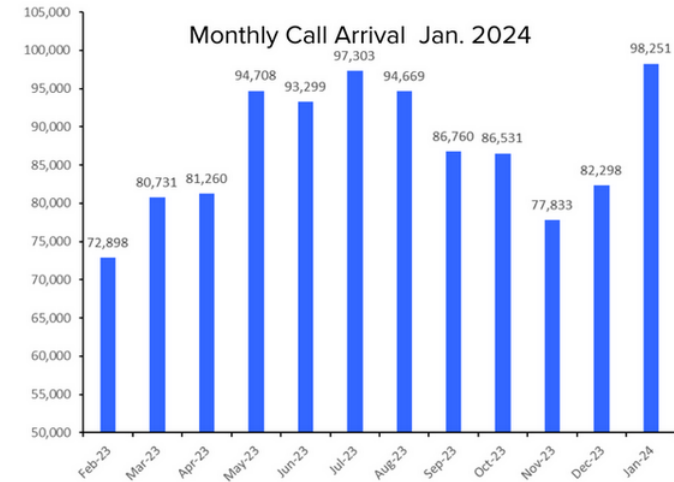
Monthly Community Interactions: Ranges Between 72,000 and 99,000

Month and Year	Number of Interactions
Feb. 2023	72,898
March 2023	80,731

Monthly Call Arrival

by Jonathan Sadler — *last modified a month ago*

A bar graph showing the 311 Monthly Call Arrival for the past 12 months showing Call volumes increasing from the 72,898 in Feb. of 2023 to the 90,000s for the warmer months in 2023. Call volumes begin to drop after August 2023 with a low of 77,833 in Nov. and then increase to a high of 98,251 in Jan. 2024.

Monthly Call Arrival Jan. 2024
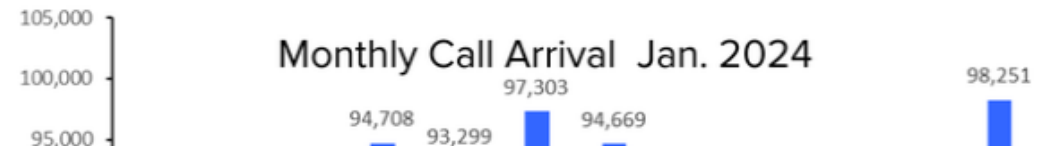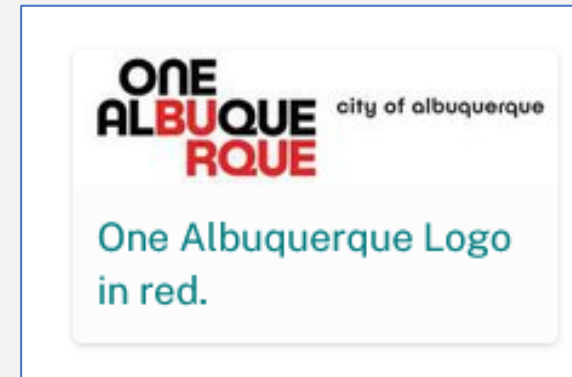
WCAG – Alt Text Cheat Sheet

Logo

Company name

One ABQ Logo

One ABQ Logo in [color]

Icon

Should never convey meaning.
Name of icon or [""]
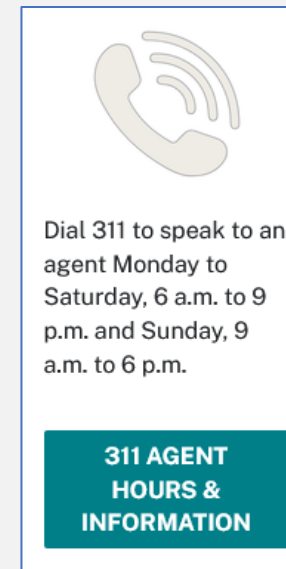
WCAG – Alt Text Cheat Sheet

News or Event Item
Image meaning is probably on page.

Mayor Keller, APS Students Call for Expansion of School-Based VIP Program

by Erika Eddy — *last modified 3 months ago*
Program successfully disrupts cycles of violence and offers peer support.

December 07, 2023
Mayor Keller, the Albuquerque Community Safety (ACS) department, and

Mayor Keller and three high school students consulting in an indoor setting.

When

Mar 12, 2024
05:30 PM - 07:00 PM

Where

North Domingo Baca Multigenerational Center
7521 Carmel NE
Albuquerque, NM 87113

Description

Join us for Teen Tuesday: Game Night at on
Tuesday, March 12, 2024 from 5:30 to 7 p.m.
at North Domingo Baca Multigenerational
Center.

Join us for board games, multi-player card
games, video games, raffles, and free snacks!

Free with a Department of Senior Affairs
membership. Call 505-764-6475 to sign up.

Teen Tuesday: Game Night flyer

Contact

WCAG – Alt Text Recap

All Images Require Alt Text - Conveys Meaning
Ask yourself, if the image were deleted, what important content would be lost?

Photograph, Informational
Explain the meaning of the photo, in the context it is used, using one or two sentences.
Photograph, Decorative
Name the photo or [""]
Logo
Company name
One ABQ Logo
One ABQ Logo in [color]
Icon
Should never convey meaning
Name of icon or [""]
Headshot
Name of person

News or Event Item
Description or provide image. Image meaning is probably be on page
Flyer
All meaningful text and description of meaningful visual elements must be included on the page or in the alt text.
Copy/Paste text from flyer creation process
Map, Graph, or Table
Provide overview of the table as text on page.
If more than two sentences needed, then the alt text must be provided on page – as a link to a separate page, as a table, or as text.
Still describe the general content of the image.

WCAG – Plain & Robust Language

Clear, Concise & Common
Avoid jargon & idioms
8th grade reading level
Avoid extra words
Modified A.P. Style

Robust

Add all needed information.

WCAG – Links

Links

Link text should be meaningful when read out of context.

Context in Link

- Contact the Help Desk
- April 25, 2023
- Zoom link for next meeting

No Context in Link

- ~~Contact the Help Desk~~ here.
- ~~Learn more.~~
- ~~April 25~~
- ~~https://cabq.zoom.us/j/81037XXXX~~

ONE ALBUQUERQUE

WCAG – Formatting

- Logical Order
- Headers in order
  Header 1 is the Title of the page. Header 1 to header 2 is ok. Header 1 to header 3 is not.
- Bullets and numbering only used for lists.
- Do not underline text, underlining is for links only.

See cabq style guide

What Can 311 Do for You?

We are your connection to City of Albuquerque services and information. We support you!

Most Requested

Take care of your request or report using the following online forms and information.

- Request a Large Item Garbage Pickup
- Report Missed Trash Pickup
- Request a New Trash/Recycling Cart
- Report Illegal Fireworks
- Request Graffiti Removal
- Report or Search for Pets
- Report Weeds or Litter
- Report a Pothole

Report

- Pavement Markings
- Traffic Signs
- Traffic Signals
- Abandoned Vehicles
- Broken Street Lights
- Graffiti
- Lost Animals
- Animal Noise
- Missed Trash Pickup
- Restaurant Concern
- Needles

Request

- Zoo, Aquarium, and Botanic Garden Ticket information
- Pay a Bill
- Large Item Garbage Pickup
- New Residential Trash or Recycle Bins
- Bus Routes & Schedules
- City Employment Opportunities
- Bicycling Maps & Information
- Adopt a Pet
- Swimming Pools Information
- Get Involved with the City

Web Team Knowledge Base

Different needs for different sites.
Email us any time!
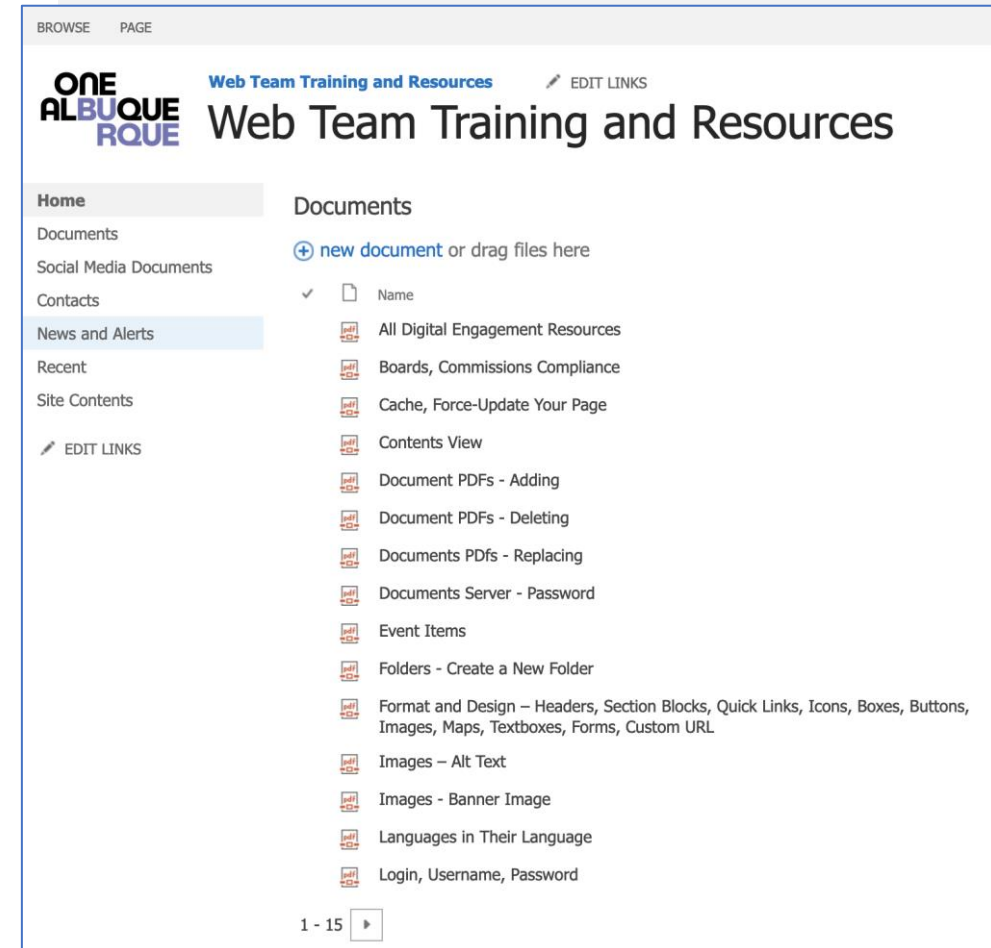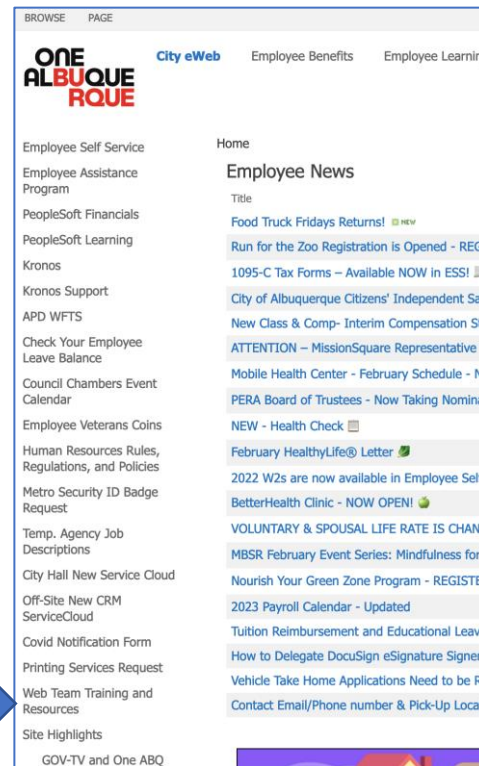
Knowledge Base Examples

[Link to Web Team Training and Resources](#)

- All Digital Engagement Team Resources
- Boards & commissions
- How to cache
- documents.cabq.gov password
- Images - Banner
- Images – Alt text, Banner images
- How to login and password

- Contents view
- Documents – adding, deleting, replacing, WCAG
- News & event items
- Folders
- Writing Guide
- Design: Icons, boxes, buttons, images, maps, textboxes, forms, custom URL
- Languages in their language

All Digital Engagement Resources

- FreeABQImages.com - High quality, license free, local images and videos.

- OneABQ Media YouTube - Video Hosting for Sharing.

- OneABQ Promo Files Access - One ABQ Logos, PPT, Letterhead, Brand Guide.

- Website Icons - Icons that match CABQ branding

- Analytics for cabq.gov - Google, Crazy Egg, Pixels

- Google Maps for Website - Create a Google map with pins

- Webforms - Webform with custom fields submitted to City Outlook.

- Survey Monkey as another option, managed by DTI www.cabq.gov/servicedesk

- Custom URL - Custom URL beginning with www.cabq.gov

- QR Codes

- Outlook Custom Email Address - Email ending in @cabq.gov

- Managed by DTI www.cabq.gov/servicedesk

- MailChimp - Enterprise email sending platform for all City departments

Decisions Based on Data

What information do users want to find?

What information do you want to share?

What information are users finding?

Tools
- Analytics – Google & CrazyEgg
- G4 for PDFS

Google Analytics

Crazy Egg Analytics

Questions & Comments

WebTeam@cabq.gov

Social Media Annual Training

FOR THE CITY OF ALBUQUERQUE

ONE ALBUQUERQUE

Introduction

Welcome to our first social media annual training!

Our overarching goal is to empower all of our social media contributors with the knowledge, tools, and resources to produce amazing, informative, compelling, consistent, and accessible content across all the major social platforms.

This training will be broken up into three sections:

- Rules

- Knowledge Bases

- Tools

This training will not cover it, but we are all required to adhere to our Legal Social Media Policy.

Approval (plus a form) is required for any new social media account.

Rules

HASHTAGS

1. Always include **#OneAlbuquerque**, unless space is at an absolute critical.

2. Always use **title case** for hashtags, #OneAlbuquerque, not #onealbuquerque.

3. Generally, avoid super generic hashtags.

4. For Twitter/X: 1 or 2 hashtags.

5. For Instagram: No more than 5 hashtags, (including #OneAlbuquerque). Use a department hashtag (#CABQSeniors) and an optional small selection of highly relevant hashtags (#TwinkleLightParade).

6. For Facebook: Use at your personal discretion., though no more than 5.

7. For Threads: Limit to #OneAlbuquerque unless there is a campaign-critical hashtag. Remember, only the first hashtag works.

8. For all platforms, generally avoid super generic hashtags.
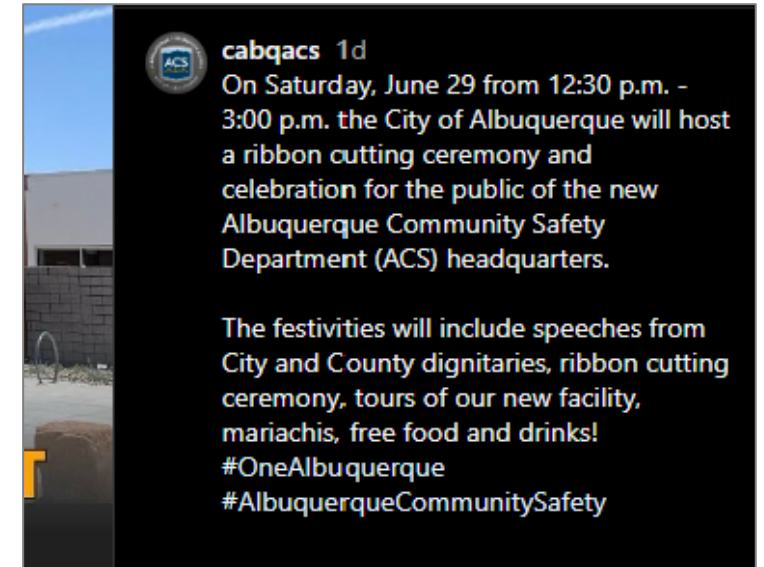
Rules

HASHTAGS - Quiz

- Which instance of hashtags is correct and which is incorrect? Why?
  - List the issues to fix.

EXAMPLE 1

#onealbuquerque
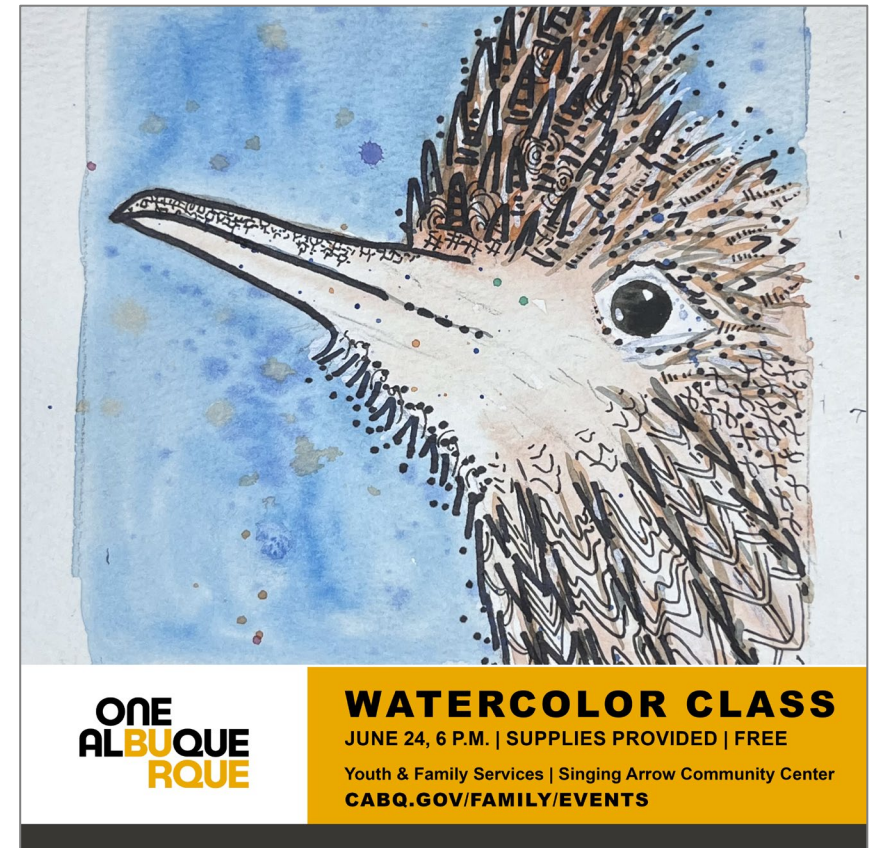#downtowngrowersmarket
#farmers_market #SUNDAYFUNDAY

EXAMPLE 2

#OneAlbuquerque
#DowntownGrowersMarket

ONE
ALBUQUE
RQUE

Rules

BRANDING

1. Use the provided Canva/Adobe templates (available in the Marketing Onboarding document) for most post graphics. These are excellent for most announcements, events, and standard posts. Exceptions are welcome, but should typically come in the form of stand-alone photos.

2. Use or consult your department's graphic designer for situations outside of the above, like special event flyers. If you do not have a graphic designer and are designing it yourself, please.

   - Follow point 1 as closely as possible.

   - **Aim to make your design as simple with as little text as possible.**

   - Always use consistent branding.

   - **Use our brand fonts (Publica Play and Proxima Nova,** both of which can be provided to you)

   - **Use your department's One Albuquerque logo color for flyers/social graphics with text.**

3. Get **Mayor's Office approval** for any graphic that does not use a provided template.

WATERCOLOR CLASS
JUNE 24, 6 P.M. | SUPPLIES PROVIDED | FREE
Youth & Family Services | Singing Arrow Community Center
CABQ.GOV/FAMILY/EVENTS

Rules

BRANDING

4. Always include your One Albuquerque logo with your department **established logo (ABQ RIDE, ACS, etc.), if you have one.**

5. Remember, **text is difficult to read on mobile and the more text on a graphic, the less likely any of it is to be read.** Practice trimming out text, not adding additional text.

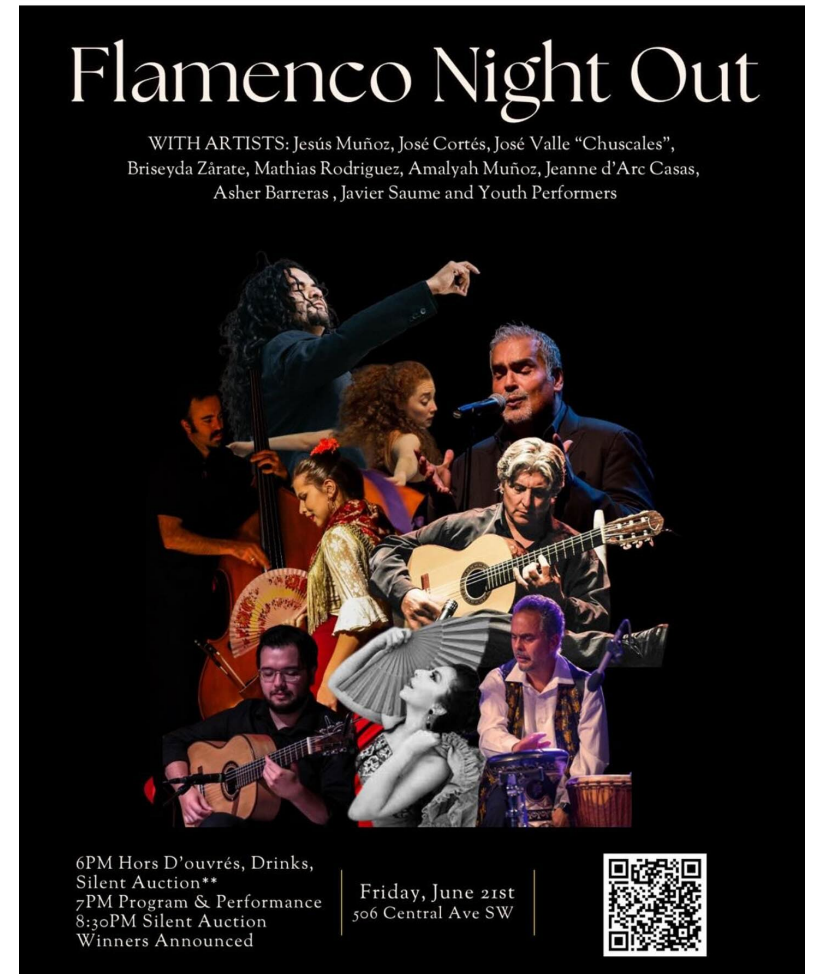6. All writing you do for the City, whether it's on the website, a flyer, or social caption, must adhere to our Writing Guide and Formatting Guide.

Rules

Branding - Quiz

- What is wrong with this flyer/social graphic?
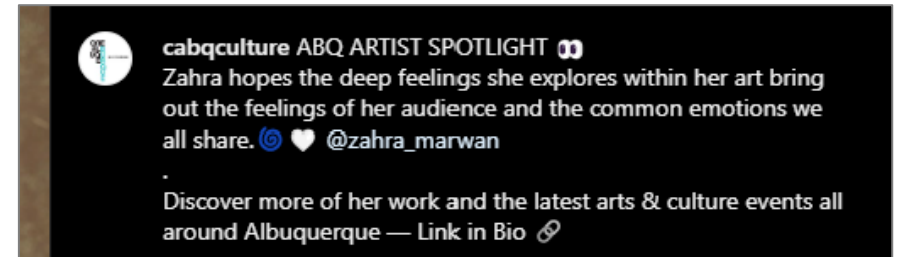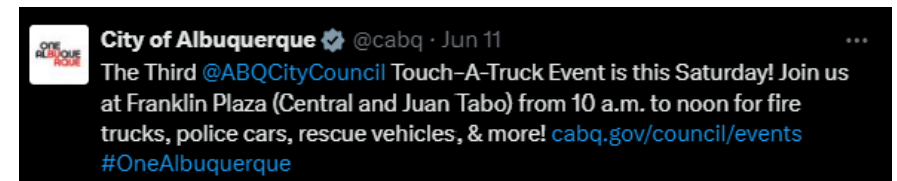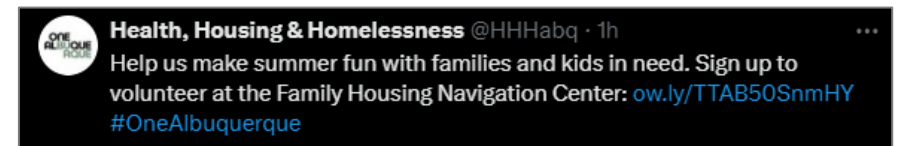   - List the issues to fix.

Rules

LINKS

1. If tracking is desired or required, use a link shortener service like bit.ly. Hootsuite's built-in option is owl.ly.

2. If no link tracking is needed, **aim to use the shortest version of you cabq.gov link as possible. Vanity URLs can be made for most pages.** Contact webteam@cabq.gov. Example: cabq.gov/fireworks

3. https, www, etc. are not required for links both in caption form or on flyers/graphics. ~~https://www.~~cabq.gov/dmd

4. Note that, in **most instances, links in post text negatively impact the post's reach/engagement.** This is not to say never use links – if there is critical context required or an action that needs to be taken (registration, for example), a link is likely necessary. Be mindful of their usage and omit if practical.

5. Remember, there are "link in bio" options that are free such as Linktree (linktr.ee). These are easy to set up, though your audience will need regular reminders to click your "link in bio". **Never post URLs in IG captions.**

IG

cabqculture ABQ ARTIST SPOTLIGHT 👀
Zahra hopes the deep feelings she explores within her art bring out the feelings of her audience and the common emotions we all share. 📷 🤍 @zahra_marwan
.
Discover more of her work and the latest arts & culture events all around Albuquerque — Link in Bio 🔗

X/Twitter

Health, Housing & Homelessness @HHHabq · 1h
Help us make summer fun with families and kids in need. Sign up to volunteer at the Family Housing Navigation Center: ow.ly/TTAB50SnmHY #OneAlbuquerque

City of Albuquerque ✓ @cabq · Jun 11
The Third @ABQCityCouncil Touch–A–Truck Event is this Saturday! Join us at Franklin Plaza (Central and Juan Tabo) from 10 a.m. to noon for fire trucks, police cars, rescue vehicles, & more! cabq.gov/council/events #OneAlbuquerque

Rules

LINKS - Quiz

- What is wrong with the linking in these two examples?
    - List the issues to fix.

X/Twitter

> **EMNRD** @EmnrdNM · 23h
> If you would like to those suffering from the impact of the South Fork and Salt fires in our state, the Community Foundation of Southern New Mexico is taking donations in support of that cause. The foundation's donation page is here: cfsnm.fcsuite.com/erp/donate/cre...

IG

> **losalamoscounty** Come meet the new project team and provide your feedback at a listening session for a proposed BMX track. The listening session hosted by the @laccsd Parks Division is on Thursday, June 20, at 6 p.m. at Fuller Lodge, 2132 Central Ave., Los Alamos. https://www.losalamosnm.us/News-articles/Community-invited-to-a-BMX-track-listening-session

Rules

POST/CAPTION TEXT

1. **Always include some post text** on all platforms regardless of the post or subject matter.

2. In general, **shorter is better.** Be clear, concise, but thorough.

3. Remember to keep the City Voice Guide in mind.

4. Refer to yourself as "we" (not "I"). You are posting on behalf of a department; the plural is always assumed.

5. Remember to reference the **City Writing Guide** for correct formatting on things like dates, addresses, times, etc.

6. Always use proper grammar. Avoid capitalizing words that are not proper nouns. For example, an evening walk would not be capitalized, but the Open Space Sunrise Hike would be, as it's the name of a branded event, not a generic activity.

7. Avoid using excessive all caps or more than one or two emojis in a row.

yfsabq Who says working out has to be expensive? 💪 🏋 Take advantage of our FREE fitness rooms and get your sweat on without the hassle of a gym membership! Whether you're a beginner or a pro, our friendly community centers are the perfect place to reach your health goals!

Fitness facilities and classes are included in your Community Center Membership. Get started today! Link in bio.

cabqparks_rec If you've ever wanted to learn to birdwatch, now's your chance! Join us on Saturday, June 29, to come and explore a new hobby. You'll get to practice binocular and field guide use and learn to identify common species (and the best locations to spot them). Oh, and it's all FREE. But registration is recommended.

Learn more by clicking the event link in our bio!

Rules

POST/CAPTION TEXT

- What is wrong with the caption text in this example?
  - List the issues to fix.

dtabq.acd 🥾 👞 👠 👢 The Coronado Boot & Shoe Repair shop is looking for your leather repairs! This shop has been part of the downtown community for 36 years with an owner who has been in the shoe repair business since he was 16 years old. Lawrence Garcia can repair shoes of all kinds, replace soles, fix heels and offers shoe shines as well. Mend items instead of replacing! Save yourself money, save those shoes you spent so much time breaking in and support a small business doing it. With Lawrence's wealth of experience your shoes will be good as new!

HOURS: M-F: 8 -5pm, Saturday: 8am-2pm
521 Central Ave NW, Suite E
Coronado Boot & Shoe Repair

Rules

POST FREQUENCY

1. As a general rule of thumb, aim for at least once a week on all profiles you maintain.

2. **Post quantity is important but just as important is post consistency.** This will vary by department, and leadership will help you set appropriate goals. Regardless, a plan is strongly recommended as is consistency within that plan. Remember, all social platforms reward consistency. Find a schedule that works for you and stick with it.

Rules

ALT TEXT/CAPTIONS

1. Always include alt text on every image on every social platform.

2. Captions and a transcript are also required for all videos. Many platforms like Facebook include automatically generated captions, but these must be reviewed for accuracy and corrected as needed. These generate "live text" captions (like YouTube) which are ideal. If this option is not available, including captions on the video file itself is an acceptable second option.

3. Always remember our audience is every resident, regardless of their abilities. Be considerate of what your video will "look" like to someone who cannot see. What would they like to hear about in their screen reader through the post text transcript? What about someone who is deaf? Can they read all of the conversation that occurred in the video either on the video itself or in an easily accessible transcript?
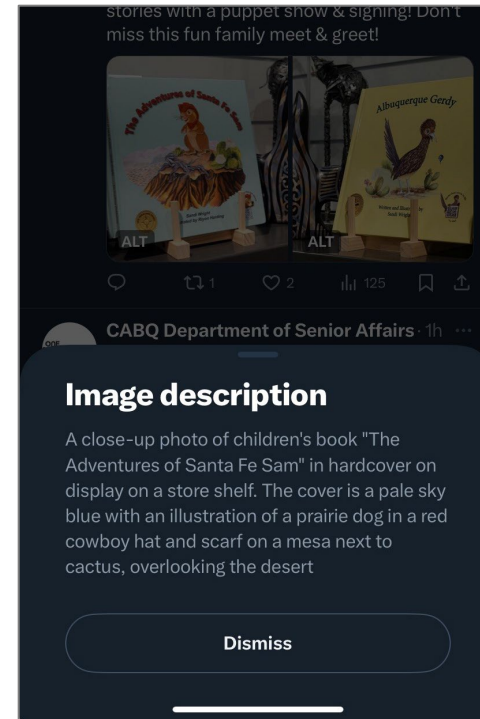
Knowledge Bases

SOCIAL MEDIA SHAREPOINT

1. Includes all of our group presentation files, the social media rules, City Voice Guide, and much more.

2. https://sharepoint.cabq.gov/dfas/isd/WebTeam/Social%20Media%20Documents/Forms/AllItems.aspx

3. This also includes how-tos and other learning material.

4. Additions and suggestions are always welcome!

Knowledge Bases

ONE ABQ BRANDING FILES SHAREPOINT

1. Includes all of our Canva/Adobe templates, your One ABQ logos/department logos, our brand fonts, PowerPoint templates (like this one), and more.

2. https://partner.cabq.gov/mayor/_layouts/15/start.aspx#/One%20ABQ%20Branding%20Files/Forms/AllItems.aspx

Knowledge Bases

SMC RESOURCES GOOGLE SHEET

1. This contains many tabs with links to helpful tools like stock photo sites, writing resources, blogs, vendors, and more.

2. https://docs.google.com/spreadsheets/d/1FTaIdpI Yr_0RtT-BSKV93sb6wIZ6WMpKc0Y6LtsJumU/edit?usp=sharing

3. Suggestions and additions are always welcome!

Title	Free ABQ Images	Unsplash	Pixabay
Link	https://abq.photoshelter.com/galleries/C0000IfXgk36v_HE/Free-ABQ-Images	https://unsplash.com/	https://pixabay.com/
Departments that Use It	DTI	DTI, Mayor's Office	Mayor's Office
Why Do You Like It?	This is internally run (by the Web Team in DTI) and all images are completely free to use (no copyright or attribution required)	Also entirely free to use and surprisingly has a nice chunk of NM/ABQ images.	
Comments	We want to expand this and add new galleries with more images. If you have photos to contribute, please reach out to the web team (webteam@cabq.gov). Note that photo releases are required for photos with people (we don't need copies, they just need to be on-hand in a secure location should they ever be requested). We can do private/internal galleries (shared via links & passwords) or public galleries (like the current main gallery in Free ABQ Images).		Not as many free images as unplash, but sometimes there are good ones to use

Knowledge Bases

CITY WRITING & FORMATTING GUIDES

1. The City has a writing standard, particularly with how we format who/what/when/where data like dates, streets, etc. and we must adhere to this standard for any and all writing we do behalf of the City. This includes your flyers, social media captions, website text, etc. Much of this is written with accessibility and WCAG compliance in mind.

2. Visit cabq.gov/website for the writing guide, formatting guide, and more.

TOOLS

HOOTSUITE

1. Our current social scheduler.

2. You can make draft posts, plan out your calendar, do multiple social posts at once, easily add alt text, review your analytics, and more.

3. All primary social contributors should have an account. Please reach out if you need one.

4. Hootsuite Bootcamp: https://education.hootsuite.com/users/sign_in

5. If you'd like a personalized training or other one on one assistance, the reps assigned to our accounts would be happy to help.

TOOLS

CANVA

1. A web-based design tool that has a wealth of free templates for static graphics and video content.

2. Though their free account is limited, it's still quite powerful and the best option short of having/knowing the Adobe suite. Consult your manager/fiscal folks to see how to best obtain a paid subscription, if possible.

3. Canva also has built-in accessibility tools, an option to share, print design templates, charts, and more.