



Animal Welfare.
Worldwide.

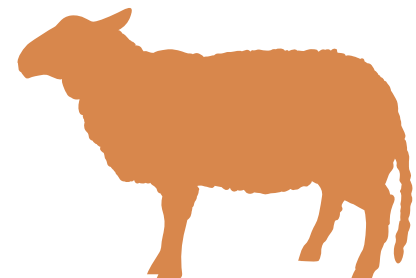
FP Websites | Handbook

Elements, Features & Good to knows

We (The Website Team Int.) are working consistently to improve the system on our needs.

If you have an idea, please let us know and we will check what is technically possible.

Contact us: websites@four-paws.org



INDEX



| | |
|----------------------------------------------------------------------|-------|
| <u>Elements</u> | 48-77 |
| <u>Features (anchor links, approval folder etc.)</u> | 78-85 |
| <u>Good to Know</u> | 86-93 |

THINGS TO DO AND THINGS NOT TO DO!

DO!

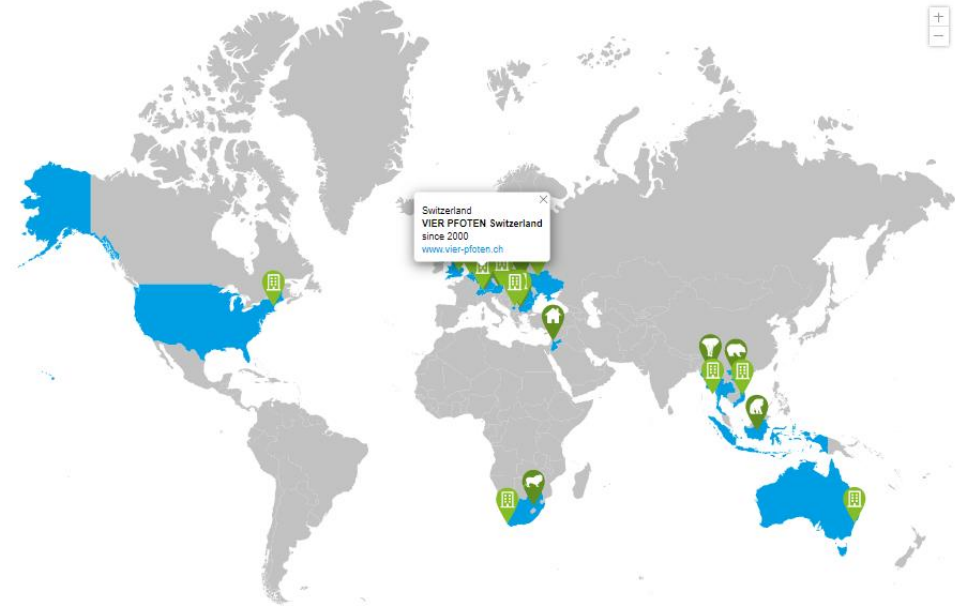
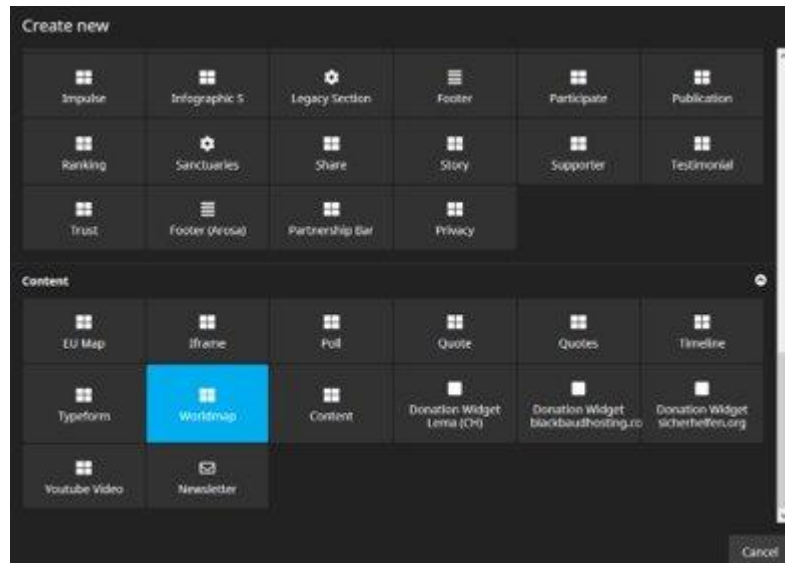
- Only use 2 buttons in the header of our pages (E.g. Donate, Shop)
- Capitalize headlines correctly (even if it is 'automatically' appearing as all caps – it is viewed elsewhere without this formatting) You can use this tool: <https://capitalizemytitle.com/>
- Check CTA's overlayer %
- Remember to always check donation links
- Change the Hero minimum 1-2 x week
- Do override titles (there are very important for SEO)
- Add related content (in 'Relations' in the inspector in the Outlet)
- When you make a change, change the publication date
- Make sure the button types are correct on CTA's (orange for donation, pink for petition, etc.)
- Think like a reader! 😊

DON'T!

- Use informal language/you (Eg. In DE 'du'): - Always use formal You (SIE in German)
- Don't use emojis
- Don't use more than 2 buttons in header
- Don't do a full stop at the end of a subline
- Don't use grief style on HERO buttons
- Don't change page type in the inspector – if you want to change the page type you have to make a NEW page
- Don't have more than 3 Hero sliders on your homepage

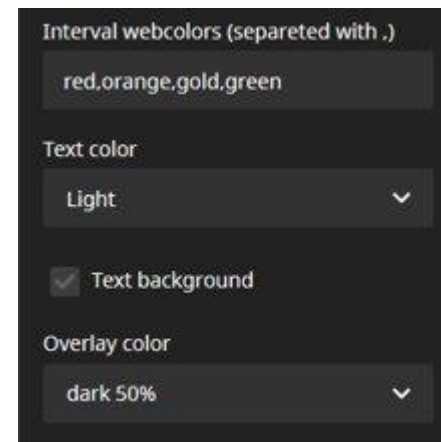
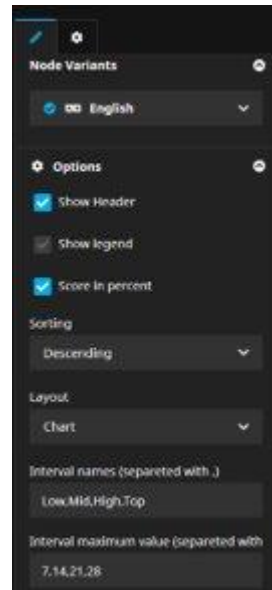
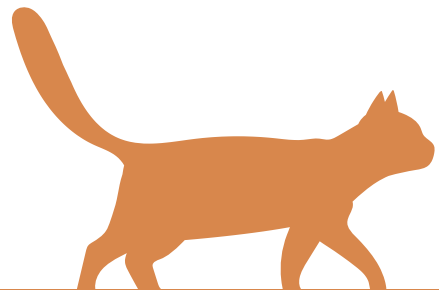
ELEMENT: WORLD MAP

- Available in EN and DE (automatically switching language)
- For promotion and landing pages
- Examples: <https://www.four-paws.org/about-us>



ELEMENT: RANKING

- Available for promotion pages
- Examples: <https://www.four-paws.org/campaigns-topics/topics/nutrition/the-atlas-challenge/fast-food-chains>
- If you want to use it, please contact the Website Team to help you set it up

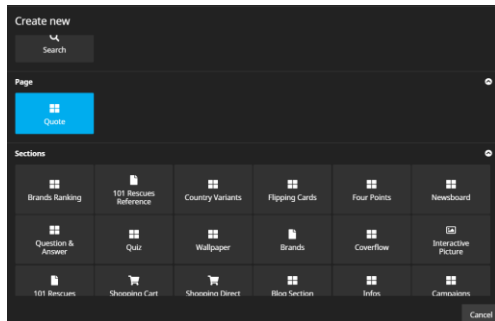


ELEMENT: QUOTE & QUOTES

- Available for promotion pages, articles, blog posts, success stories etc.
- Element: Quote

Option to have one quote displayed

Example: <https://www.four-paws.org/our-stories/press-releases/loneliest-elephant-in-the-world-arrives-in-cambodia>



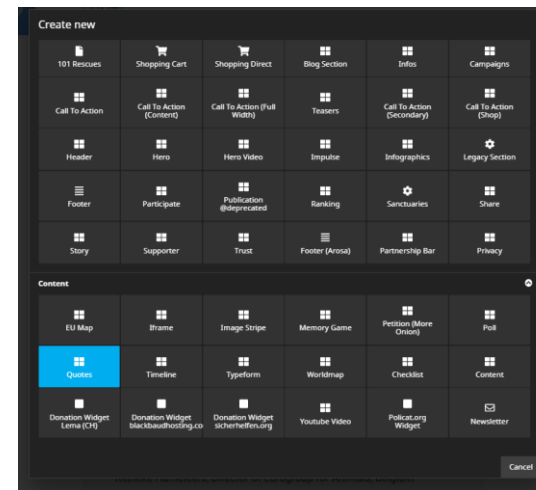
“FOUR PAWS, Free The Wild, local Pakistani officials and animal activists have worked tirelessly to rescue Kaavan and find him a more species-appropriate home. We have overcome many hurdles to reach this point, not least the global COVID-19 pandemic, but all of these challenges have made this achievement even more monumental. We cannot wait to watch as Kaavan adjusts to his new home, with companions and natural habitat. Now he can finally live the life he deserves and retire happily away from the watchful eye of the visitors that circulated his enclosure day after day.”

FOUR PAWS veterinarian and mission leader Dr Amir Khalil explains the realisation that years of hard work have finally been achieved.

- Element: Quote

Option to have multiple quotes displayed

Example: <https://www.four-paws.org/campaigns-topics/topics/companion-animals/tracing-the-trade>



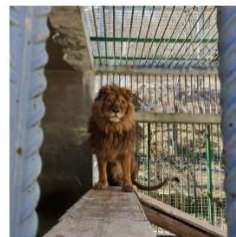
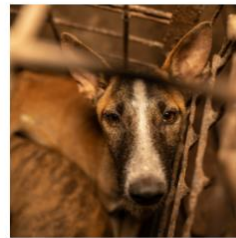
“After exploratory talks, the Board of Europetnet wishes to express its support for the aims and approach of the FOUR PAWS Model Solution. We believe that cooperation between online advertisement platforms and Identification and Registration Databases through the integration of their respective processes will not only ensure tighter regulation of the online trade in dogs, but will also enable traceability of those involved and ultimately go a long way to eradicate the illegal puppy trade.”

Michel Schoffeniels, President of Europetnet, Belgium

ELEMENT: INSTAGRAM

- You need your permanent 'Access Token' : You need to be logged in (at your browser) and generate the token.
- The process is a little long winded – Please read this [Instagram Instructions document](#) which explains the process.
- Example: <https://www.four-paws.org/> at the very bottom of the page.

FIND OUR LATEST INSTAGRAM POSTS HERE



Please contact
websites@four-paws.org if
you need help with this!!



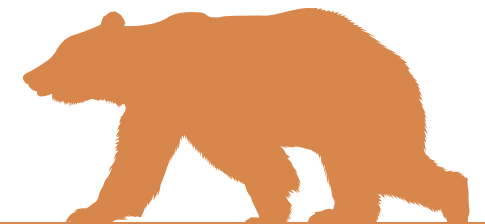
ELEMENT: BRANDS

- Available for promotion pages and landing pages
- Examples: <https://woolwithabutt.four-paws.org/brands-against-mulesing>
- **You can create an attractive overview of e.g. brands (logo or only the name)**
 - We recently removed the brand categories/statuses.

OVER 300 BRANDS AGAINST MULESING

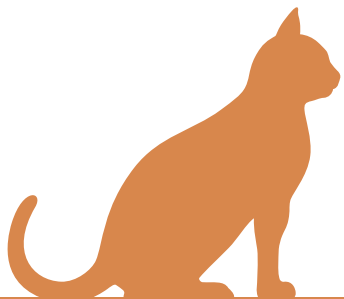
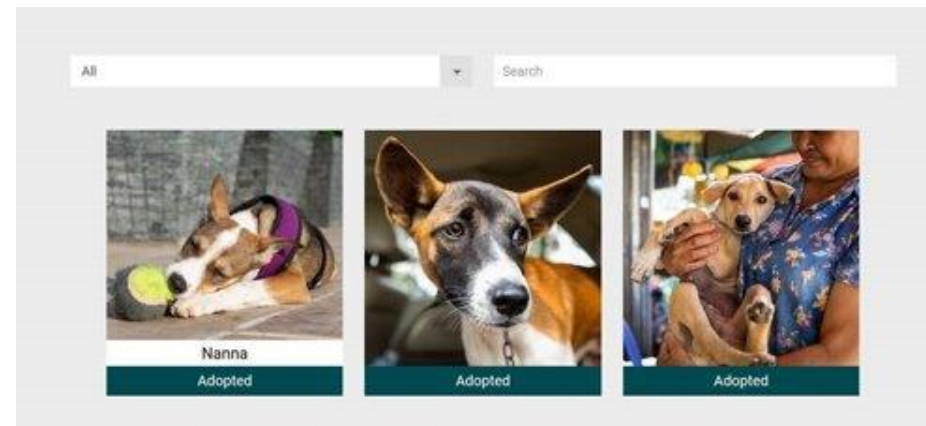
This list stands for the global demand for mulesing-free. However, brands' positions need to be followed by actions to transition towards 100% certified mulesing-free. Check out the list below to see if your favourite brand is on it!

Sort Order Search



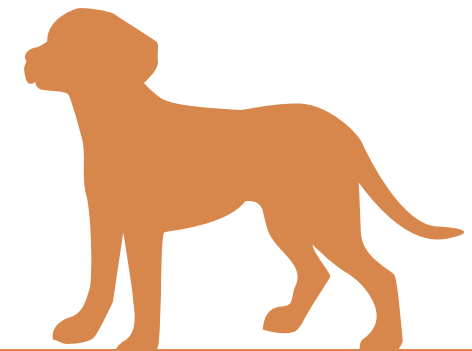
ELEMENT: 101 RESCUE

- Available for promotion pages and landing pages
- Example: <https://dogcatmeat.four-paws.org/finding-hope>
- Here, you can show 2 different 'statuses' – a rescued or an adopted animal.
- We have developed this element because we will not have a rescue page for every animal we will save touring the DCMT campaign (the stories are too similar).
- BUT with this element we can create a nice overview and can link to a subpage/a facebook post/a blog post/IPR/donation page – wherever the story of the animal is told.
- When hovering the mouse over the picture, the name of the animal will pop up on the image – the title of the image (in the inspector) must be the name of the animal.



ELEMENT: PETITION (MORE ONION)

- Example: <https://dogcatmeat.four-paws.org/united-to-protectmillions>
- Integrate the form of a petition on a content page, so the user does not have to leave our website to sign the petition. BUT Digital Fundraising INT has to ask More Onion to make a small change on the form.
- Therefore: please ask Digital Fundraising INT for help, if you want to integrate a petition on the website. They will provide you with a URL and an external referrer, which must be placed in the backend of NEOS.



ELEMENT: INTERACTIVE IMAGE (1)

- Interactive picture e.g. used for infographics
- The element is available for publications, landing pages or promotion pages and in your outlet for a 'detail page' (remember: if you create a detail page, you can't share with other editors).

Examples:

- <https://www.four-paws.org/our-stories/publications-guides/raccoons-also-known-as-procyon-lotor> (Publication)
- <https://dogcatmeat.four-paws.org/become-a-leading-brand-protectmillions> (Promotion page)



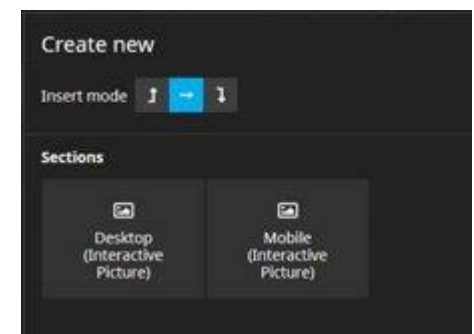
ELEMENT: INTERACTIVE IMAGE (2)

1. Create a new page (e.g. publication)
2. Add element on content tree “Interactive Picture”
 - Option “Show Numeration” – you can choose if you want to show numbers or a label. Tip: Numbers are great to show an ordered process. To change the order of the numbers, you can change the order of element item in the content tree
 - Option “transparency” of the overlay (text boxes) – e.g 10% -
 - > If for example the label is too light (white on white), you can make “black transparency 80%”



For both elements make sure box on left inspector “use for desktop and mobile” is **unticked** - we have to keep them separate so that the positioning of the element is corrected manually

3. Click + (plus) again and add the desktop (interactive picture) version
4. Click + again and add mobile (interactive picture) version



ELEMENT: INTERACTIVE IMAGE (3)

5. Add your infographic image to NEOS

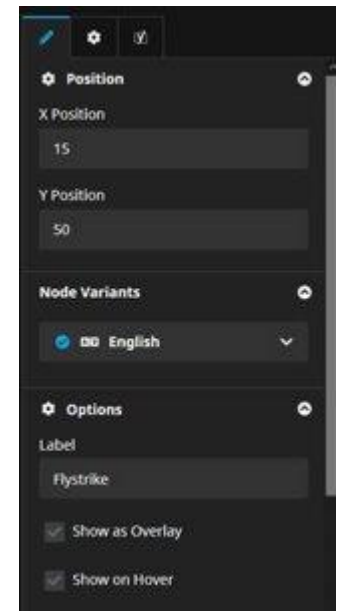
- Reminder:
 - Upload image - ensure to tag “Grafic, Screenshot” and “ExcludeMediaCredit”
 - In the inspector add image alt text and title

6. Add Overlay by clicking on the + (plus) again

- Option 1: ‘Image Text’ – is it a text box, there can be a link and a picture
- Option 2: ‘YouTube Video’ – only a video, which out a text

7. Edit the overlay: in the **Inspector**

- Choose **Position**:
 - X Position (**left** – number decrease; **right** – number increase)
 - Y Position (**up** – number increase; **down** – number decrease)
 - Eg. X:50 Y:50 would be in the middle
- **Label** is the title in the overlay box
- Options for the overlay > The element will show a label for which the user much click on, there are further options if you want to show as: “overlay” (will show details all the time) or “hover” (you can hover your mouse over the lable and it will show details)



ELEMENT: INTERACTIVE IMAGE [4]

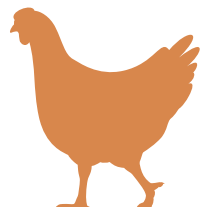
8. Mobile (interactive picture)

- Follow the same process as above for the mobile version (it's a different picture in mobile format)
- You have to do the same process again (you cannot copy the element)
- For mobile maybe you don't need to have a video or images. So you can just have text (eg. thinking of people's mobile data)

9. Further Information: You can add content below the element as further information.

- Link a word/words in the overlayer copy and add in the link box #nameofadditionalinformation. You need to separate content elements for each additional information – as you are linking to the individual elements

TIP: To play around, please use the EDITORS HELP section in our HUB: <https://hub.four-paws.org/editors-help/content-elements/interactive-picture-infographic>



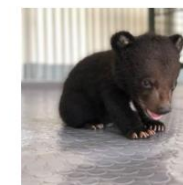
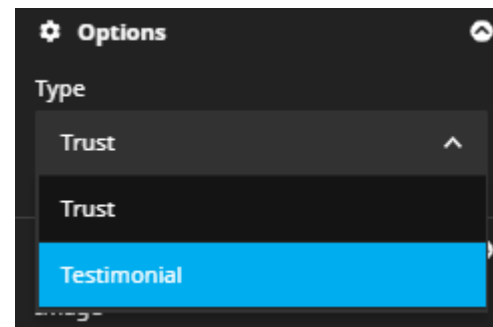
ELEMENT UPDATE: TRUST

Trust Element (incl. Testimonial Element)

- We combined the element trust and testimonial... check out the new possibilities here: <https://hub.four-paws.org/editors-help/content-elements/trust-element>
- Available for Promotion page, Landing page, Home page, Meta pages
- Option to use an image (Trust) of an icon (Testimonial)

Example: <https://www.four-paws.org/campaigns-topics/topics/animals-abused-for-fashion>

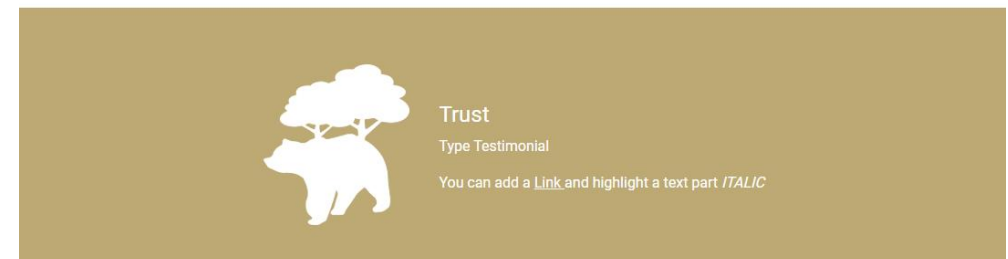
- FYI: This element looks a bit different on sanctuary pages



Trust

Type Trust

You can add a [Link](#) and highlight a text part *ITALIC*



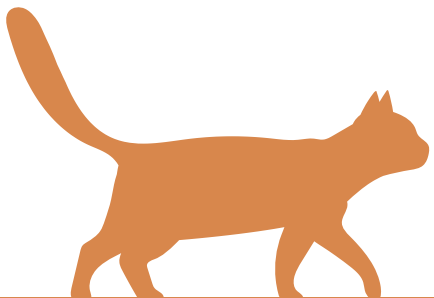
Trust

Type Testimonial

You can add a [Link](#) and highlight a text part *ITALIC*

PAGE TYPE: FAQ

- This page type is only to use for FAQ and a must-have on your outlet page for Google. Currently we are working on general Q&As related to FOUR PAWS.
- You can use the FAQ Reference below landing pages e.g. 'About us' section on the outlet pages.
- **Example:** <https://hub.four-paws.org/faq-section/faq-on-mulesing>
- If you create a new page – pls do it here: <https://hub.four-paws.org/faq-section>



ELEMENT: Q&A

Element called 'Q&A'. It's perfect for a bunch of information. With this element reads are not getting overwhelmed and choose what they want to read!

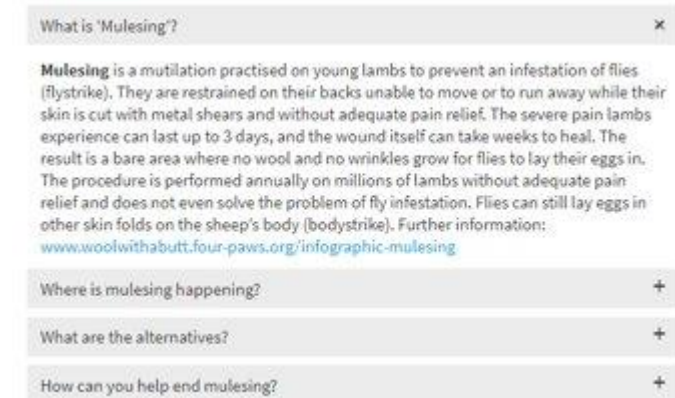
Examples:

- <https://www.four-paws.org/campaigns-topics/topics/climate-and-animal-welfare>
- <https://www.four-paws.org/our-stories/publications-guides/pet-rats-their-most-common-diseases>

The new element is available for: FAQ pages, Landing Pages, Promotion Page, Articles, Publications, Events, Blog Posts, Success Stories, Meta Pages, Detail Pages

Options:

- "Show Header & Subline" via Property Inspector
- Text-Format Options
 - Italic
 - Bold
 - Links
 - Ordering with bullet points and indenting
 - x¹

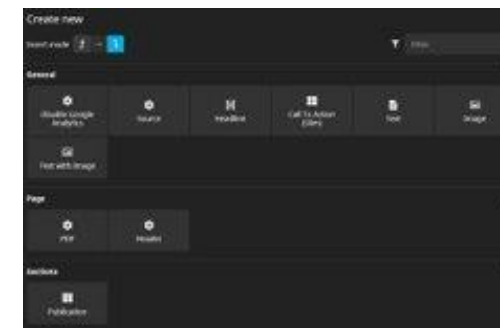


ELEMENT: CTA (SLIM)

The element 'Call To Action (Slim)' is part of the content element

You can add this CTA between normal text

- Just create a “normal content box” and click on the little plus to insert the new option
- Then you can choose the style in the inspector: **Donation (Orange)**, **Petition (Pink)**, **Sponsor (Green)**, **Shop (yellow)**, **Newsletter (Blue)**.
- Add a link
- Add copy and button text
- And publish

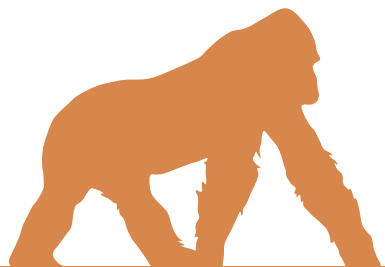


Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Call-to-Action (Slim)

NOW

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur

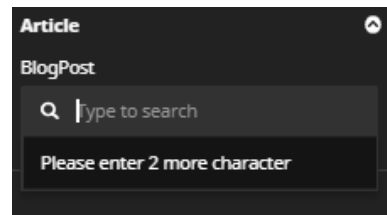


ELEMENT - SET UP CHANGE! CTA & TEASERS (1)

Due to issues in the past with editing the 'button' text of all CTA's and Teasers – now the set-up of these elements has changed. Now, you are not able to directly click on the button and edit, But you can edit under the ,Label' section in the inspector.



When you add a new teaser – it will appear differently  before you pull the page through to your outlet.



ELEMENT - SET UP CHANGE! CTA & TEASERS (2)

The 'Call To Action (Full Width)' now displays differently on the backend.

You will see that on the backend, the text is now on the left, however, the front end it will remain centered.



ELEMENT: FLIPPING CARDS

An interactive element for e.g. education content.

For instance: You can set-up a question on the 'card frontpage' and the answer on the 'backside'.

Examples:

- <https://hub.four-paws.org/editors-help/content-elements/flipping-cards>
- <https://www.four-paws.org/our-stories/publications-guides/does-a-cat-fit-my-lifestyle>

Element is available for promotion, publication and article pages

Set-up:

Add element 'Flipping cards' and add as many 'cards' as required.

Each card 'frontside' has the option to add an image or fade grey background, with a choice of text style 'Paragraph', 'Headline 3' or 'Preformatted'

Each card 'backside' has the option to add text and can also be 'linked' to other pages including donation links.

Note: You can only use 164-200 characters max otherwise rendering issues

FACT OR FICTION?
Debunk the myths about mulesing of sheep

TEST "FLIPPING CARDS"

Challenge: wake up at 7am
Remember, dogs don't lie in on the weekend! Its important that even on 'relaxed' days you wake up at the same time as other days. Dogs thrive on routine and will expect to be fed and walked at the same times daily.

Whos who?
Sheep can recognise up to 50 other sheep faces and remember them for two years. However, sheared sheep don't recognise each other and may fight for a few days to re-establish hierarchy. Sheep can also recognise human faces

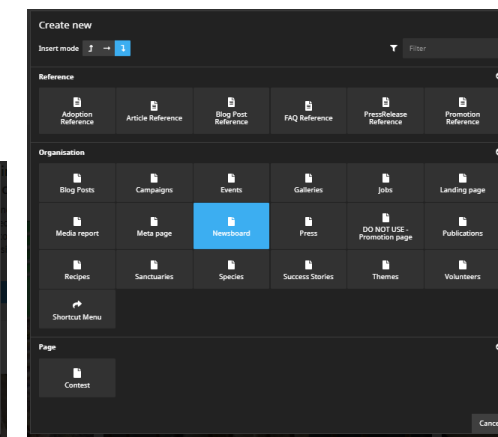
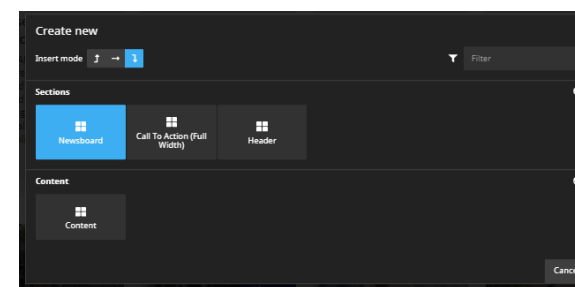
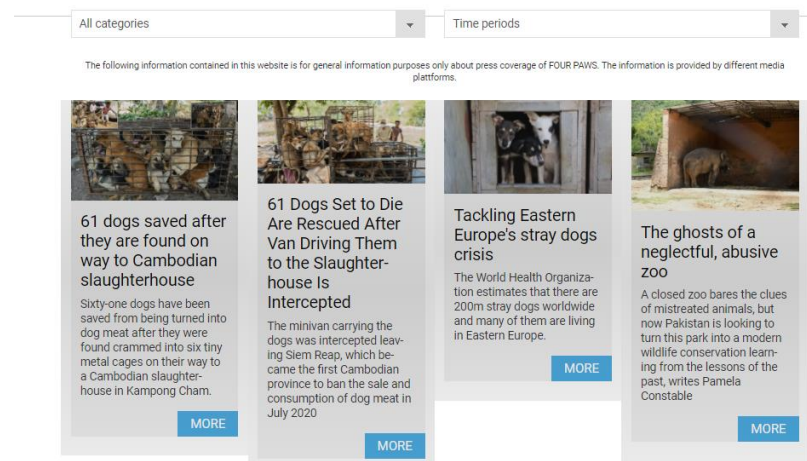
Hurricane Maria. Puerto Rico, USA. 2017
The [Hurricane Maria](#) left devastation across the Caribbean region with devastating consequences, some fatal. Our team set out to help a few of the local animal rescuers that had no supplies to care for themselves and the animals, animals that were forced to be left behind.

ELEMENT: NEWSBOARD/FOUR PAWS IN MEDIA (1)

New page type: 'Newsboard' to show FP work in international media: <https://www.four-paws.org/press/four-paws-in-the-media> - please talk to your press officer(s), if they want to have it too. Before posting any news source, please check with your press officer(s) that the source is fine to be used.

If you want to set it up, please follow this description:

1. Enter your outlet page
2. Add the new page type (below a landing page)
3. Add the new element called "Newsboard"
4. Add a new item
5. Use the external media link: we automatically pull the picture, headline and subline of the external page. In some cases, it is not working because the external page blocks this kind of connection. Then we cannot use this link, for example, <https://www.mirror.co.uk/news/starving-lions-left-rot-filthy-21489248>
 - a) Add a date – you have to sort the items – there is no auto function. Recommendation: newest items are top.
 - b) Add taxonomies (for the filter function)
 - c) Don't use the tick box "Is Highlighted"

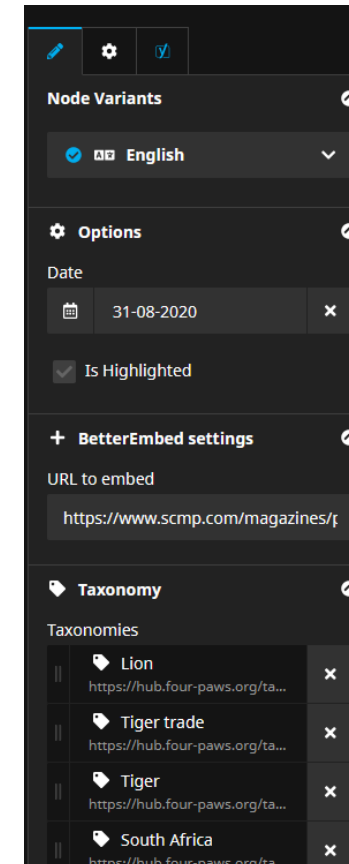
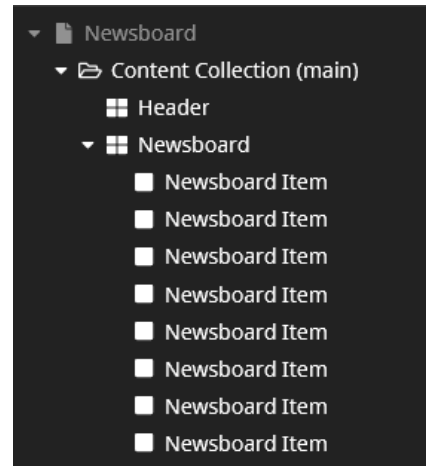


If you want to use this element – contact us and we will give you the 'rights' in NEOS to do so!

ELEMENT: NEWSBOARD/FOUR PAWS IN MEDIA (2)

6) Add a new item

- Use the external media link: we automatically pull the picture, headline and subline of the external page. In some cases, it is not working because the external page blocks this kind of connection. Then we cannot use this link, for example, <https://www.mirror.co.uk/news/starving-lions-left-rot-filthy-21489248>
- Add a date – you have to sort the items – there is no auto function. Recommendation: newest items are top.
- Add taxonomies (for the filter function)
- Don't use the tick box "Is Highlighted"



ELEMENT: YOUTUBE VIDEO

We have TWO options to upload videos onto a page.

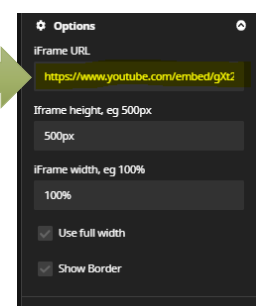
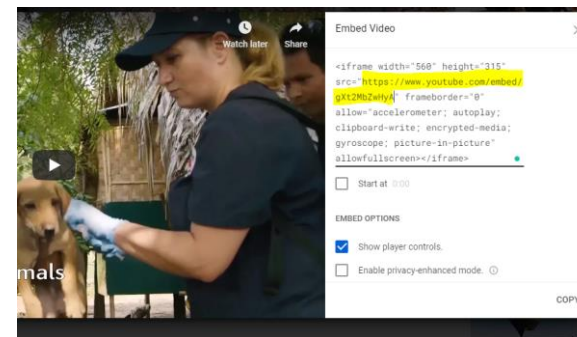
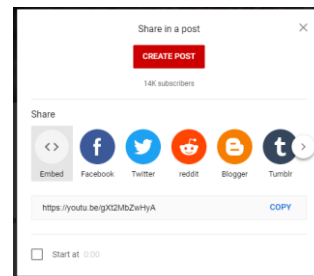
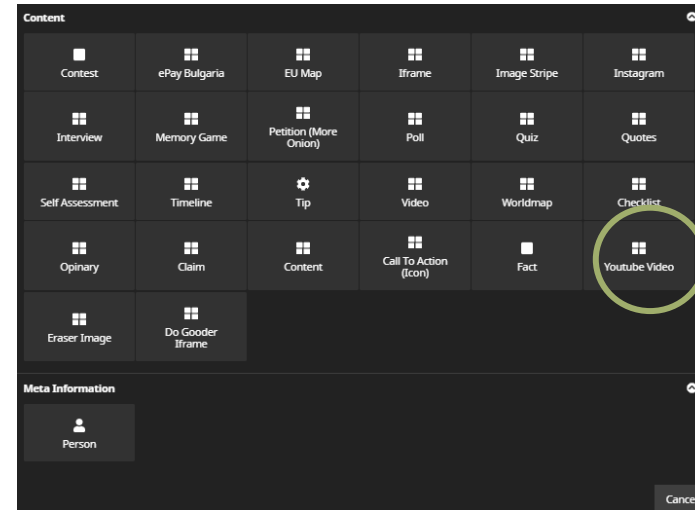
- We only use the "YouTube Video" option- so please ignore the other video option available.
- Videos can only be uploaded when they are already on YouTube, not directly.
- The thumbnail will be the image selected on the YouTube video settings.

Please see editors help here:

<https://hub.four-paws.org/editors-help/editors-help-2022/how-to-add-a-video-to-your-page>

You can also add to an iframe – but you need to use a different link
Add as an iframe

- You need to use a different url to share the video as an iframe
- On the YouTube share option, select "Embed" - you will need to select the url from the embedding code.



ELEMENT: ERASER IMAGE

The effect of one picture is hidden below another image.

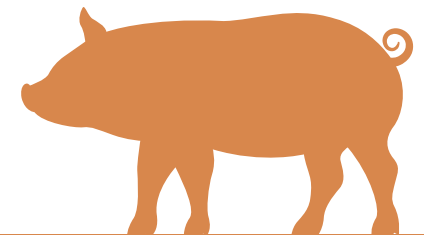
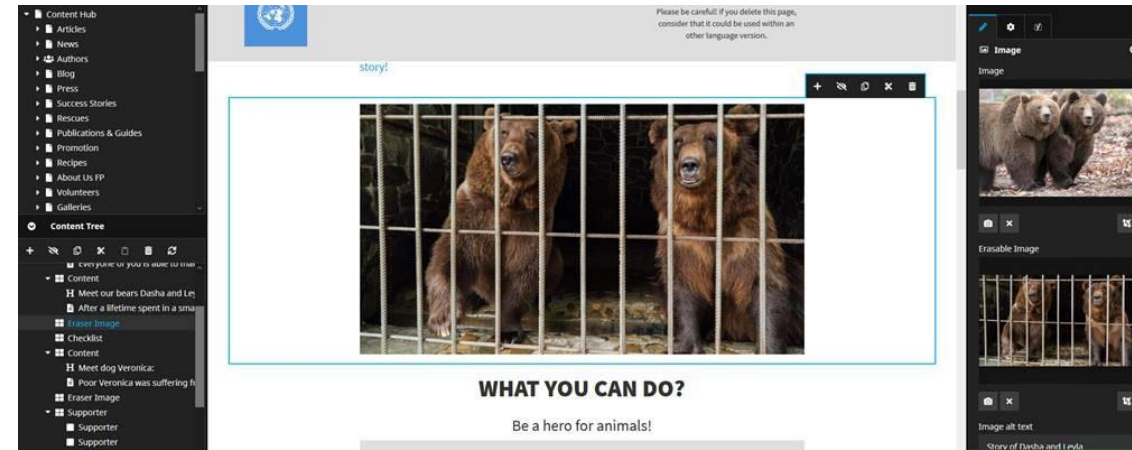
Example: <https://www.four-paws.org/our-stories/clickandlearn/save-an-animal-be-a-hero>

The element is available for: articles, publication and success stories

Set-up is easy:

- Add the element to the content tree (click on the plus '+')
- Choose 2 pictures - first is the hidden one, second is the 'cover' on top
- Add Image title and alt text
- Publish and test the preview: If you rub over the picture with the mouse (on the screen) or the finger (on the mobile phone), you can free our animals from their previous lives!

BTW: it works also on mobile!



ELEMENT: TEASERS (1)

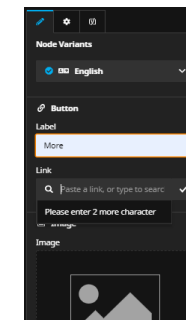
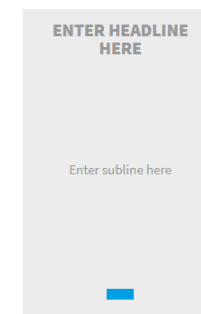
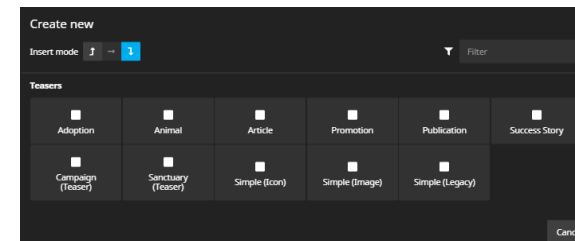
Teasers are a great way to link pages to another page.

We have TWO types of teasers, (1) "Teasers" and (2) "Impulse". Each of these have multiple types of options suitable for their own page types.

Adding (1) Teasers:

+ Teaser – select teaser type

- You must pick the correct teasers for your page type otherwise the teaser won't work (or find your page).
 - E.g. Article – must be an article, Publication must be a publication, Success Story must be rescue page or success story page
 - BUT if your page type isn't there you need to use "Simple (Image)" and you can manually use the link to page, image and headline/subline, button name (label)
 - Type the page you intend to link to in the 'Link' option, until it comes up below and a clickable option.
 - Put in the 'Label' you want, e.g. More, Here, See More



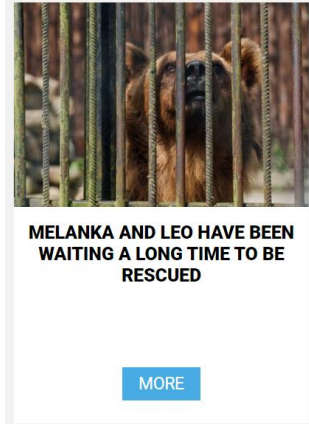
NEW
Jan. 2021

ELEMENT: TEASERS (2)

Frontend: (1) Teasers (e.g. Simple (Image)) will appear in a set of 3 teasers in a row:


ANIMAL RESCUES

Read more about our emotional animal rescues.



MELANKA AND LEO HAVE BEEN WAITING A LONG TIME TO BE RESCUED


[MORE](#)



RESCUE CARA

The tigress' first months of life were in illegal keeping

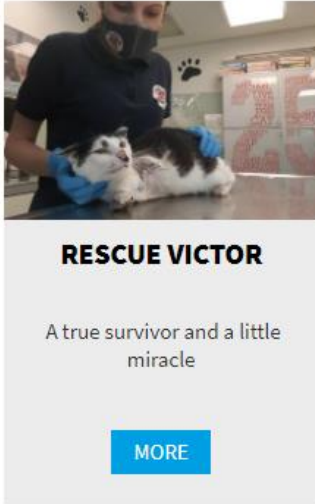
[MORE](#)



RESCUE LEO AND MELANKA

The 'Presidential bears' rescued after 14 long years in a barren cage

[MORE](#)

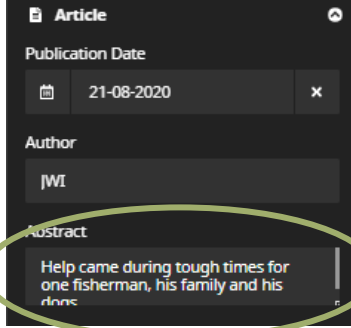


RESCUE VICTOR

A true survivor and a little miracle

[MORE](#)

Note: If your teaser does not show the subline (see left) – it is because if you are linking to a page that is missing a subline or 'Abstract' (see right). All pages need to have a subline.



Article

Publication Date

21-08-2020

Author

JWI

Abstract

Help came during tough times for one fisherman, his family and his dogs

ELEMENT: IMPULSE TEASERS (1)

(2) Impulse Teasers are similar to Teasers, but a slightly different design.

This way you can mix types of teasers on a one page without the page looking boring or too 'samey'.

Adding (2) Impulse Teasers:

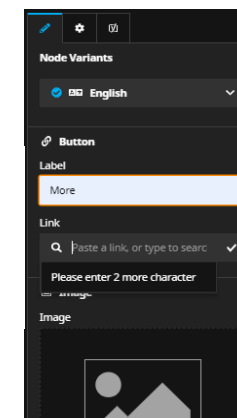
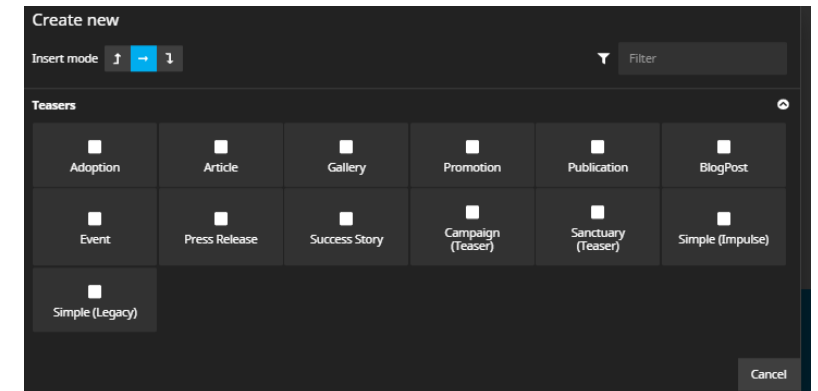
+ Impulse – select teaser type

- As before, you must pick the correct teasers for your page type otherwise the teaser won't work (or find your page).
 - e.g. Article – must be an article, Publication must be a publication, Success Story must be rescue page or success story page
 - BUT if your page type isn't there you need to use "Simple (Impulse)" and you can manually use the link to page, image and headline/subline, button name (label)
 - Type the page you intend to link to in the 'Link' option, until it comes up below and a clickable option.
 - Put in the 'Label' you want, e.g. More, Here, See More



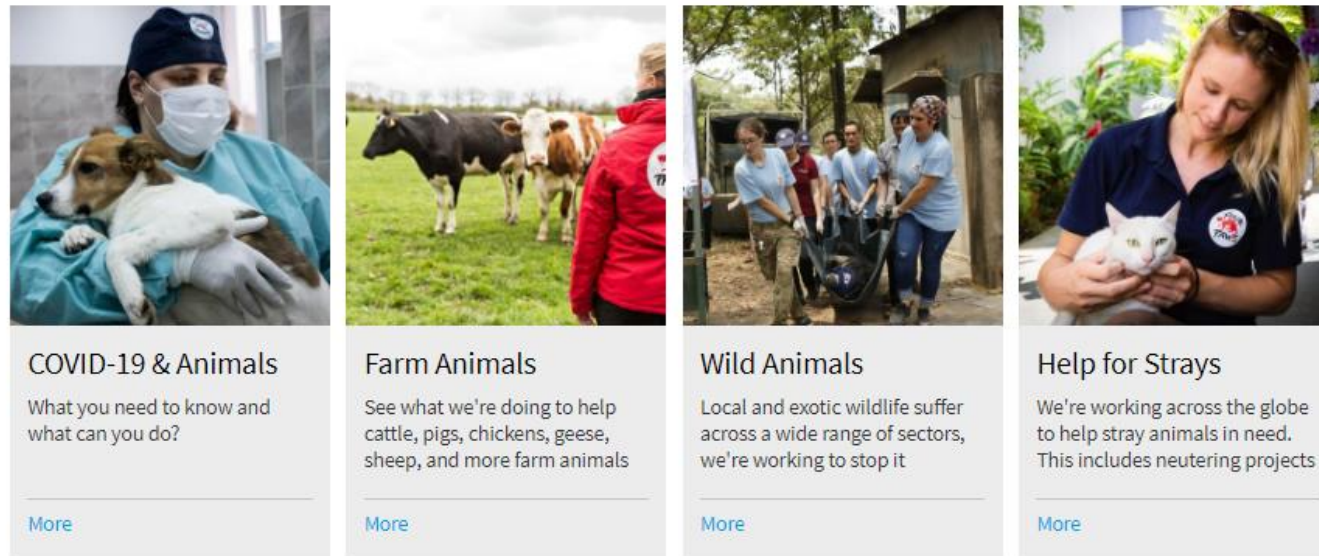
Enter headline here

Enter subline here

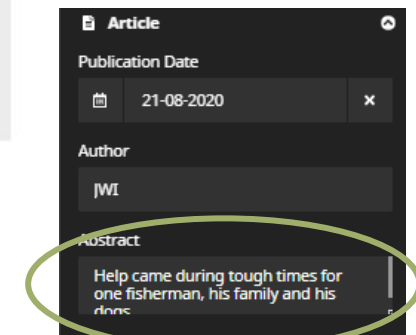


ELEMENT: IMPULSE TEASERS (2)

Frontend: Impulse teasers will appear in a set of 4 teasers in a row



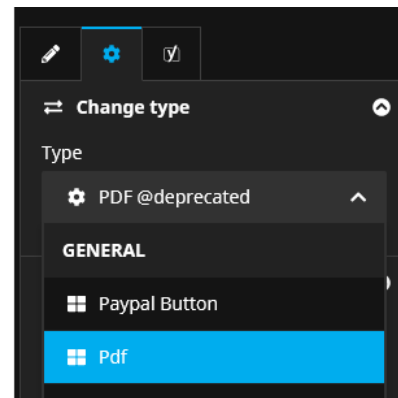
Note: If your teaser does not show the subline – it is because if you are linking to a page that is missing a subline or 'Abstract' (see right). All pages need to have a subline.



ELEMENT: PDF

As part of our content element, we implemented a new PDF element e.g. <https://woolwithabutt.four-paws.org/knitting-kind>

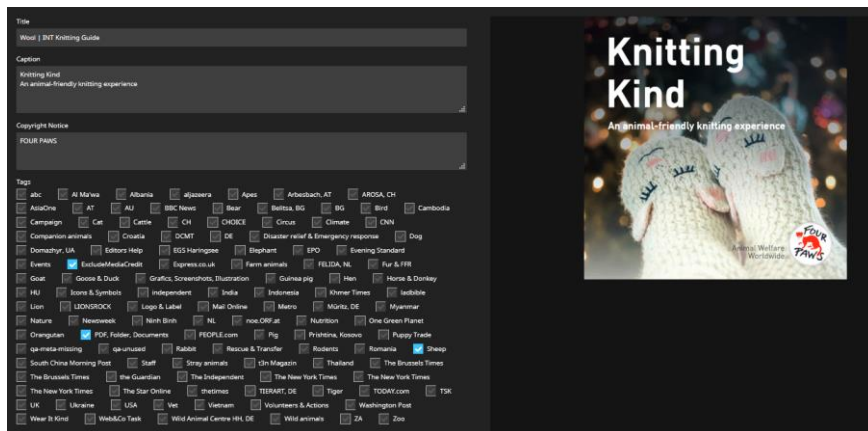
- You can change the old element into the new one in the inspector.
- And then you can add the Title and Subline. If you want – you can add a “reading time”
- Reminder: if you upload a new PDF into NEOS: Pls use a good Title and caption! Don't forget the Copyright and tags (ExcludeMediaCredit + PDF, Folder, Documents)



'Knitting Kind' - a FOUR PAWS guide
An animal-friendly knitting experience. Find out more about the yarn brand/supplier here!

READ

- You can also add a link on a page, linking to a specific page in a PDF.
- To set this up, you can use elements PDF, or link within a text or CTA with the NEOs media file URL (e.g., https://media.4-paws.org/1/1/0/6/11063cc31b10e07d813f5b6bbb223bd3bc4fc90c/Climate%20Policy%20Paper_EN_2020-06-10_Web.pdf) but at the end of the url add '#page=6' and you will be directed to the page 6 of that PDF.
- E.g., https://media.4-paws.org/1/1/0/6/11063cc31b10e07d813f5b6bbb223bd3bc4fc90c/Climate%20Policy%20Paper_EN_2020-06-10_Web.pdf#page=6



ELEMENT: NEW QUIZ

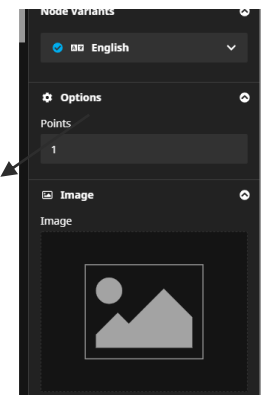
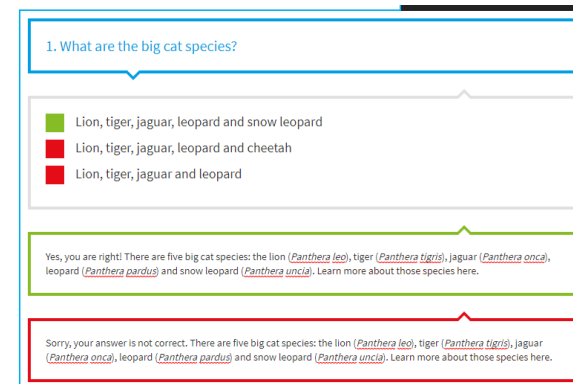
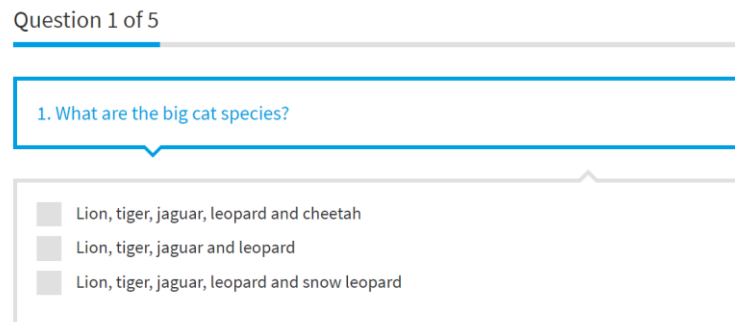
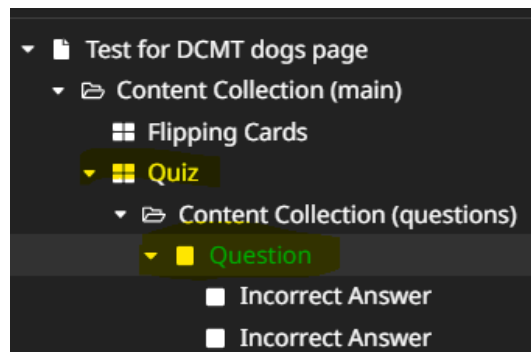
We also released a new version of our quiz. The set-up is very easy and all the “old” versions of quizzes are replaced. Please find 2 examples here

<https://www.felida-bigcatcentre.org/education/felida-quiz> + <https://www.four-paws.org/our-stories/clickandlearn/how-much-do-you-know-about-guinea-pigs>

Available for: Article, Blog Post, Publication

Set up

- Add element ‘Question’, you will have the option to enter the correct answer (which you can add the point as ‘1’, and you can also + ‘incorrect answer’, which will automatically give no points. You also have the option to make it True or False.



ELEMENT: WALL OF FAME

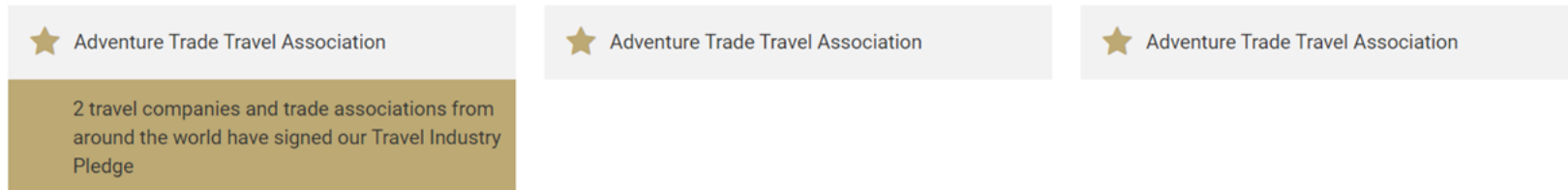
Wall of Fame

Available for Promotion, Article and Success stories

This new article allows you to make a list of people/organisations that you wish to highlight, for example major donors or companies. The element is simple to set up, add element 'Wall of Fame' and add within a 'Wall of Fame Item' You have the option to add a name only (limited to two lines of text) and a hover over expanded text. You have the option to link the text, make it **bold** or *italic*.

Example: <https://dogcatmeat.four-paws.org/the-tourism-industry/who-has-joined>

WALL OF FAME



★ Adventure Trade Travel Association

2 travel companies and trade associations from around the world have signed our Travel Industry Pledge

★ Adventure Trade Travel Association

★ Adventure Trade Travel Association

NEW
April. 2021

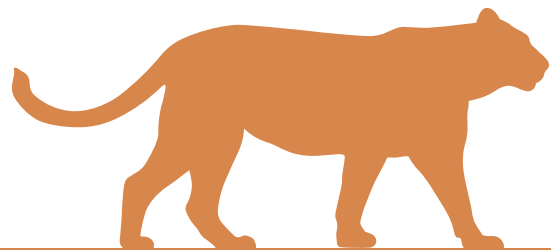
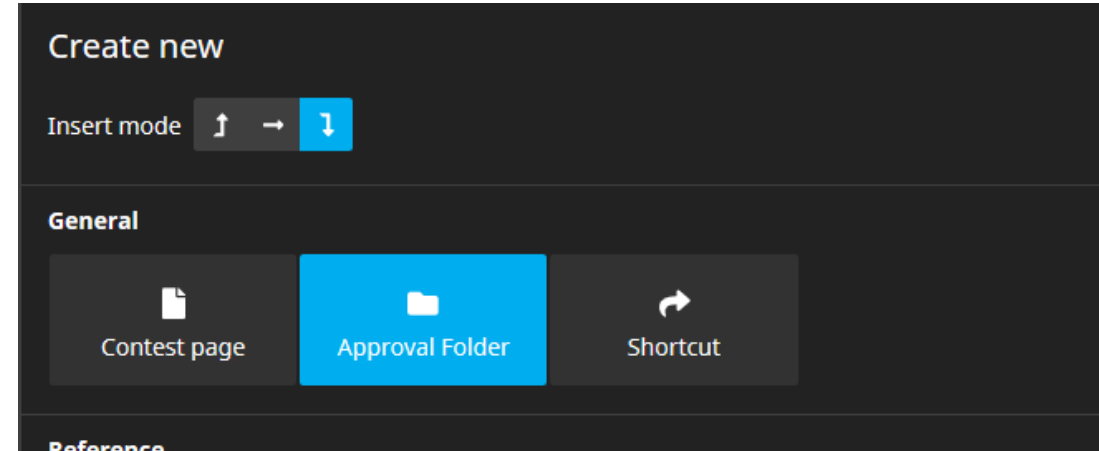
FEATURE: APPROVAL FOLDER

A new folder option suitable for our outlet pages.

If you put a page into it, it is automatically HIDDEN for google (nofollow/noindeX) and it will not show up in the search - BUT you can share the link with the team and get your feedback.

When the page is finally approved you can just move the page to the right section and the page will be visible for google and the page search.

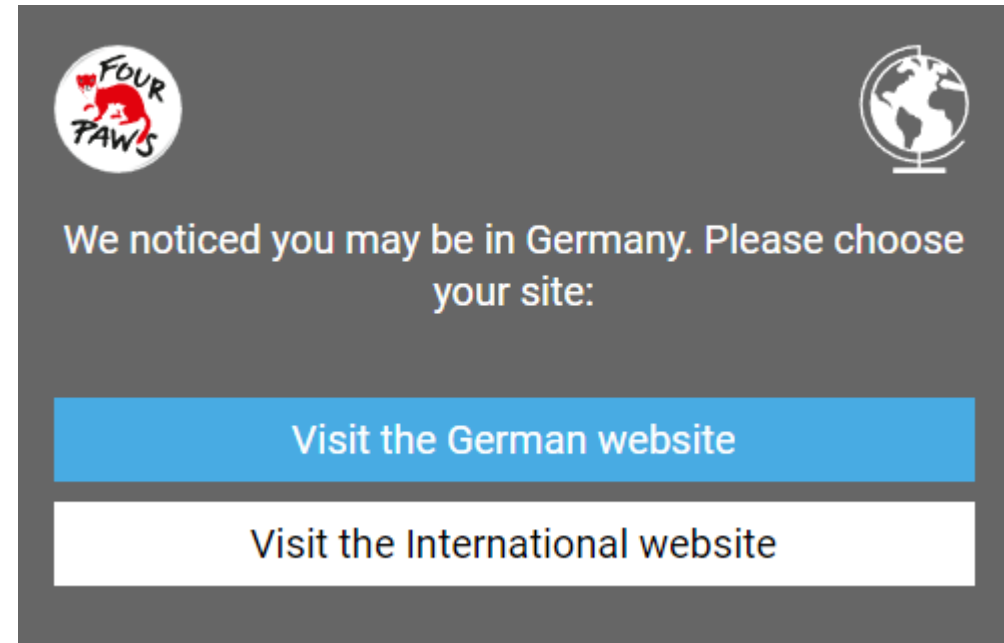
<https://www.four-paws.org/approval-folder>



FEATURE: GEO IP REDIRECT

We're using a pop-up on the HOME page of INT which is a GEO IP Redirect on www.four-paws.org. It helps visitors determine which page they would like to be on and should help with improving traffic to the correct websites.

- AT <https://vier-pfoten.at>
- DE <https://vier-pfoten.de>
- CH <https://vier-pfoten.ch>
- EPO <https://www.vier-pfoten.eu/>
- BG <http://www.four-paws.bg/bg/>
- UK <https://www.four-paws.org.uk/>
- NL <https://www.vier-voeters.nl/>
- AU <https://www.four-paws.org.au/>
- ZA <https://www.four-paws.org.za/>
- US <https://www.fourpawsusa.org/>

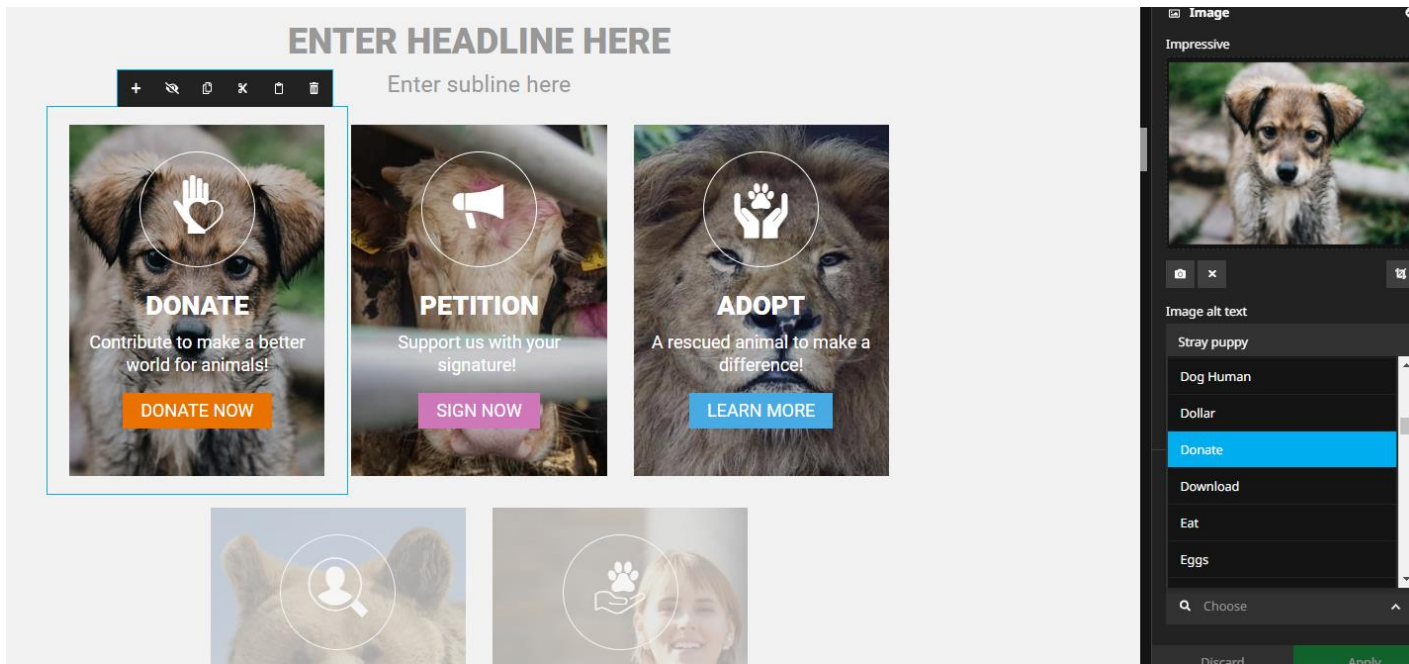


FEATURE: ICONS

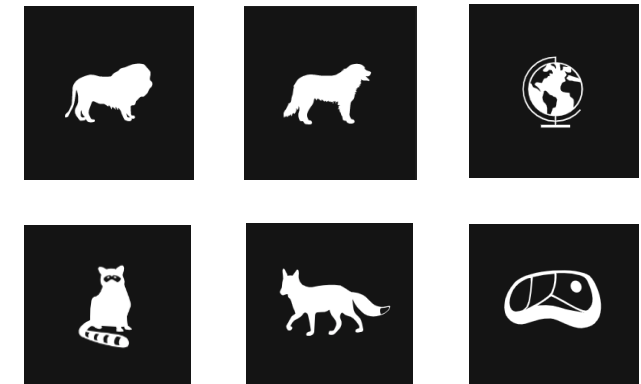
Icons for the element's "infographics" and "fact" e.g. meat, fox, raccoon...

https://hub.four-paws.org/neos/management/media/?moduleArguments%5Btag%5D%5B__identity%5D=5afe0136-8bce-4e07-811a-397c3eb51fc2

You can also use them for the element 'Call-to-Action' secondary, (Simple Impressive):



With the new FP Signature – we will also get NEW icons. FP Int are taking care of this and they will be shared with you when ready!



FEATURE: NEWSLETTER POP-UP

4. Start editing the boxes:

HL: See our work in action and stay up to date with the latest animal welfare topics

Subline: Sign up to our FOUR PAWS newsletter.

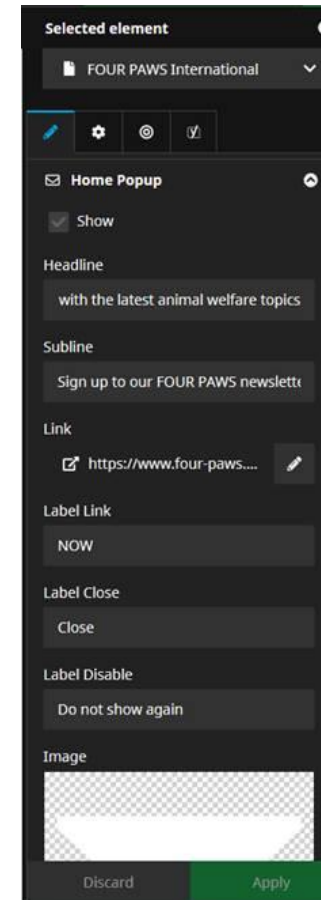
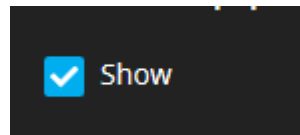
Copy the link to your newsletter page e.g. <https://www.four-paws.org/about-us/newsletter>

- Lable Link (CTA blue button) NOW
- Lable Close (Close-Button gray) Close
- Lable Disable: Do not show again
- Image = Mail Icon

5. When you are finished – tick the box “Show”

6. Apply the changed and publish to live

7. Refresh and check the preview!

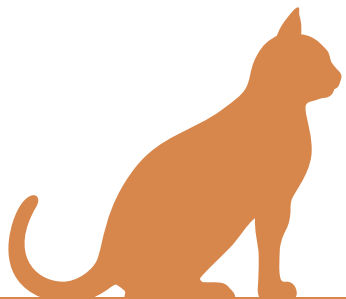
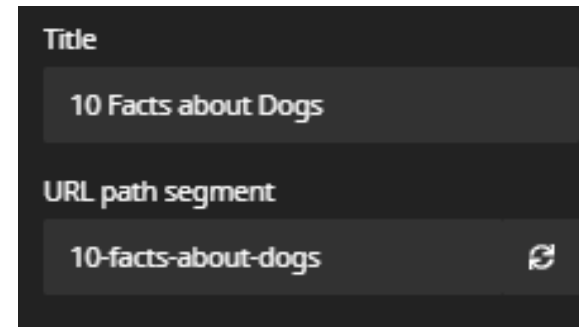
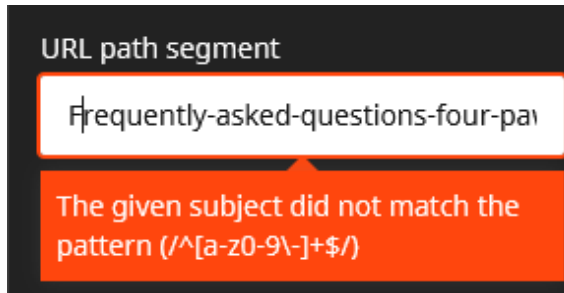


FEATURE: URL-PATH

URL should be ALWAYS in lower case!

We enforced URL-path with CAPS to lower case e.g. a-z, 0-9, "-"
You will get an error if you using caps ;)

If you change the title of the page – you can synchronise the title with the URL path

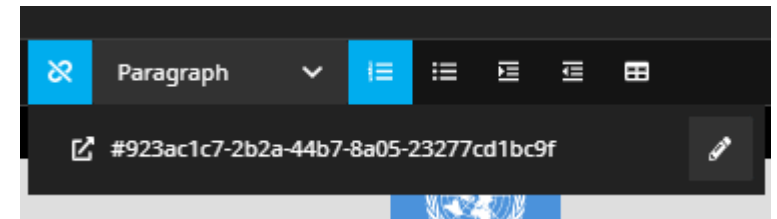


FEATURE: SETTING AN 'ANCHOR'

For example, if you have a long page. Usually, users don't spend the time to scroll right down the page. So, you can 'link' to a section of that page from the hero or teaser (eg. Teaser at the top about fur – can link to an infographic on fur at the bottom of the page)

For this you need the identifier of the element you want to link to, this is finable by clicking on the element, and in the second tab of the inspector under 'additional info', there will name the identifier, it will look something like a4a4ef8c-83c3-4d6e-92e0-de768344519e

Then in the hero or teaser link function, you can put in '#a4a4ef8c-83c3-4d6e-92e0-de768344519e'.



You can also link from another page to a certain section/element of a page, for this you follow the same process but take the whole URL path of destination page, plus the #a4a4ef8c-83c3-4d6e-92e0-de768344519e

Explanation for set-up:

<https://hub.four-paws.org/editors-help/editors-help-2022/how-to-create-anchor-links>

Example:

<https://www.four-paws.org/campaigns-topics/topics/help-for-stray-animals/four-paws-eastern-europe-programme>

FEATURE: SUCCESS STORIES- IMPROVEMENTS

We made some change for the rescue pages <https://www.four-paws.org/our-stories/rescues-success-stories>

1. New filter options
2. Show Rescue month and year as well as the "location" (e.g. Arosa) in the teaser
3. If the animal is not in one of our sanctuaries, you can select option "Safe Place" and type the country the animal is in.
4. Please note, the page type 'Success Story' will change to 'Rescue Story'. Only use this page type for animal rescues, and Blog Posts for anything about campaign successes.

ANIMAL RESCUES & SUCCESS STORIES

FOUR PAWS helps animals under direct human influence.

Time periods

Protect homes

Species / Country



RESCUE TEDDY
Nov 2020 - Belitsa

Bear Teddy gets the life he deserves in DANCING BEARS PARK Belitsa!

[MORE](#)

🕒 Nov. 2020 🐾 Belitsa

RESCUE TEDDY

8.1.2021

Bear Teddy gets the life he deserves in DANCING BEARS PARK Belitsa!

Options

Rescue Date

📅 05.11.2020 ✕

Safe Place

Shelter

📍 Belitsa ✕
Content Hub > Tags > Sanctuaries ...

Options

Rescue Date

📅 05.11.2020 ✕

Safe Place

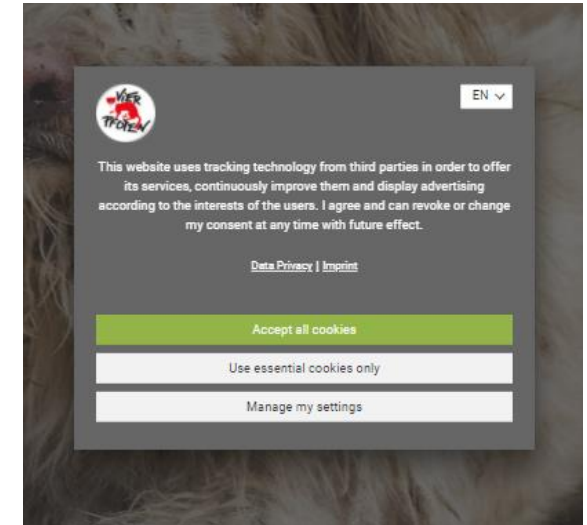
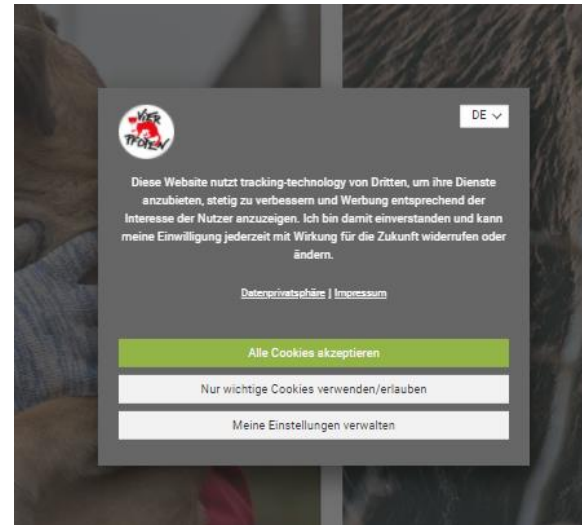
Shelter

📍 Ukraine

FEATURE: COOKIE BANNER

We implemented a new cookie banner in May 2021.

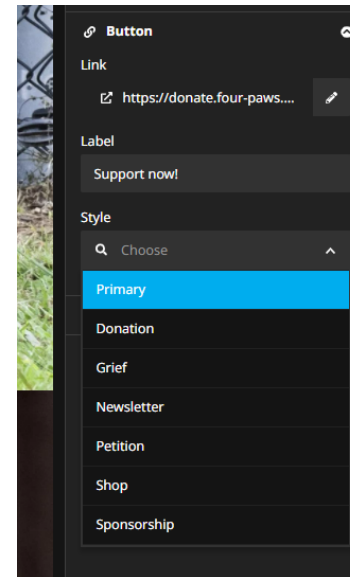
- Every website has a new Cook Banner, in accordance with GDPR law.
- As an editor, you will receive updates from the Website Team if anything needs to be changed.
- Please note, that due to this Cookie Banner, fewer people are consenting to having their data tracked.
- This means, when you are looking at Data in Google Analytics, please add 35% on to the numbers for 2021, and 63% to the numbers for 2022.



GOOD TO KNOW: BUTTON STYLE

For Hero/CTA's you have the option to choose a button 'style' – you must choose the right colour for the purpose of the button

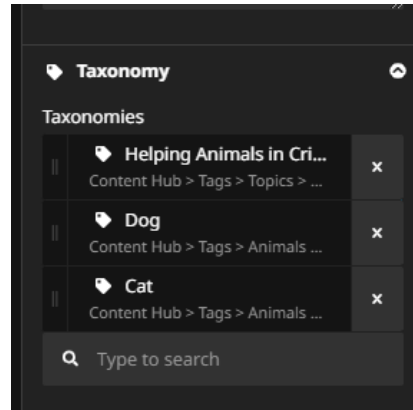
- Primary (e.g. to another page) – blue
- Newsletter - blue
- Donation – Orange
- Petition – Pink
- Shop (= Book) – Yellow
- Sponsorship – Green
- Grief – Please **DO NOT** use this one



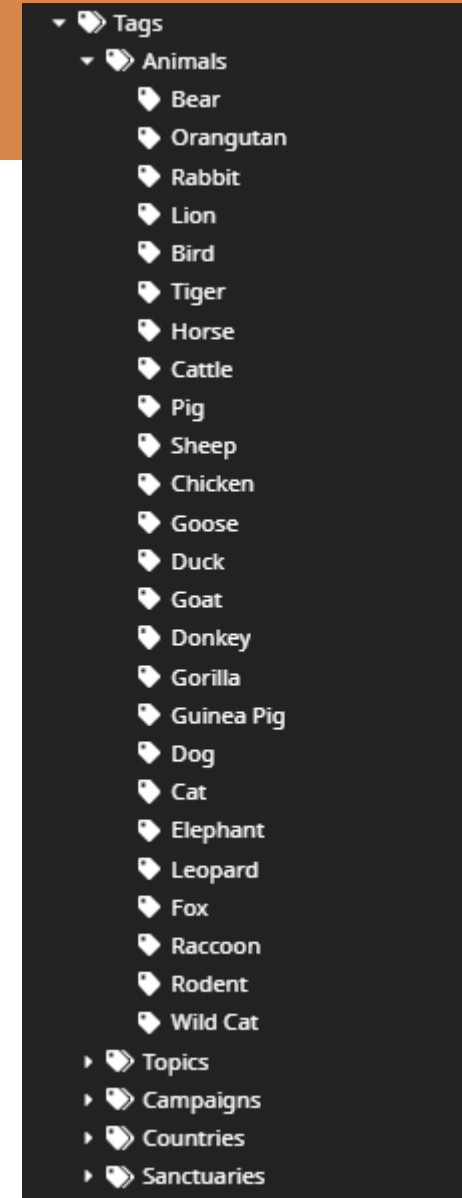
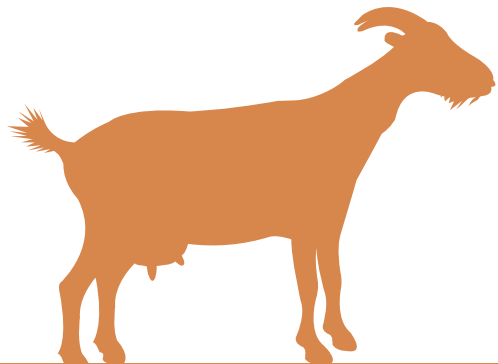
GOOD TO KNOW: TAXONOMIES

Please find all our Taxonomies in our hub <https://hub.four-paws.org/tags>

Please always make sure to always add at least 1 Taxonomy tag to your pages. Found in the first tab of the inspector:



If you need any further Taxonomies, please contact us: websites@four-paws.org



GOOD TO KNOW: BRITISH VS AMERICAN ENGLISH

At FOUR PAWS, when writing in English, we always use the spelling of the British variation. This does NOT include the US or AU but all other countries.

There are small changes between the spelling of many words between American and British English, most of these differences are that British English use an "s" instead of a "z" and an extra "u" after the last "o".

Some words that we use often are:

| GB | US |
|--------------|--------------|
| traveller | traveler |
| organisation | organization |
| behaviour | behavior |
| recognise | recognize |
| favourite | favorite |
| colour | color |
| flavour | flavor |
| neighbour | neighbor |
| humour | humor |
| organise | organize |
| paralyse | paralyze |
| licence | license |
| specialise | specialize |
| practise | practice |
| centre | center |
| ethanise | ethanize |
| tumour | tumor |
| anaesthetic | anesthetic |



GOOD TO KNOW: NEWSLETTER DISCLAIMER



New for ALL newsletter forms (on behalf of your data privacy expert)

Example: <https://www.vier-pfoten.de/ueber-uns/newsletter> + <https://www.four-paws.org/about-us/newsletter>

To Do

1. Check your newsletter form
2. Add the disclaimer OR give the text to digital fundraising/agency to add it

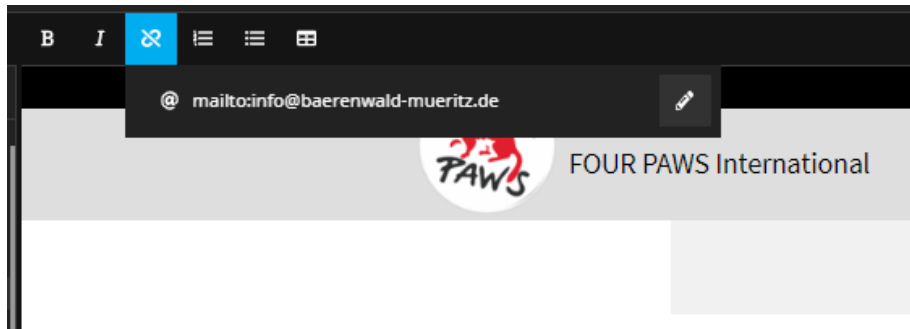
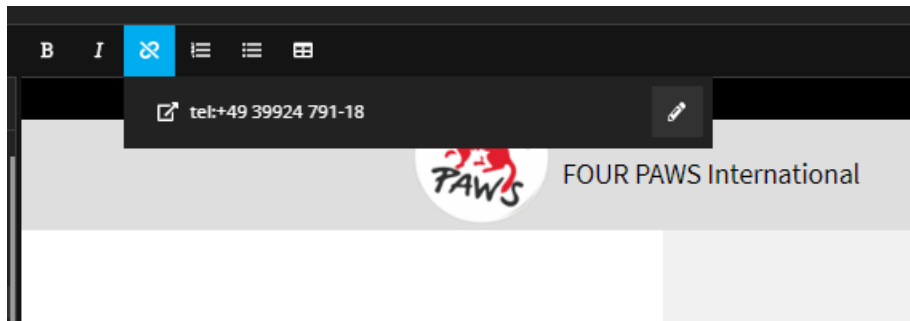
By EN

Subscribing to our newsletter, you are agreeing that FOUR PAWS may send you regular e-mails regarding our animal welfare work and may occasionally ask for donations and support. We will use your data exclusively for the purpose for which they were collected. Your data protection is important to us. By clicking on "register", you agree to our data protection regulations. You can revoke your subscription at any time.

DE

Mit der Anmeldung zum Newsletter erklären Sie sich einverstanden, dass VIER PFOTEN Sie regelmäßig per E-Mails über unsere Tierschutzarbeit informiert, sowie gelegentlich um Spenden und Unterstützung bittet. Wir werden Ihre Daten ausschließlich zweckgebunden nutzen. Datenschutz ist uns wichtig. Durch klicken auf "anmelden" erklären Sie sich mit unseren Datenschutzbestimmungen einverstanden. Sie können Ihre Anmeldung jederzeit kostenfrei mit Wirkung für die Zukunft widerrufen.

GOOD TO KNOW: LINKING EMAILS AND PHONE NUMBERS



BÄRENWALD Müritz gGmbH
Am Bärenwald 1
17209 Stuer - Germany
Tel.: [+49 39924 791-18](tel:+493992479118)
Fax: +49 39924 796-19
E-Mail: info@baerenwald-mueritz.de

To add a telephone number or email address into the text on your page, you must highlight the section of text and click the link button in the top left of the screen.

In this box, you must type "tel:" or "mailto:" and the telephone number or email address.

This is only available in the content element: text, not a headline or subline.

GOOD TO KNOW: UGLY TEASER

Do you have silly looking sublines in a teaser?

Reason: Subtitle is copy and paste with formatting e.g. from word or something similar.

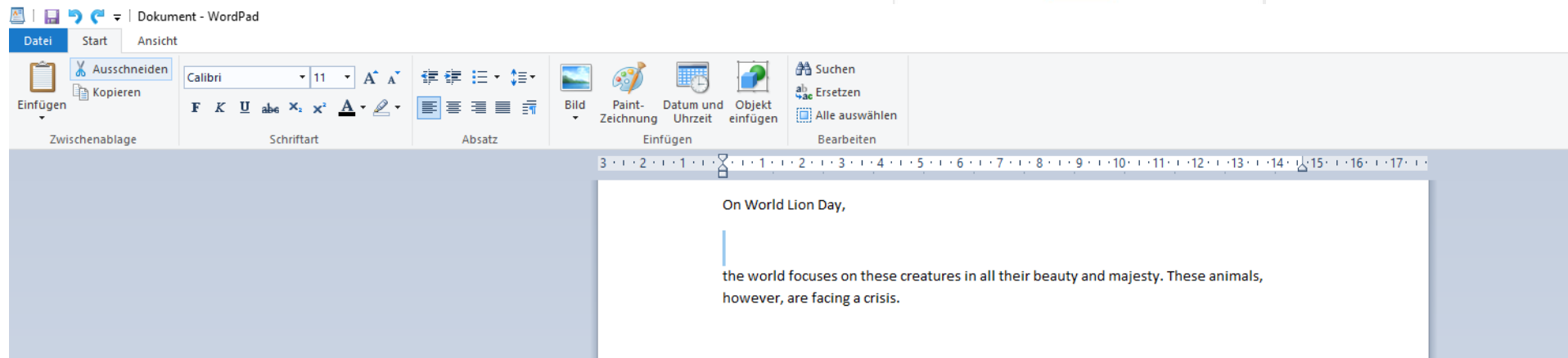
Copy your content first to WORDPAD (program on your computer). There you can see the hidden formatting. Delete them and copy it back to NEOS.



KILLING WITH CUDDLES: HOW LION CUB PETTING IN SOUTH AFRICA PUTS LIONS IN DANGER

On World Lion Day, the world focuses on these creatures in all their beauty and majesty. These animals, however, are facing a crisis.

[MORE](#)



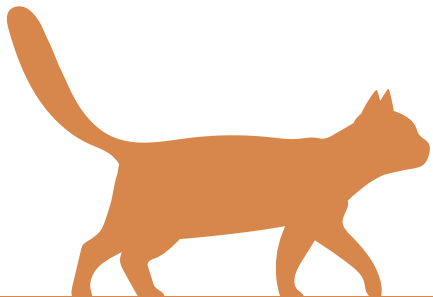
GOOD TO KNOW: BROWSER CACHE

Sometimes, if you make a change to a page and publish that the change has not appeared right away. This can be due to the browser cache (= memory/cookies). If you don't see the changes right away, come back to it later and check again 😊.

OR

You can clear your cache...

- A quick trick to clear the cache: Add this to the end of the URL ?kkrefresh=-1/ and then press enter
- How to clear e.g. **in the Chrome**
<https://support.google.com/accounts/answer/32050?co=GENIE.Platform%3DDesktop&hl=en>



GOOD TO KNOW: DIRECT TO PAGE IN PDFS



You can link to a specific page in a PDF within NEOS.

To set this up, you can use elements PDF, or link within a text or CTA with the NEOs media file URL (e.g. https://media.4-paws.org/1/1/0/6/11063cc31b10e07d813f5b6bbb223bd3bc4fc90c/Climate%20Policy%20Paper_EN_2020-06-10_Web.pdf) but at the end of the url add '#page=6' and you will be directed to the page 6 of that PDF.

E.g. https://media.4-paws.org/1/1/0/6/11063cc31b10e07d813f5b6bbb223bd3bc4fc90c/Climate%20Policy%20Paper_EN_2020-06-10_Web.pdf#page=6