



# Baobab Editorial Guide

## The Otter Mobile App

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Prepared by



# Table of Contents

## [Table of Contents](#)

### [1. Introduction](#)

### [2. Viewing Articles](#)

### [3. Article Section Search](#)

### [4. Adding Articles](#)

#### [4.1 Add Article Window](#)

#### [4.2 Assign Article Sections](#)

#### [4.3 Populate Article Content](#)

#### [4.4 Managing Images](#)

#### [4.5 Managing Video](#)

#### [4.6 Embedding Media in Article Body](#)

### [5. Editing Articles](#)

### [6. Scheduling Publishing of articles](#)

### [7. Deleting an article](#)

### [8. Reordering articles](#)

### [9. Publishing articles](#)

### [10. Article Statuses](#)

### [11. Push Notifications](#)

### [12. Community Feed in App](#)

# 1. Introduction

The purpose of this document is to provide The Otter mobile app editorial team responsible for the app’s content, a guide to managing content and publishing within Baobab.

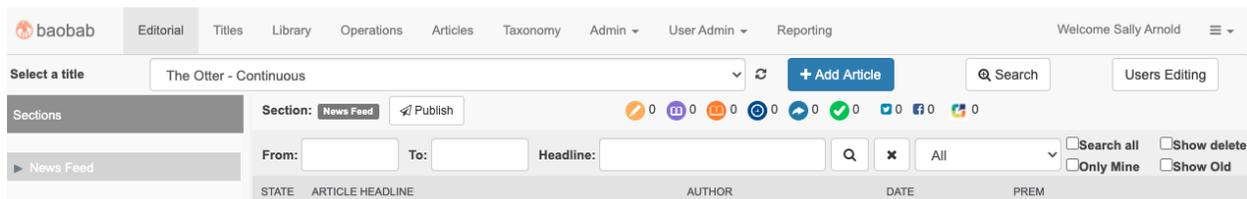
To login to your Baobab instance, go to the provided login URL: <https://mojo.baobabsuite.com/>. You can login with your Google account.

If you get a message saying your email does not exist - send an email to [servicedesk@ptsportsuite.com](mailto:servicedesk@ptsportsuite.com) to request access.

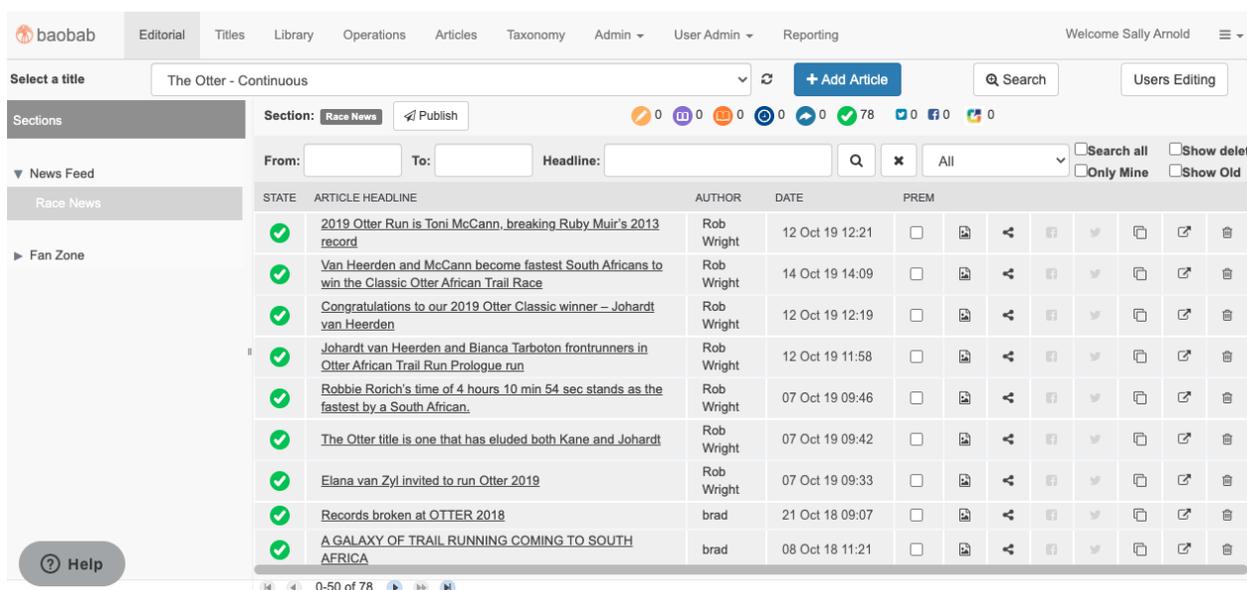
# 2. Viewing Articles

Click the "Editorial" tab in the top menu bar.

Select your title from the drop-down, if it is not selected by default. If you have editorial access to more than one title, you will see more titles in this drop-down. Your editorial title is **“The Otter - Continuous”**.



Select a section on the left and content for that section will be displayed to the right of it.



To view deleted content, click on the 'Show deleted' checkbox located on the top right of the window - which will show all deleted articles in the section (not shown in the above screenshot).

## 3. Article Section Search

Select a section on the left, then enter a date range to filter articles by publish date OR enter Headline keywords. Then click the magnifying glass to filter / search.

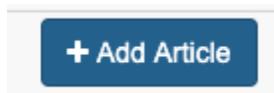


You can clear your search by clicking on the 'X' (Clear) button.

## 4. Adding Articles

### 4.1 Add Article Window

Click on the blue "Add Article" button in the summary article list view.



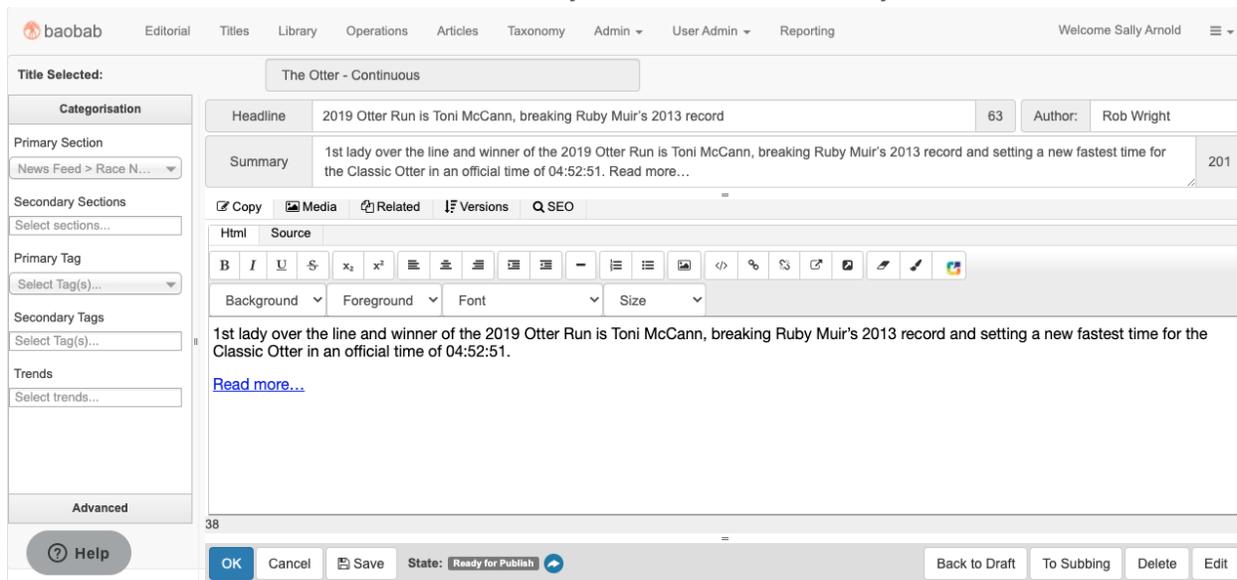
### 4.2 Assign Article Sections

Link the article to **one primary** section. You can also add as many secondary sections as you like if the article is featured in multiple sections. Sections determine where the article is displayed within the app.



## 4.3 Populate Article Content

Enter the article content - headline, summary, author and article body.



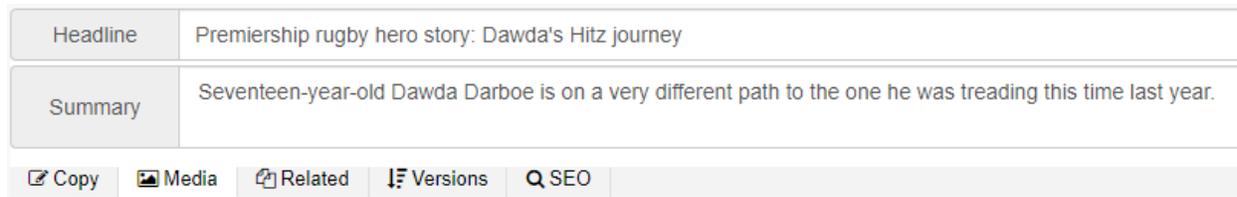
The screenshot shows the Baobab editorial interface. At the top, there's a navigation bar with 'baobab' logo and various menu items like Editorial, Titles, Library, Operations, Articles, Taxonomy, Admin, User Admin, and Reporting. The user is logged in as 'Welcome Sally Arnold'. The main area is titled 'The Otter - Continuous'. It features a 'Headline' field with the text '2019 Otter Run is Toni McCann, breaking Ruby Muir's 2013 record' and a '63' character count. The 'Author' is 'Rob Wright'. Below the headline is a 'Summary' field with the text '1st lady over the line and winner of the 2019 Otter Run is Toni McCann, breaking Ruby Muir's 2013 record and setting a new fastest time for the Classic Otter in an official time of 04:52:51. Read more...' and a '201' character count. There are buttons for 'Copy', 'Media', 'Related', 'Versions', and 'SEO'. Below the summary is a rich text editor with a toolbar containing various formatting options like bold, italic, underline, link, and background color. The main text area contains the same summary text and a 'Read more...' link. At the bottom, there are buttons for 'OK', 'Cancel', 'Save', 'State: Ready for Publish', 'Back to Draft', 'To Subbing', 'Delete', and 'Edit'.

**NOTE:** When pasting body content in from other sources (e.g. websites or Word documents) - be sure to right click and select 'Paste without formatting' to ensure only the plain text is pasted.

If this step is forgotten, the user can click on the 'clear formatting'  button - to clear any source formatting.

## 4.4 Managing Images

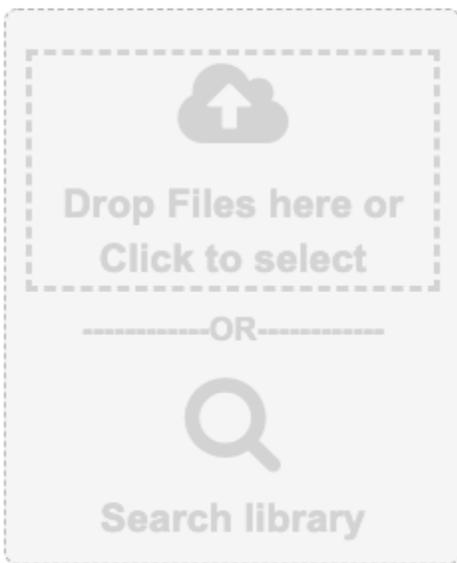
It is recommended that each article has at least 1 image to ensure content on the app looks good. Click on the "Media" tab to manage the article media.



The screenshot shows the Baobab editorial interface for a different article. The 'Headline' field contains 'Premiership rugby hero story: Dawda's Hitz journey'. The 'Summary' field contains 'Seventeen-year-old Dawda Darboe is on a very different path to the one he was treading this time last year.' Below the summary is a toolbar with buttons for 'Copy', 'Media', 'Related', 'Versions', and 'SEO'.

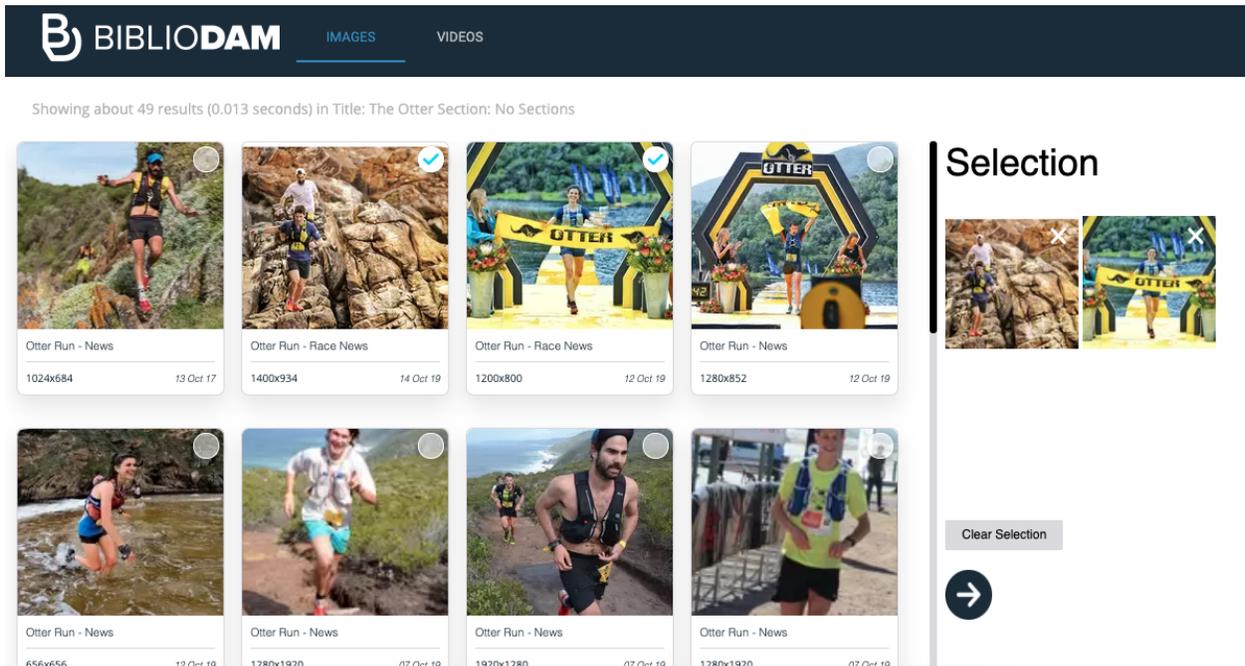
### 4.4.1 Add Image

Click "Drop Files here or Click to select" to upload a valid image from your computer.



Once the image file has been selected from the dialog box, it automatically uploads and displays in Baobab.

To add media directly from your Media Library (DAM), you can click the “Search library” box and find media from the DAM window to add.



**BIBLIODAM** IMAGES VIDEOS

Showing about 49 results (0.013 seconds) in Title: The Otter Section: No Sections

Thumbnail Description	Dimensions	Date
Otter Run - News	1024x684	13 Oct 17
Otter Run - Race News	1400x934	14 Oct 19
Otter Run - Race News	1200x800	12 Oct 19
Otter Run - News	1280x852	12 Oct 19
Otter Run - News	656x656	19 Oct 10
Otter Run - News	1280x1920	07 Oct 10
Otter Run - News	1920x1280	07 Oct 10
Otter Run - News	1280x1920	07 Oct 10

**Selection**

Clear Selection

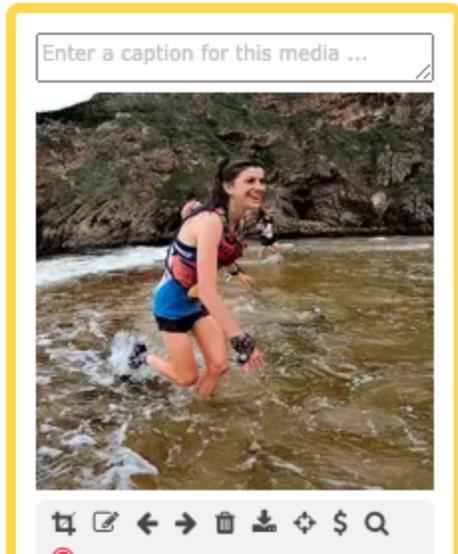
➔

Once you’ve selected the media, click the blue arrow to add the media directly to the article as seen above.

*Please refer to the Bibliodam training guide for more information on how to use this software.*

#### .4.4.2 Add Image Caption

Once your image is uploaded, you can enter a caption by clicking on the Caption field above the uploaded image.



#### 4.4.3 Image Ordering

Click on the left or right arrows below the image to change the order that the images appear in the article.

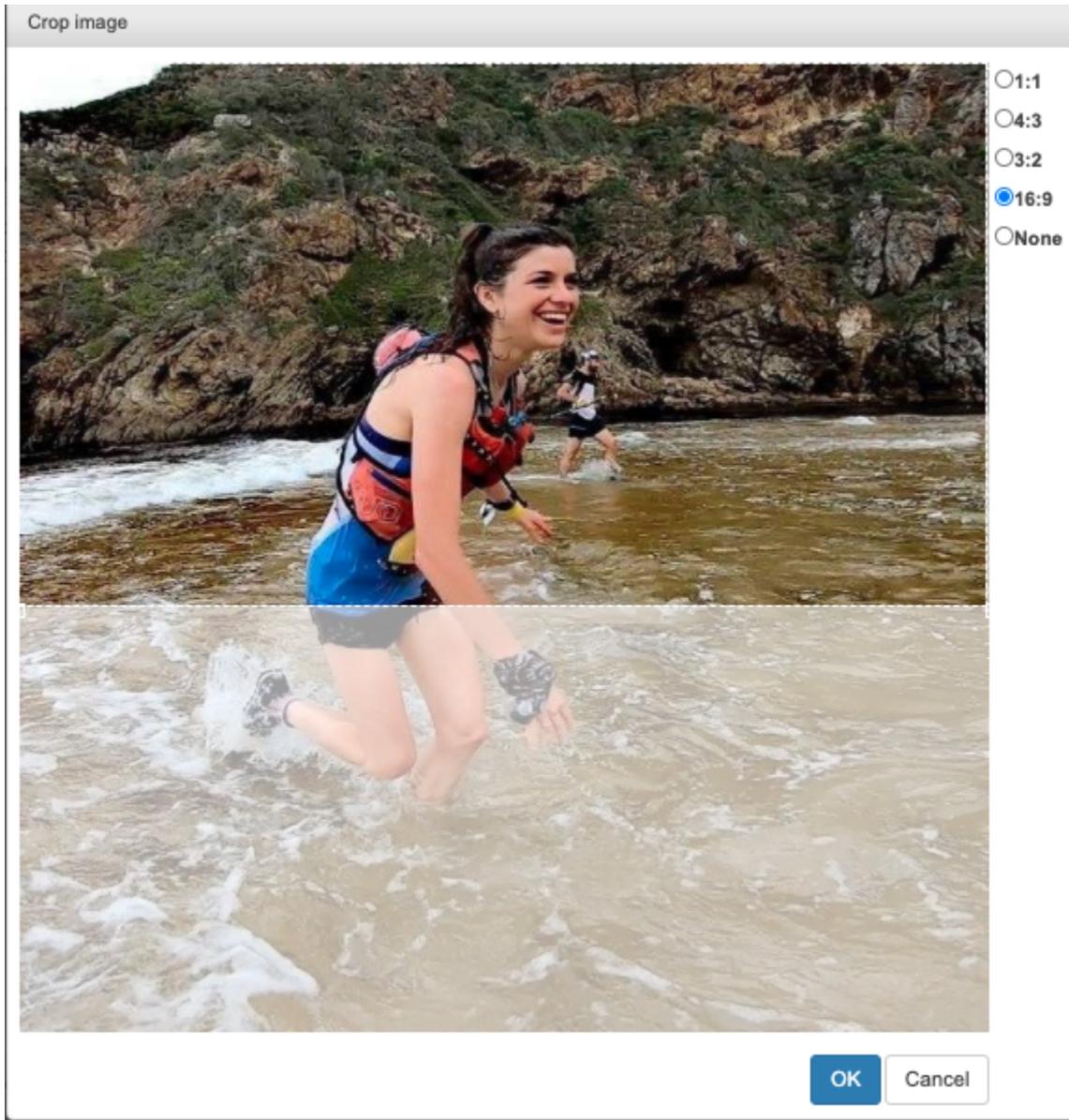
#### 4.4.4 Image Removal

Click on the 'Bin' icon to remove the image from the article, note this cannot be undone.

#### 4.4.5 Image Cropping

To crop an image, select the crop button below the image - .

A popup window will appear, allowing you to select a fixed or variable aspect ratio.

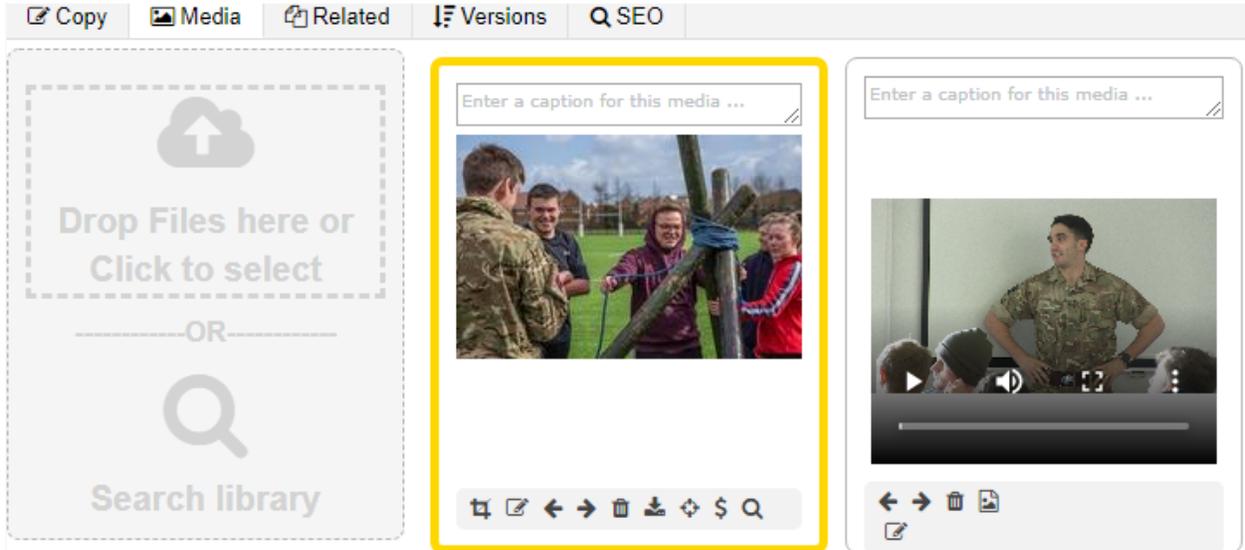


## 4.5 Managing Video

Similar to uploading an image, you can click on the 'Add Media' box and upload a video file.

**NOTE:** the following formats are supported: "mpg", "mpeg", "mp4", "wmv", "avi", "mov", "m4v", "mv4"

The video will appear in the list of media in Baobab once uploaded - allowing you to add a caption, reorder or remove.

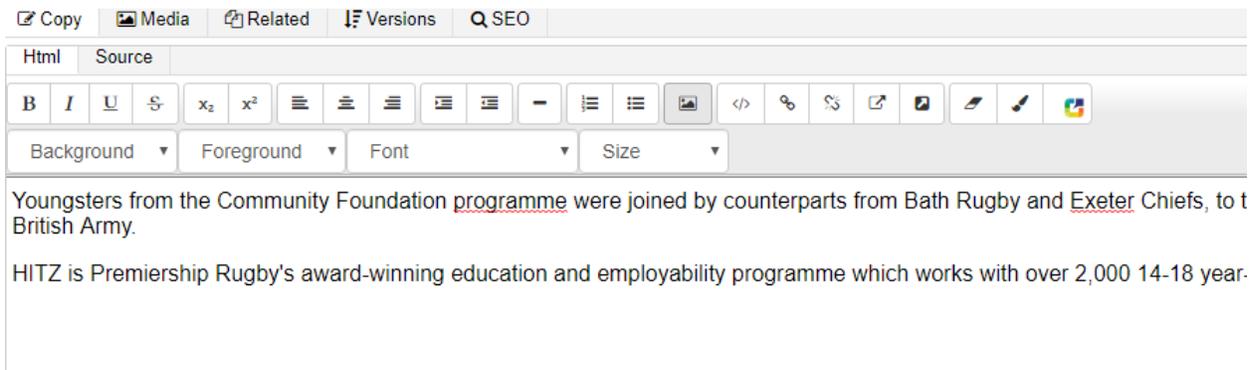


It is possible to playback the video within Baobab to ensure all is working as expected before publishing the article.

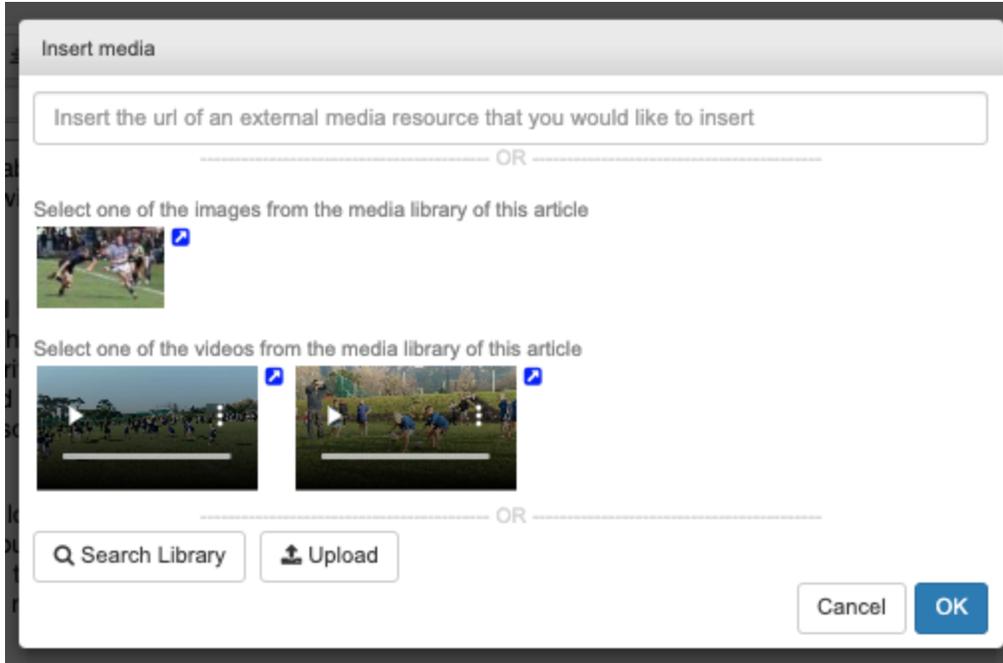
## 4.6 Embedding Media in Article Body

To embed an external or linked article media:

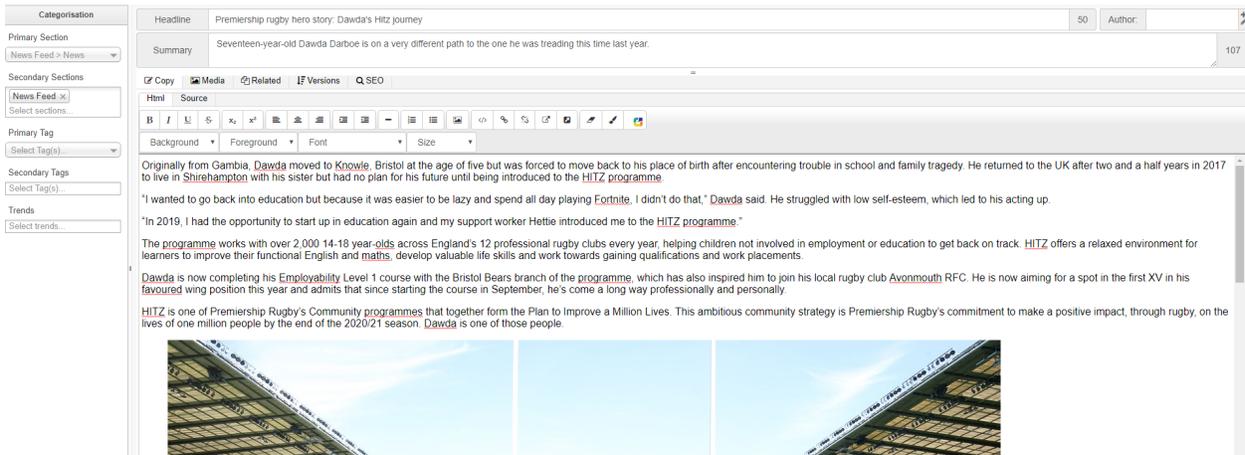
- Go to the 'Copy' tab to edit the article body
- Select the HTML view and select where in the body the article should be inserted
- Click on the 'Insert Media' icon 



A popup window will appear allowing you to paste in an external image URL or select any media that has already been attached. Click 'OK' to embed the image tag within the article body.



A preview of the embedded image will be displayed in the article body as follows:



## 5. Editing Articles

Editing an article will follow the same process as the 'Add article' workflow described above, however edited articles are selected for editing via the content grid.

Click on the article headline link in the content grid to open up the Edit window.

Section: **News**  Publish 🔍 0 🗨️ 0 📅 0 📍 0 📊 10 📱 0 📺 0 📺 0

From:  To:  Headline:  🔍 ✕ All

STATE	ARTICLE HEADLINE	AUTHOR	DATE	PREM
✓	<a href="#">Autism awareness day: Dec's story</a>		06 Apr 20 10:10	<input type="checkbox"/>
✓	<a href="#">Premiership rugby hero story: Dawda's Hitz journey</a>		17 Mar 20 12:25	<input type="checkbox"/>
✓	<a href="#">Daisie Mayes: Body image, confidence and the community programme inspiring Bristol's girls</a>		16 Mar 20 12:40	<input type="checkbox"/>
✓	<a href="#">Bears Hitz pupils given army taster</a>		13 Mar 20 12:50	<input type="checkbox"/>
✓	<a href="#">Forever Champions programme boosted by St James's place</a>		11 Mar 20 13:25	<input type="checkbox"/>
✓	<a href="#">Robins Foundation excel on the FFL Day of Action</a>		11 Mar 20 13:05	<input type="checkbox"/>
✓	<a href="#">Community Foundation Easter holiday camps</a>		09 Mar 20 13:40	<input type="checkbox"/>
✓	<a href="#">Easter Holiday football camps on sale</a>		09 Mar 20 13:35	<input type="checkbox"/>
✓	<a href="#">FFL Day of Action to celebrate impact of clubs in their communities</a>		05 Mar 20 13:40	<input type="checkbox"/>
✓	<a href="#">Community Foundation holds inaugural inclusive Sports Taster Day</a>		03 Mar 20 13:40	<input type="checkbox"/>

Click on the "OK" button to save and close the article or "Cancel" to revert unsaved changes.

Originally from Gambia, [Dawda](#) moved to [Knowle](#), Bristol at the age of five but was forced to move back to his place of birth after encountering trouble in school and family tragedy. He returned to live in [Shirehampton](#) with his sister but had no plan for his future until being introduced to the [HITZ programme](#).

"I wanted to go back into education but because it was easier to be lazy and spend all day playing [Fortnite](#), I didn't do that," [Dawda](#) said. He struggled with low self-esteem, which led to his acting

"In 2019, I had the opportunity to start up in education again and my support worker Hettie introduced me to the [HITZ programme](#)."

The programme works with over 2,000 14-18 year-olds across England's 12 professional rugby clubs every year, helping children not involved in employment or education to get back on track. [H](#) learners to improve their functional English and [maths](#), develop valuable life skills and work towards gaining qualifications and work placements.

[Dawda](#) is now completing his Employability Level 1 course with the Bristol Bears branch of the programme, which has also inspired him to join his local rugby club [Avonmouth RFC](#). He is now air favoured wing position this year and admits that since starting the course in September, he's come a long way professionally and personally.

[HITZ](#) is one of Premiership Rugby's Community programmes that together form the Plan to Improve a Million Lives. This ambitious community strategy is Premiership Rugby's commitment to make lives of one million people by the end of the 2020/21 season. [Dawda](#) is one of those people.



547

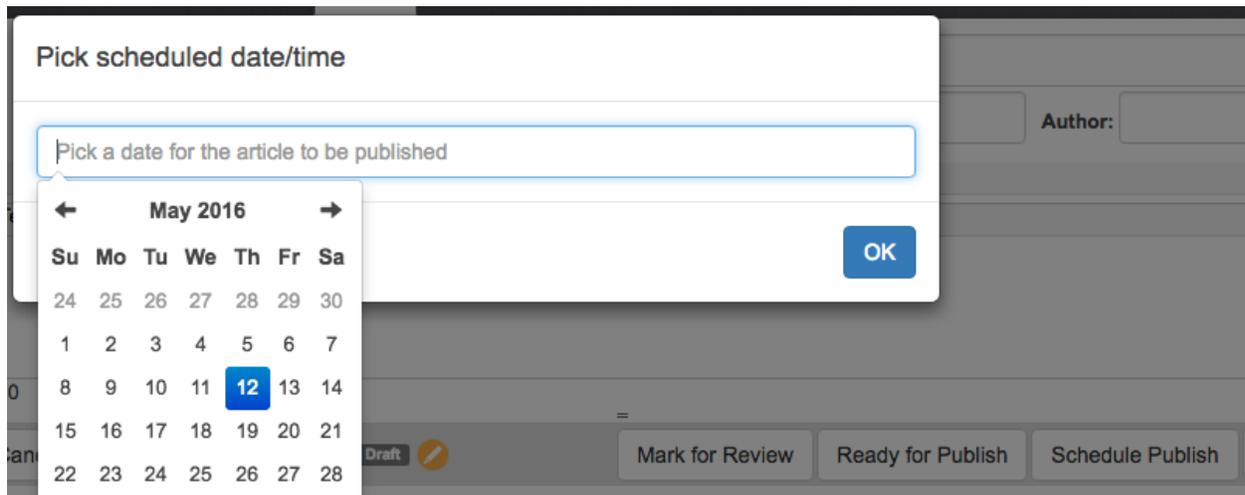
State: **Ready for Publish**

NOTE: Ensure the article is in the 'Ready to Publish' state to ensure changes are published.

## 6. Scheduling Publishing of articles

It is possible to set a future publish date for an article not yet published. How to set an article for scheduled publish:

- Edit imported article / add new article and make necessary content updates
- Click the 'Schedule Publish' button in the bottom right
- Select the date and time you wish the article to be ready for publish



- Save - you will notice a clock icon next to the article in the grid

Once done, tap on the “OK” button to save the article as “Scheduled for publish”. This article status will be indicated by the clock icon. 

NOTE: The article will auto-publish once the scheduled publish time arrives.

## 7. Deleting an article

There are two states to be aware of when deleting an article, 'Published' and 'Unpublished'. When deleting 'Published' articles, the articles will be **marked** to be deleted only when the next publish has been run. Deleting 'Unpublished' articles, will remove the article immediately.

Step 1	Select the headline of the article on the content grid to go into Edit mode.
Step 2	Click the 'Delete' button at the bottom of the article view.
Step 3	Click the 'OK' button to confirm you would like to delete the article.
Step 4	The article will be deleted or marked for deletion depending on if it has been published or not.

## 8. Reordering articles

It is possible to reorder articles within sections by making use of 'drag and drop'.

1. Click and hold the article to be reordered in the section list.
2. Drag the article to where it needs to be placed.
3. A black line will show where the article will be placed when the button click is released.

✓	<a href="#">Autism awareness day: Dec's story</a>		
✓	<a href="#">Premiership rugby hero story: Dawda's Hitz journey</a>		
✓	<a href="#">Bears Hitz pupils given confidence and the community programme inspiring Bristol's girls army taster</a>		
✓	<a href="#">Bears Hitz pupils given army taster</a>		
✓	<a href="#">Forever Champions programme boosted by St James's place</a>		
✓	<a href="#">Robins Foundation excel on the EFL Day of Action</a>		
✓	<a href="#">Community Foundation Easter holiday camps</a>		
✓	<a href="#">Easter Holiday football camps on sale</a>		
✓	<a href="#">EFL Day of Action to celebrate impact of clubs in their communities</a>		
✓	<a href="#">Community Foundation holds inaugural inclusive Sports Taster Day</a>		

## 9. Publishing articles

Publishing of articles so that they appear in the app feed is done on the Editorial tab, simply by



selecting the “Publish” button.

Any articles marked as “Ready for Publish” will then be published. An automatic publish cycle runs every 10 minutes, so any articles that are ‘ready for publish’ will be published when this happens.

## 10. Article Statuses



= Ready for Publish (will be published on next cycle)



= Draft



= Published

## 11. Push Notifications

It is possible to send push notifications to mobile app users. This functionality is linked to articles - so tapping on a push notification on the users device will open up the linked article immediately in the app.

To make use of this engaging feature - select the share button  on a published article, as seen below (not available for articles in draft state):

	<a href="#">Autism awareness day: Dec's story</a>		06 Apr 20 10:10	<input type="checkbox"/>		
	<a href="#">Premiership rugby hero story: Dawda's Hitz journey</a>		17 Mar 20 12:25	<input type="checkbox"/>		
	<a href="#">Daisie Mayes: Body image, confidence and the community programme inspiring Bristol's girls</a>		16 Mar 20 12:40	<input type="checkbox"/>		
	<a href="#">Bears Hitz pupils given army taster</a>		13 Mar 20 12:50	<input type="checkbox"/>		
	<a href="#">Forever Champions programme boosted by St James's place</a>		11 Mar 20 13:25	<input type="checkbox"/>		
	<a href="#">Robins Foundation excel on the EFL Day of Action</a>		11 Mar 20 13:05	<input type="checkbox"/>		
	<a href="#">Community Foundation Easter holiday camps</a>		09 Mar 20 13:40	<input type="checkbox"/>		
	<a href="#">Easter Holiday football camps on sale</a>		09 Mar 20 13:35	<input type="checkbox"/>		
	<a href="#">EFL Day of Action to celebrate impact of clubs in their communities</a>		05 Mar 20 13:40	<input type="checkbox"/>		
	<a href="#">Community Foundation holds inaugural inclusive Sports Taster Day</a>		03 Mar 20 13:40	<input type="checkbox"/>		

The following modal window appears, with the push message defaulting to the article headline:

## Share Article

No Connected Social App Credential Found on title so no share is possible

Push to all mobile devices

Premiership rugby hero story: Dawda's Hitz journey

Share

Close

It is possible to change the push message text as required - before clicking on the 'Share' button. Once done, a confirmation message will appear saying that the push notification has been sent. All app users will immediately receive the push alerts - tapping on this alert takes them into the app into the relevant article.

## 12. Community Feed in App

All content submitted by the app users through the UGC or Challenges modules within the Otter app will be stored within the MojoReporter platform for monitoring (your team instance is <https://otter.sportmojos.com/>).

All this content is on an **automatic publish schedule** to the "Fan Zone" > "Fan Feed" section in Baobab.

This is where you can monitor the content coming in. You can also create a new article as explained in the steps above by copying the media from the posts submitted, and editing / deleting the posts if necessary.