

Welcome to the Horse Capital of the World®

The best place to find city services and information for Lexington, KY

Popular Searches: 2020 Census 2020 Occupational tax forms Paper recycling Shelter rentals



Lex Find

Enter an address then select one from the dropdown

Enter your address to find information about the following city services:

 Waste Services

 Emergency Services

 Political Info

 General Location Info

CITY WEBSITE CONTENT MANAGEMENT SYSTEM GUIDE

Version 6

Feb. 2020



GOAL OF THE WEBSITE

The goal of the website is to make it faster and easier for residents to interact with the city online.

When creating or editing content, start by looking at your information from the perspective of a resident or a non-government employee.

Avoid jargon, technical terms, acronyms and copying ordinances directly onto a page. Instead use language that is clear, concise and direct. This helps people get things done faster and with less frustration.

SERVICE GUIDE

The service guide is the city website menu system. Instead of following the city's organizational chart, which many people don't understand, it is categorized by services.

The menu groups pages by their service type rather than by their department. This means that services from multiple departments will often be listed in the same category.

In building the service guide, we used both web analytics and input from user interviews. We continue to make improvements to the service guide based on feedback from our content contributors and from our residents.

ABOUT DRAFTS AND REVIEWING

Content contributors will use an approval workflow rather than publishing directly. To make sure grammar, spelling and styling is consistent, the digital content administrator and the Public Information Office will review pages before they are published.

When creating events, meetings, service guide pages and department landing pages, you have the options to "Save and create draft" or to "Save and request review."

"[Save and create draft](#)" is useful for when you're making edits to a page, but need to come back later to make more edits.

"[Save and request review](#)" sends the item to be reviewed by the PIO office. New pages and page updates will be reviewed and published within 24 hours. If your item needs to be published immediately, contact the Public Information Office.

Please note that if you make page updates, the old version of the page will remain up until the new draft is published by the PIO office.

HOW TO LOGIN

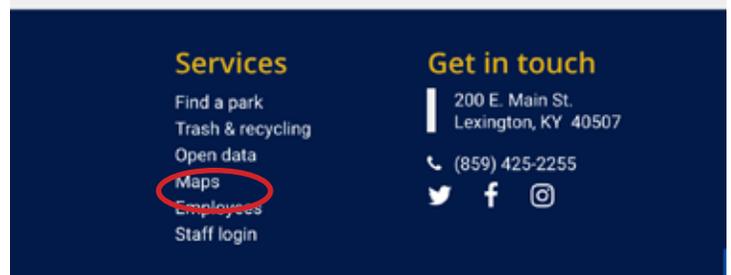
1. Go to the website
lexingtonky.gov



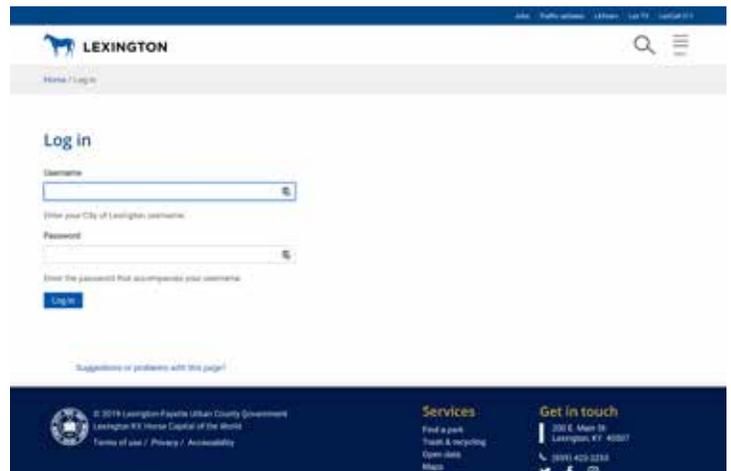
2. Scroll down to the footer

[Send an Email](#)

3. Click [staff login](#)



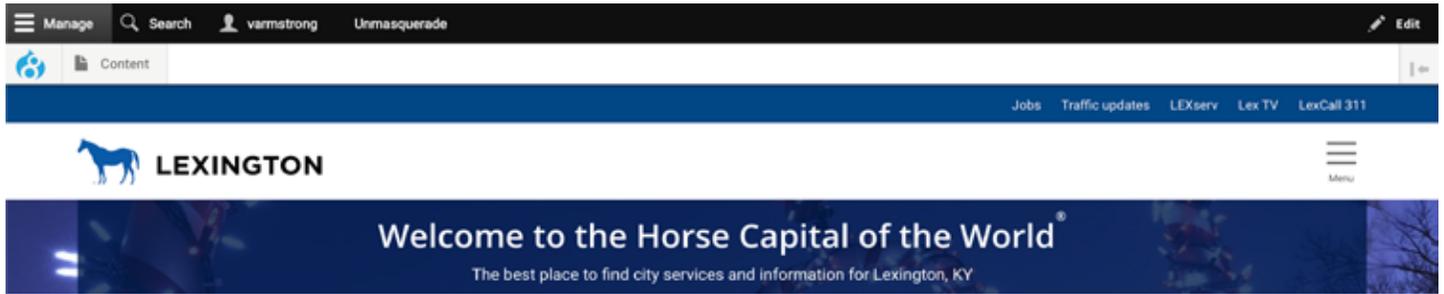
4. Log in using your [username](#) and [password](#)



5. Hit [login](#)

THE CMS BAR

This is the CMS bar.



This is where you manage your content; add news, events and pages. You can also edit pages and use the CMS bar to logout.

CONTENT TYPES

Event

Events can be [created](#) by content contributors. Think of events as something that is fun for the public to attend. Examples are concerts, plays, camps, educational sessions, etc.

Events are displayed on the homepage of the city site, department landing pages, and on boards and commissions pages.

Meeting/notice

Meeting/notices can be [created](#) by content contributors. Meetings and notices are used to advertise public meetings, bids, etc.

Meeting agendas and other related documents can be linked within the meeting/notices.

Meetings are displayed on the homepage of the city site, department landing pages, and boards and commissions pages.

News article

News articles can be [created](#) by content contributors. News articles are used to share news stories, blog posts, media advisories, etc. This content type requires a picture.

News articles are a great way to keep your content fresh on department landing pages. Your department can have their own “blog” that talks about services and other things relevant to the department.

News articles can be displayed on the homepage of the city site and department landing pages. Articles will be promoted to the homepage of the website by the Public Information Office.

Service guide page

Service guide pages can be [created](#) by content contributors. Service guide pages are used for information with in the city service guide.

Department landing page

Department landing pages can be [edited](#) by content contributors. Department landing pages live within the department directory. These pages should be treated like the division or departments homepage.

Boards and commissions page

Boards and commissions pages can be [edited](#) by content contributors. Boards and commissions pages live within the boards and commissions directory. These pages host all of the information and relevant documents for each individual board and commission.

HEADINGS

The website has four heading options that can be used to organize information on a page. These headings are Heading 1, Heading 2, Heading 3 and Heading 4. These headings help organize content into a visual hierarchy. The headings vary in size and weight, while Heading 4 gives us a new color. Headings should never be bolded or italicized.

Heading 1

Heading 1 is the main and largest heading. It is large, dark blue in color with a bold face. It is reserved for the page title. Do not use it in the body of the text.

Heading 2

Heading 2 is used for section headings and flex grid headings. It is smaller than the Heading 1, grey and bold as well. Do not use it in the body of the text. These headings will be generated when the heading text box is filled out in the page section.

Heading 3

Heading 3 is used for subheadings within page sections. These subheadings can be used to give the page a visual hierarchy. Placing a heading 3 within a page section will draw a users eye down to the sub section. It is smaller than Heading 2, but still grey with a bold face.

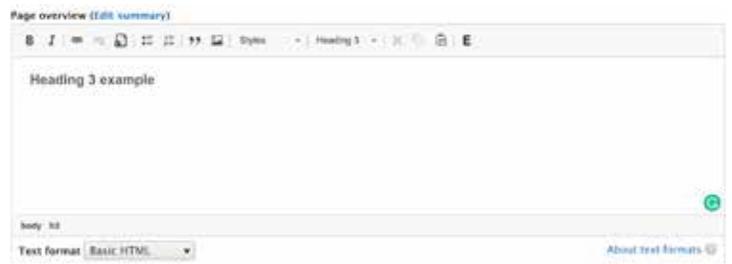
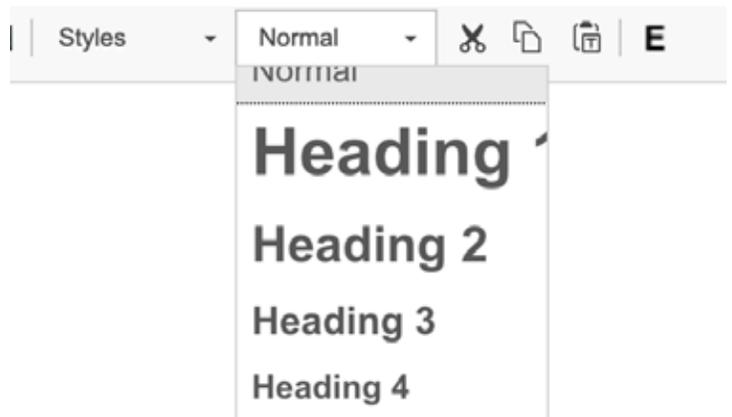
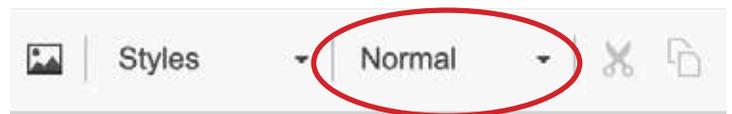
Heading 4

Heading 4 is used for notices or to draw attention to text. It is a blue color from our branding standards palette. It should be used sparingly. It is the same size as the Heading 3, but blue in color.

Users should only need to use heading 3 or heading 4. These headings have two specific purposes. Heading 3 acts a subheading within a page section. It should be used above lists or to introduce a new paragraph topic. Heading 4 should be used as a notice. For example if you are wanting to draw attention to a date, closing, event, important message, etc.

HOW TO USE HEADINGS

1. Login into the CMS
2. Navigate to the [page](#) you want to edit or create a [new page](#), event, meeting, etc.
3. Scroll to the section where you want to [add a heading](#)
4. Highlight the [text](#) you want to be a heading
5. Click the arrow in the “[Format](#)” box, select “[Heading 3](#)” or “[Heading 4](#)”
6. Continue [making edits](#) to you page
7. Click “[Save and create new draft](#)” if you want to come back and work on it later or click “[Save and request review](#)” for it to be published



HOW TO EDIT PUBLISHED CONTENT

Finding your content.

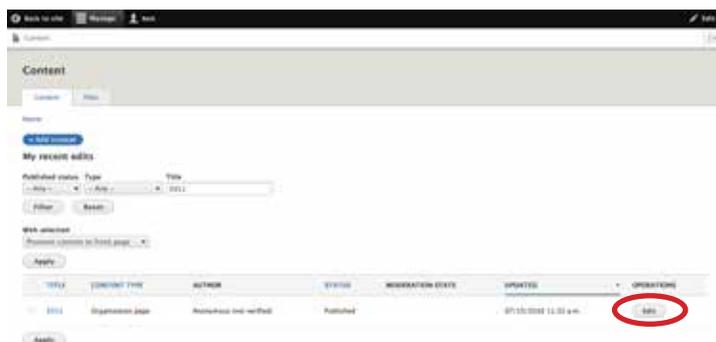
METHOD 1

1. Go to the website
lexingtonky.gov
2. Log in, if not already
3. Navigate to the [page](#), [news item](#) or [event](#) you wish to edit
4. Click “New Draft”



METHOD 2

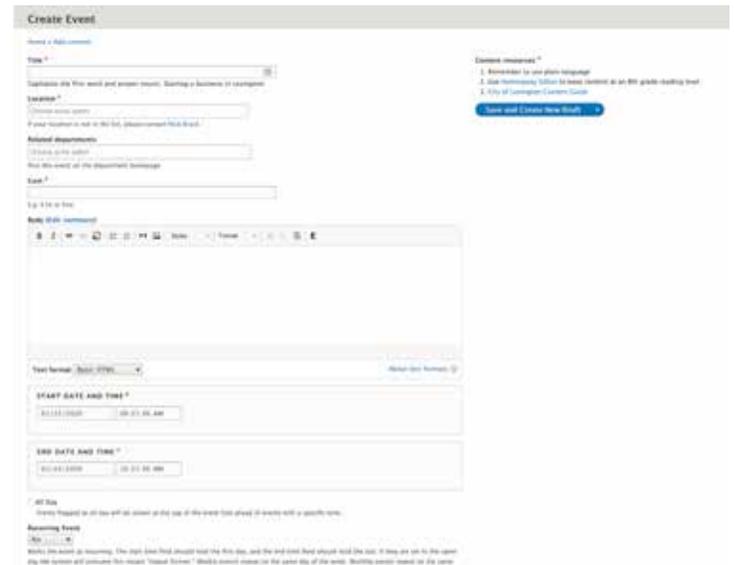
1. In the CMS bar at the top of the page, select “Manage,” then click “content”
2. Content you’ve recently edited/added will be listed under “My recent edits”
3. You can [search](#) for content by title
4. Click the “edit” button



HOW TO CREATE A NEW EVENT

For a public event.

1. Go to “manage” then “content”
2. Select “add content”
3. Select “event”
4. Fill in the fields
Those with a red asterisk are required. Guidelines to field entries are listed in gray under each field.
5. If you can’t find the location you need, contact Nick Brock (nbrock@lexingtonky.gov) to have it added
6. Tag your related department so the event will show up on the department’s landing page
7. To add a contact person, select the “add point of contact”
8. If an event is all day, check the “all day” box
9. If an event is recurring, select weekly or monthly
10. If the event has a website outside of the city site use the “event website” links
Remember the city has a linking policy (CAO policy #44) so some links may not be permissible.
11. Double check for grammar, formatting and spelling mistakes
12. Select “Save and create new draft” if the page is incomplete OR select “Save and request review” if the page is ready to publish



Content resources *

1. Remember to use plain language
2. Use [Hemingway Editor](#) to keep content at an 8th grade reading level
3. [City of Lexington Content Guide](#)

Save and Create New Draft

Content resources *

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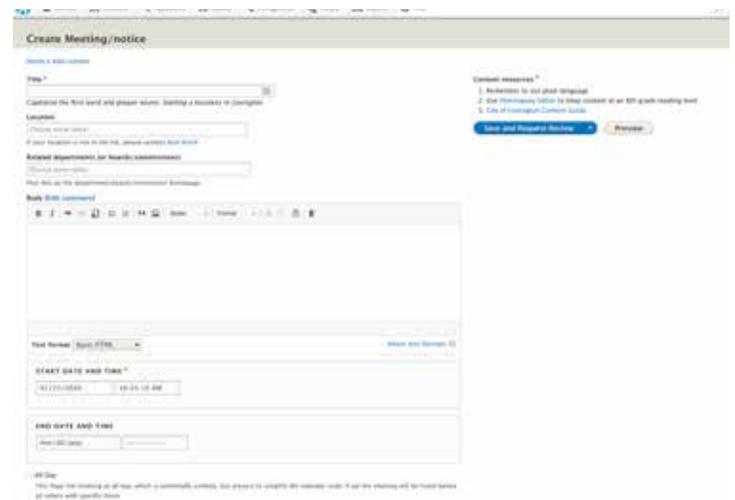
Save and Create New Draft

Save and Request Review

HOW TO CREATE A NEW MEETING

For a public meeting.

1. Go to “manage” then “content”
2. Select “add content”
3. Select “meeting/notice”
4. Fill in the fields
Those with a red asterisk are required. Guidelines to field entries are listed in gray under each field.
5. If you can’t find the location you need, contact Nick Brock (nbrock@lexingtonky.gov) to have it added
6. Tag your related department so the event will show up on the department’s landing page
7. If a meeting is all day, check the “all day” box
8. If a meeting is recurring, select weekly or monthly
9. Double check for grammar, formatting and spelling mistakes
10. Select “Save and create new draft” if the page is incomplete OR select “Save and request review” if the page is ready to publish



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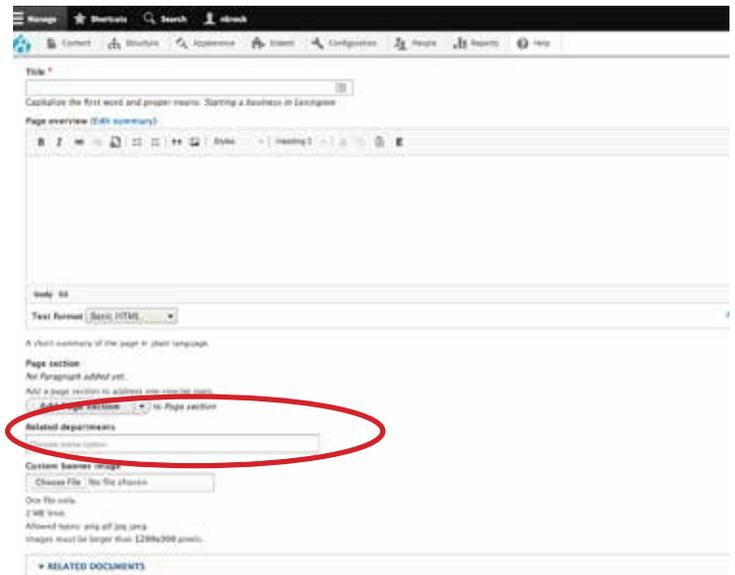
Save and Create New Draft
Save and Request Review

HOW TO CREATE DEPARTMENT CALENDARS

Specific calendars for programs, pages or divisions can be set up. These calendars will display on pages in the sidebar section with event or meeting cards. This section will display the three most current events or meetings. When you click “More events” or “More meetings” it will take you to the filtered calendar.

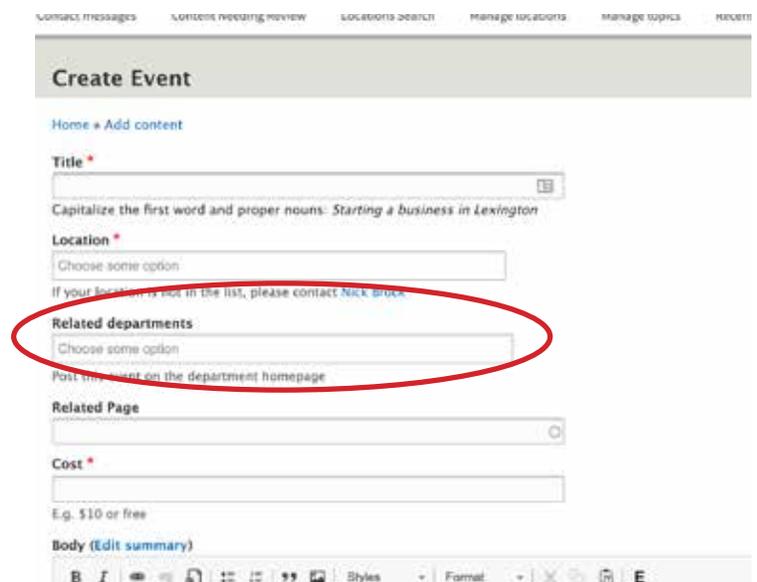
PART 1

1. Login into the CMS
2. Navigate to your [service guide page](#) or create a [new service guide page](#)
3. Scroll to the “[related department](#)” section and choose all the [related sections](#)
4. Click “[save and request review](#)”



PART 2

1. Login into the CMS
2. Navigate to the [event or meeting](#) you want to edit or create a new event or meeting
3. See “[How to create a new event/meeting](#)” sections of the guide for full instructions on creating an event or meeting
4. Scroll to the “[related department](#)” section
5. Begin typing [the department](#) then select the “[related department](#)”



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HOW TO CREATE DEPARTMENT CALENDARS *(cont'd)*

6. Scroll to the “related page” section
7. Begin typing the [page title](#) you want the event or meeting to display on, then select the “related page”
8. Fill out the rest of the information
9. If you do not want your event to be on the main calendar, [select “no”](#) in the “show on calendar” section
10. Click “[Save and create new draft](#)” if you want to come back and work on it later or click “[Save and request review](#)” for it to be published

Contact messages | Content needing review | Locations search | Manage locations | Manage topics | Recent

Create Event

Home » Add content

Title *
Capitalize the first word and proper nouns: *Starting a business in Lexington*

Location *
Choose some option
If your location is not in the list, please contact [Nick Brock](#).

Related departments
Choose some option
Post this event on the department homepage

Related Page

Cost *
E.g. \$10 or free

Body (Edit summary)

B I [icons] Styles | Format | [icons] E

HOW TO CREATE A NEWS ITEM

For public meeting, council meeting or public notice.

1. Go to “manage” then “content”
2. Select “add content”
3. Select “news”
4. Fill in the fields
Those with a red asterisk are required
[Guidelines](#) to field entries are listed in gray under each field
5. Select “edit summary” and add the first line of your story
This ensures it shows up in the summary on the homepage or department page
6. Upload an image to accompany your post.
Max file size is 2 MB and the CMS will format the image so that it is consistent within the system
7. If there are related PDFs or files to accompany your post, go to the “related documents” section
See “how to upload PDFs”
8. Double check for grammar, formatting and spelling mistakes
9. Select “Save and create new draft” if the page is incomplete OR select “Save and request review” if the page is ready to publish

Content resources *

1. Remember to use plain language
2. Use [Hemingway Editor](#) to keep content at an 8th grade reading level
3. [City of Lexington Content Guide](#)

Save and Create New Draft

Content resources *

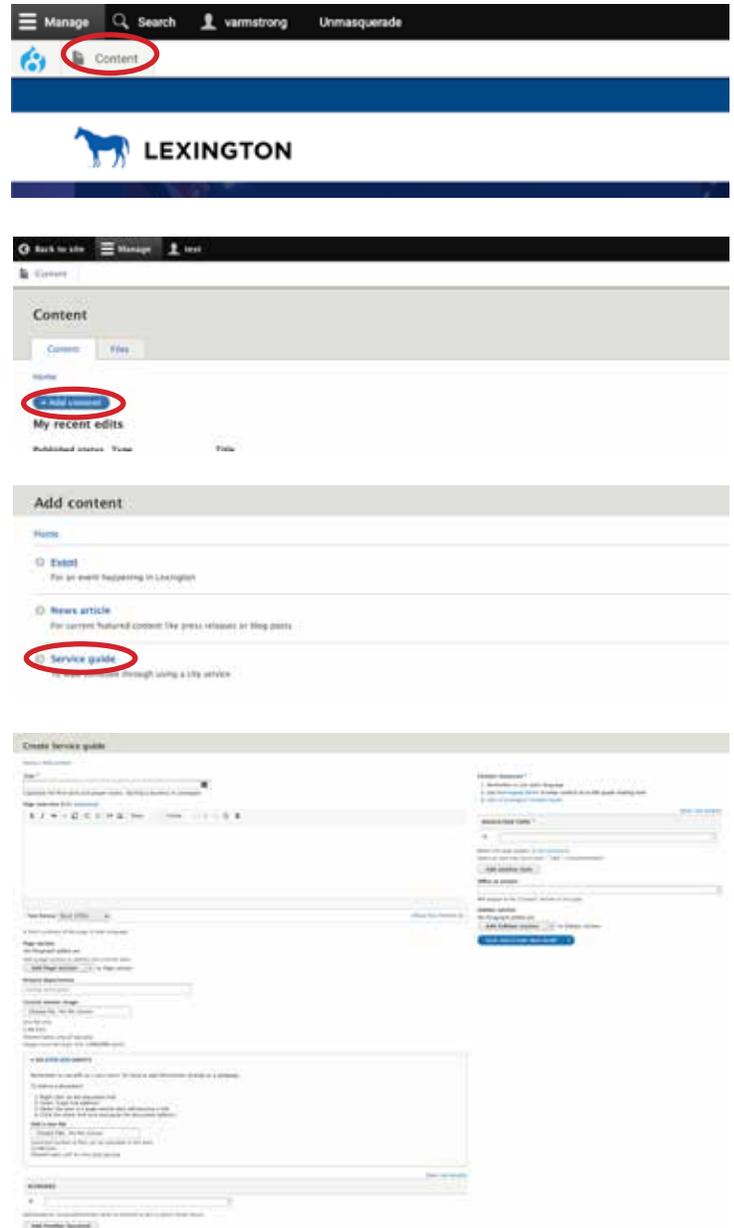
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Save and Create New Draft

Save and Request Review

HOW TO CREATE A SERVICE GUIDE PAGE

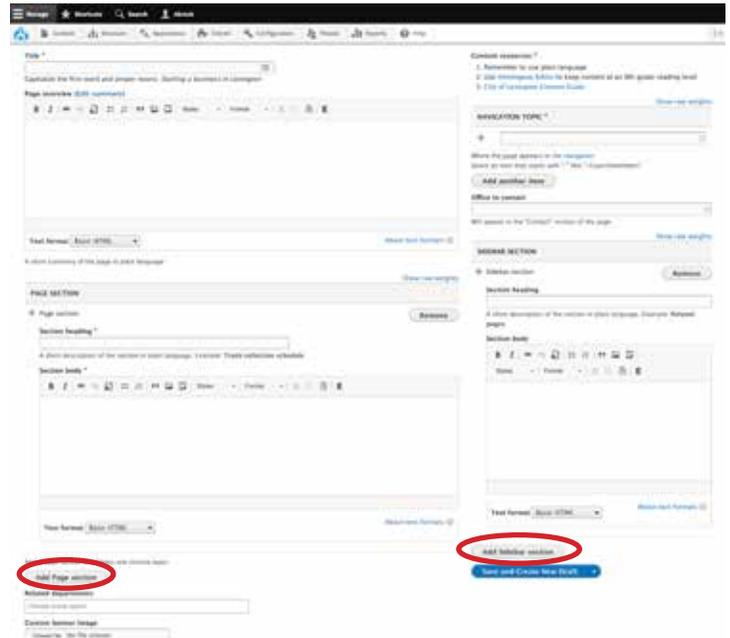
1. Go to “manage” then “content”
2. Select “add content”
3. Select “service guide”
4. Fill in the fields. Those with a red asterisk are required
Guidelines to field entries are listed in gray under each field
5. The page title becomes the vanity URL
Ex. If the page title is “How to get a deck permit” then the URL becomes “lexingtonky.gov/how-to-get-a-deck-permit.”
These can be changed by the digital content administrator, if necessary.
Make sure to not have the date or year in the page title. Save that for a page section heading or info within the text.
6. Type out the “navigation topic”
This is where the page will live in the service guide and it will start to auto populate
7. Select an “office to contact.”
If your office or program isn’t listed contact the digital content administrator to get it added
8. Create a page overview
This is a brief description of what the page is about or an introduction to the page



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HOW TO CREATE A SERVICE GUIDE PAGE *(cont'd)*

9. Add a [page section](#) when a new subheading or subject is introduced
10. Add a [sidebar section](#) when you have a brief message or list that should be displayed under the contact section
11. To [move or reorder page sections](#), click the four-way arrow next to the “page section” heading and drag it above or below the section where you want it to be
12. To add a link, see [“How to link”](#)
13. To add an image, see [“How to insert an image”](#)
14. To add a PDF, see [“How to manage a PDF”](#)
15. To turn a hyperlink into a [“call to action button,”](#) see [“How to create a Call to Action”](#) button
16. To add a [custom banner image](#) see [“how to add custom banner”](#)
17. Double [check](#) for grammar, formatting and spelling mistakes
18. Select [“Save and create new draft”](#) if the page is incomplete OR select [“Save and request review”](#) if the page is ready to publish



Content resources *

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3. [City of Lexington Content Guide](#)

Save and Create New Draft

Content resources *

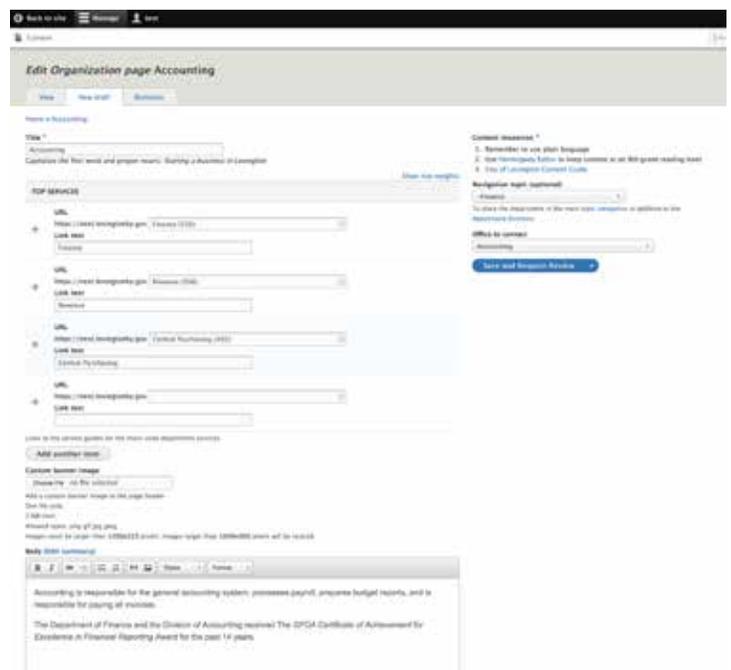
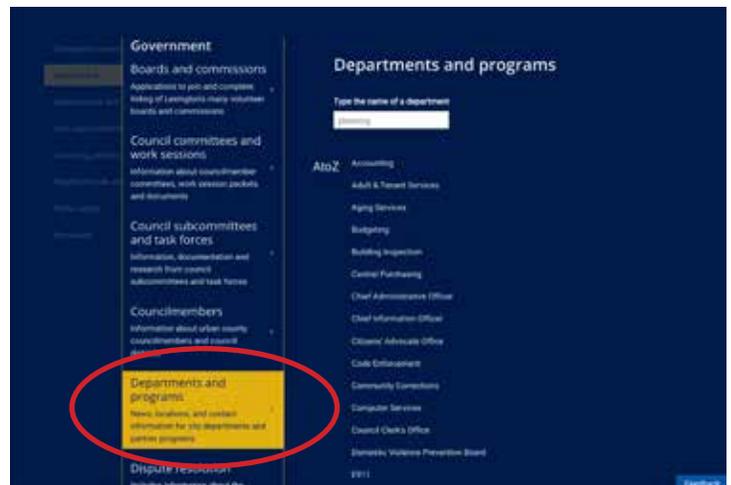
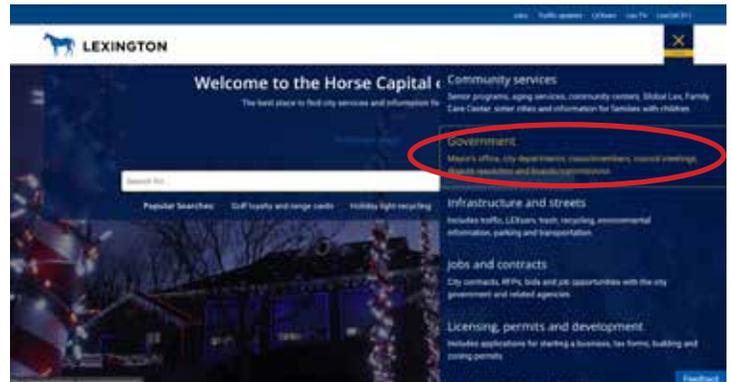
1. Remember to use plain language
2. Use [Hemingway Editor](#) to keep content at an 8th grade reading level
3. [City of Lexington Content Guide](#)

Save and Create New Draft

Save and Request Review

HOW TO EDIT DEPARTMENT LANDING PAGES

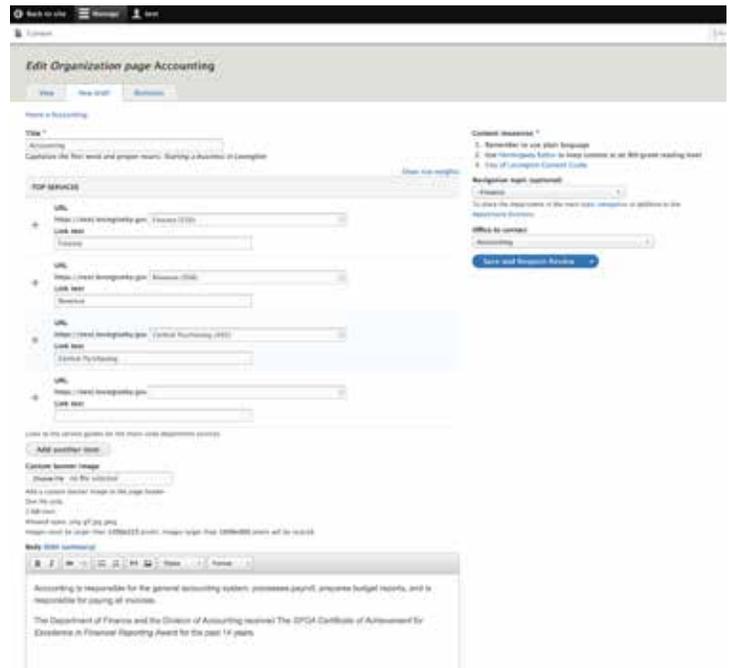
1. From the menu, select “Government”
2. Then select “Departments and programs”
3. Locate your department landing page in the list or through the search bar
4. To make edits, select “new draft”
5. “Navigation topic” You do NOT have to select a navigation topic unless you want the department-landing page to live in the service guide
6. Select an “office to contact”
If you can't find your office or location, contact Nick Brock (nbrock@lexingtonky.gov) to have it added.
7. Add “top services”
*This feature is to highlight the most popular service guide pages in each department.
It will display links to the service guide pages on the department landing page.*
8. Create a page overview
This is a brief description of what the page is about or an introduction to the page
9. Add a page section when a new subheading or subject is introduced



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HOW TO EDIT DEPARTMENT LANDING PAGES *(cont'd)*

10. Add a [sidebar section](#) when you have a brief message or list that should be displayed under the contact section
11. To [move or reorder page or sidebar sections](#), click the four-way arrow next to the “page section” heading and drag it above or below the section where you want it to be
12. To add a link, see [“How to link”](#)
13. To add an image, see [“How to insert an image”](#)
14. To add a PDF, see [“How to manage a PDF”](#)
15. To turn a hyperlink into a [“call to action button,”](#) see [“How to create a Call to Action”](#) button
16. To add a [custom banner image](#) see [“how to add custom banner”](#)
17. Double [check](#) for grammar, formatting and spelling mistakes
18. Select [“Save and create new draft”](#) if the page is incomplete OR select [“Save and request review”](#) if the page is ready to publish



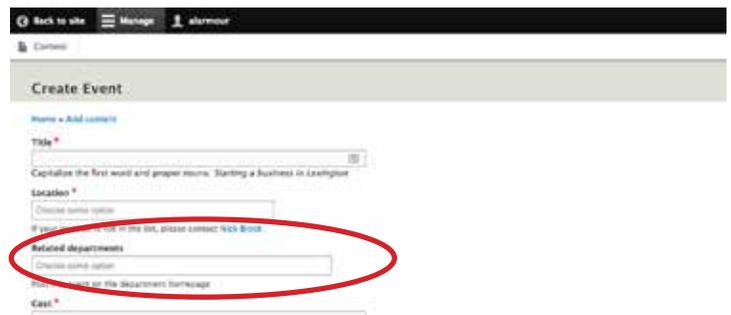
HOW TO MANAGE BOARDS AND COMMISSIONS PAGES

These pages *can be edited* like other pages. To *create a new boards and commission page* contact Nick Brock (nbrock@lexingtonky.gov).

There are three additional features that set these pages apart: *Events/meetings lists, board details and member roster.*

Event/meetings lists

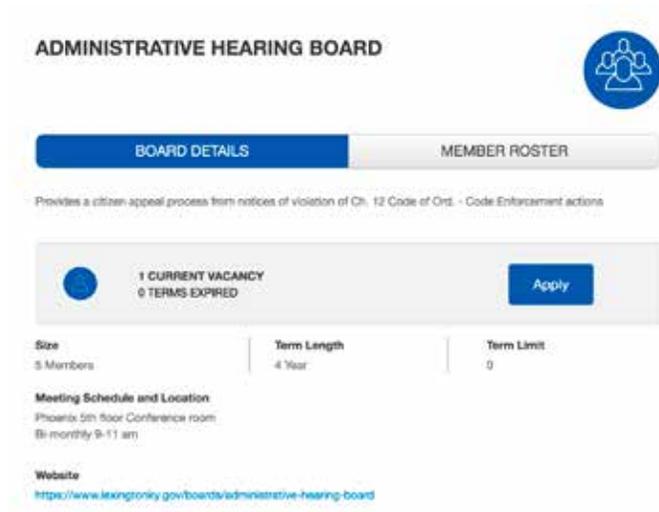
1. Create an [event or meeting/notice](#) (see “How to create an event” or “How to create a meeting/notice”)
2. Tag the board or commission in the “[related department section](#)” *This will display the event or meeting/notice on the boards and commission page*
3. Select “[Save and create new draft](#)” if the page is incomplete OR select “[Save and request review](#)” if the page is ready to publish



The screenshot shows a web form titled "Create Event". It includes fields for "Title", "Location", and "Class". A section labeled "Related departments" contains a dropdown menu and a text input field, both of which are circled in red. The text input field contains the text "Starting a business in Lexington".

Updating board details and member roster

1. Check your [roster and details](#) often to make sure they are up-to-date
2. If [changes](#) need to be made, contact [Melissa McCartt-Smith](mailto:mmccartt@lexingtonky.gov) (mmccartt@lexingtonky.gov)

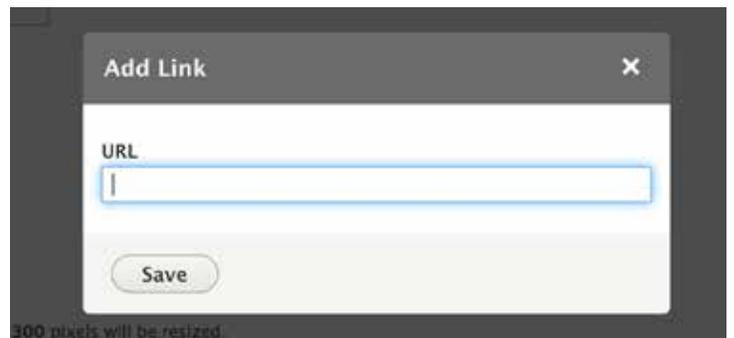


The screenshot shows the "ADMINISTRATIVE HEARING BOARD" page. It features a blue circular icon with a person silhouette. Below the icon are two tabs: "BOARD DETAILS" (active) and "MEMBER ROSTER". The page description reads: "Provides a citizen appeal process from notices of violation of Ch. 12 Code of Ord. - Code Enforcement actions". A section titled "1 CURRENT VACANCY 0 TERMS EXPIRED" includes an "Apply" button. Below this are three columns: "Size" (5 Members), "Term Length" (4 Year), and "Term Limit" (0). The "Meeting Schedule and Location" section states: "Phoenix 5th floor Conference room Bi monthly 9-11 am". The "Website" section provides the URL: <https://www.lexingtonky.gov/boards/administrative-hearing-board>.

HOW TO LINK

To hyperlink text within any page in the system, follow these steps.

1. Copy the link of the **destination** you want to link to out of the address bar
2. Go to the **words** you want to turn into your link
3. Highlight the words and select the “**link**” icon in the toolbar
4. Paste the **URL** into the text field
5. Select “**save**”



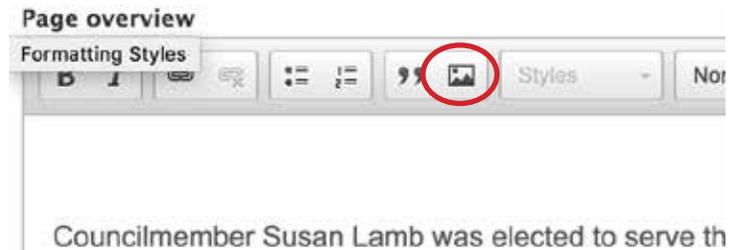
HOW TO INSERT AN IMAGE

Images are to be used only to enhance information.

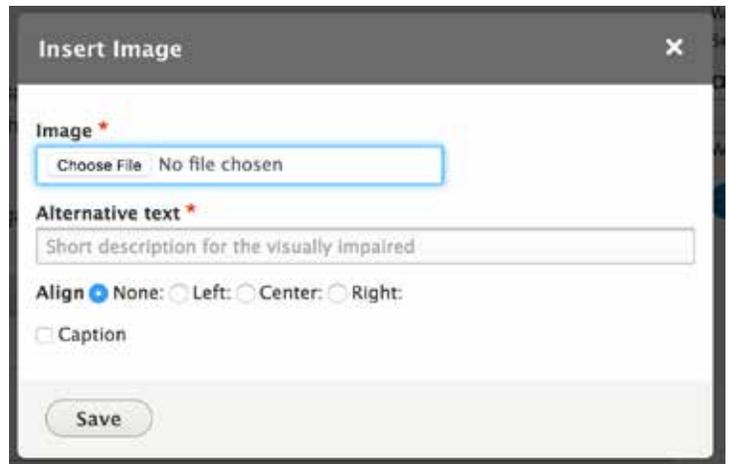
They should be used sparingly, if at all. Photos should be action-oriented and closely related to the page. Random stock photos should be avoided since they add clutter that makes it harder for users to complete their task.

To insert an image:

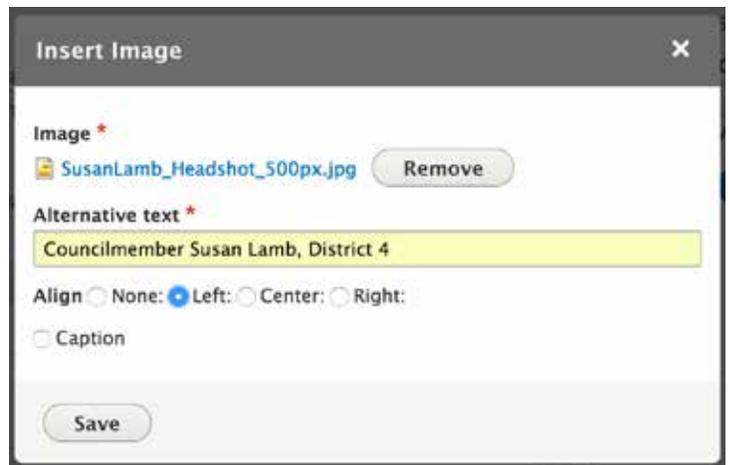
1. Within the text editing section, select the “[image](#)” icon in the toolbar



2. Select “[choose file](#)” and then navigate to the image you want to upload



3. Write a [short description](#) of image, this if for the visually impaired



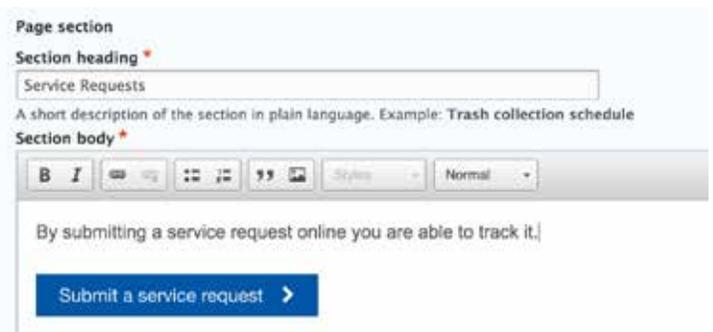
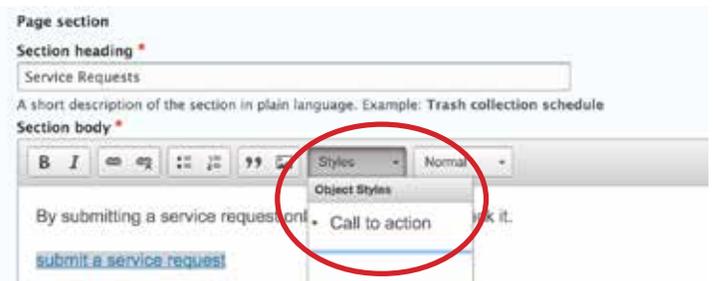
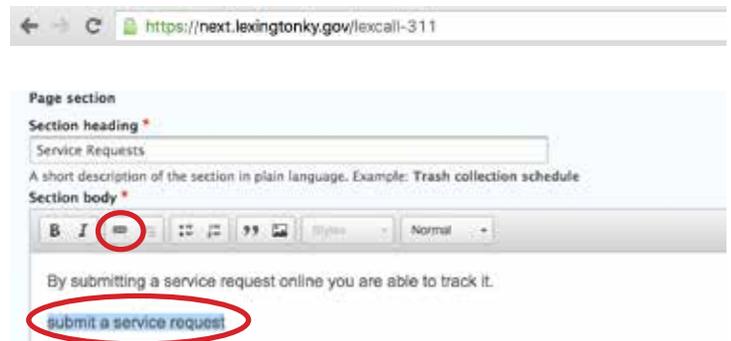
4. Select the [alignment](#)

5. Select “[save](#)”

HOW TO CREATE A CALL TO ACTION BUTTON

A “call to action” button is a special hyperlink that should be used when you want the user to follow a specific action like “pay a bill,” “register for an event,” “apply,” etc.

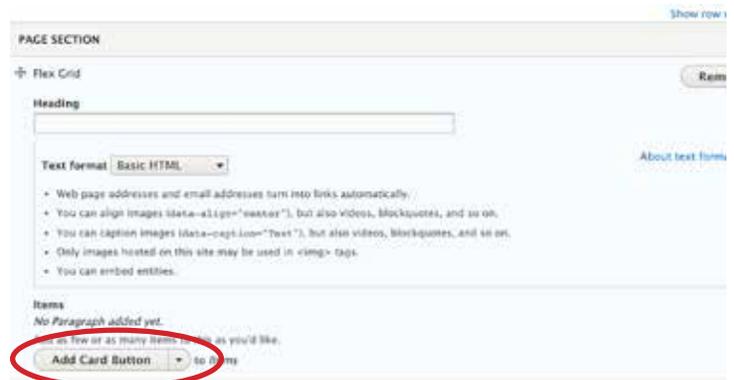
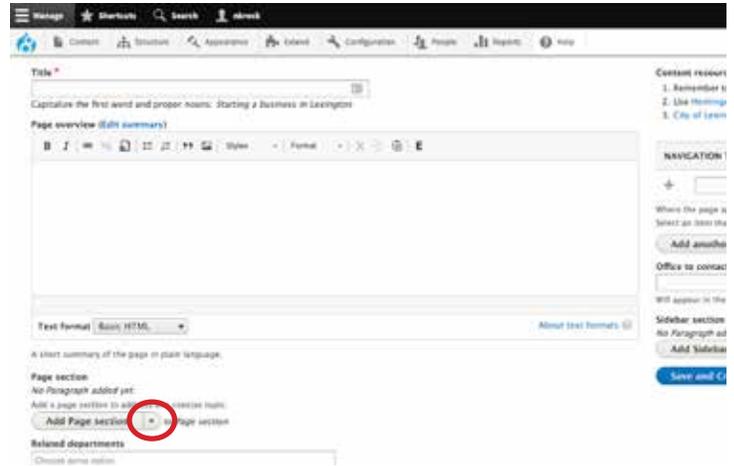
1. Copy the [link](#) of the destination you want to link to out of the address bar
2. Go to the [words](#) you want to turn into your link
3. Highlight the words and click the “[link](#)” icon in the toolbar
4. Paste the [URL](#) into the text field.
5. Select “[save](#)”
6. Select the arrow beside the “[Styles](#)” button in the toolbar
7. Select “[call to action](#)”



HOW TO CREATE A FLEX GRID

Flex grids are to be used when you want to create a grid of page elements, like contact cards, card buttons and more.

1. Login into the CMS
2. Navigate to the [page](#) you want to edit or to a [new page](#) being created
3. Click [new draft](#) or create new service guide page
4. Scroll to “[Add new page section](#)”
5. Click the [down arrow](#) on this button
6. Click “[Add flex grid](#)”
7. Give the [flex grid](#) a section title (optional)
8. Click either the “[add card button](#)” or the down arrow to select other elements
Use only one button type per flex grid.
Do not mix card buttons with contact cards and so on.
9. Fill out the [required fields](#)
10. Once finished making all edits to your page, click “[save and request review](#)”



HOW TO CREATE A CARD BUTTON

A “card button” is a special hyperlink that should be used when you want the user to see a preview image and a brief description of something. For example, link to an event, artwork, etc.

1. Scroll to “Add new page section”

2. Click the [down arrow](#) on this button

3. Click “Add flex grid”

4. Give the flex grid a [section title](#) (optional)

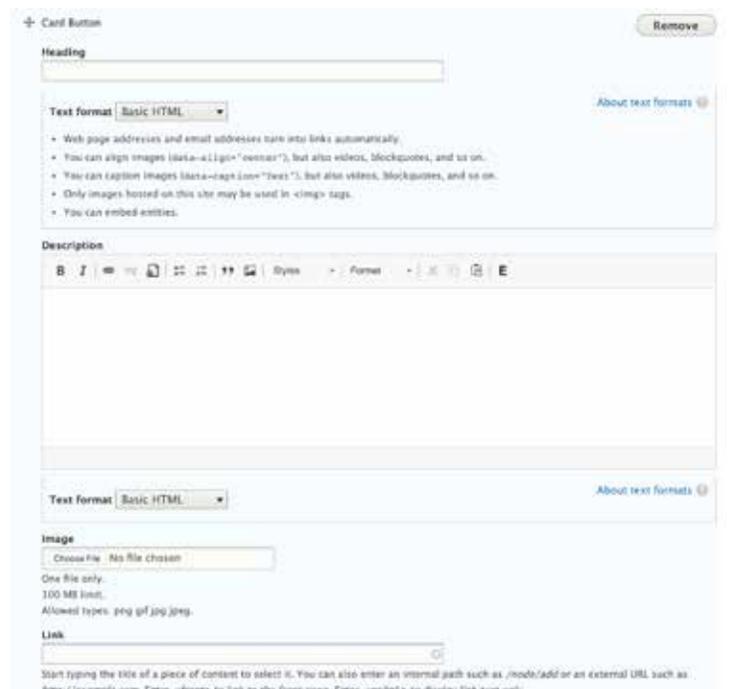
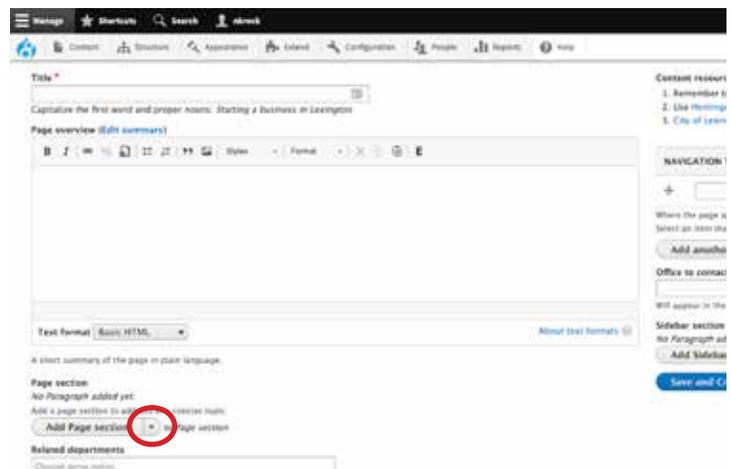
5. Add a [heading](#)

6. Add a very brief [description](#) into the text field
This [description](#) needs to be very brief so the card doesn't become super long

7. Select an [image](#)

8. Paste in the [link](#)

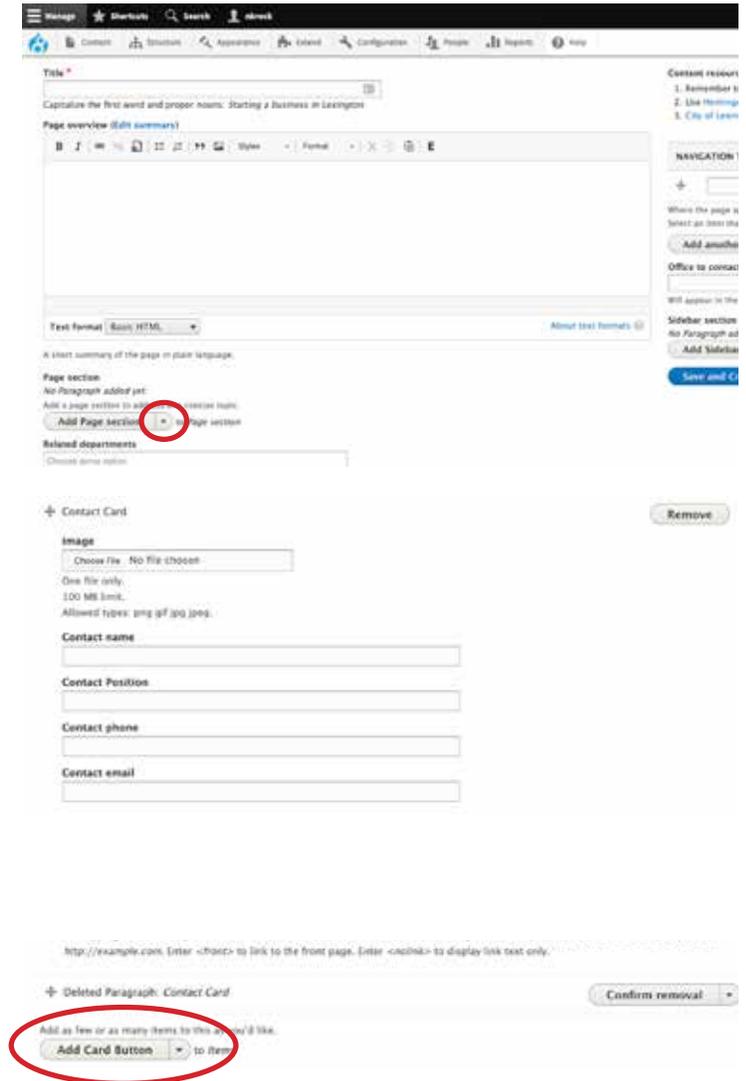
9. You can add additional card buttons, by clicking “[add card button](#)”



HOW TO CREATE A CONTACT CARD

A “contact card” is a special card that displays someone’s photo and contact information. It links directly to their email.

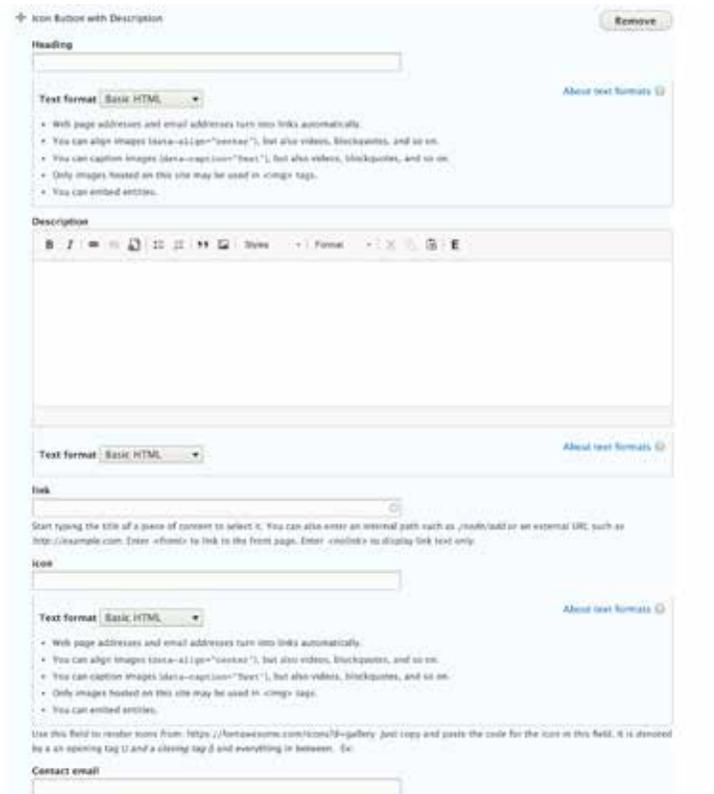
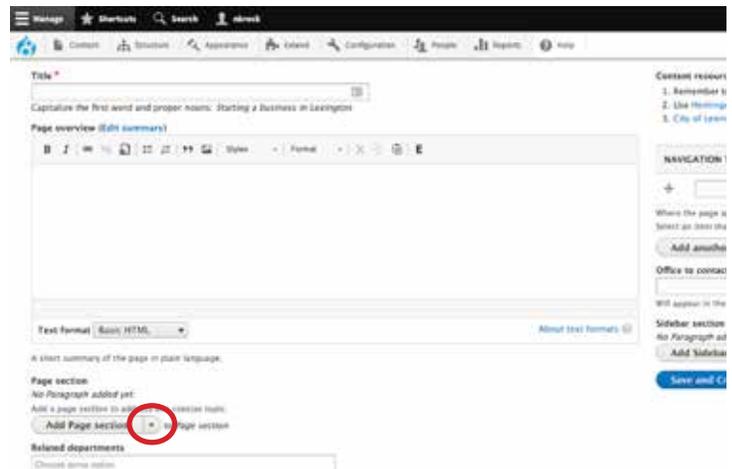
1. Scroll to “Add new page section”
2. Click the [down arrow](#) on this button
3. Click “Add flex grid”
4. Give the flex grid a [section title](#) (optional)
5. Click the down arrow, and select “contact card”
6. Add an [image](#)
7. Add the [contact name](#)
8. Add the [contact position/title](#)
9. Add the [contact phone number](#)
10. Add the contact [contact email](#)
11. You can add additional contact cards, by clicking the arrow, then clicking the “add contact card”



HOW TO CREATE AN ICON CARD WITH DESCRIPTION

A “icon card with description” is a special card that displays an icon and a brief description. It links to any internal or external page.

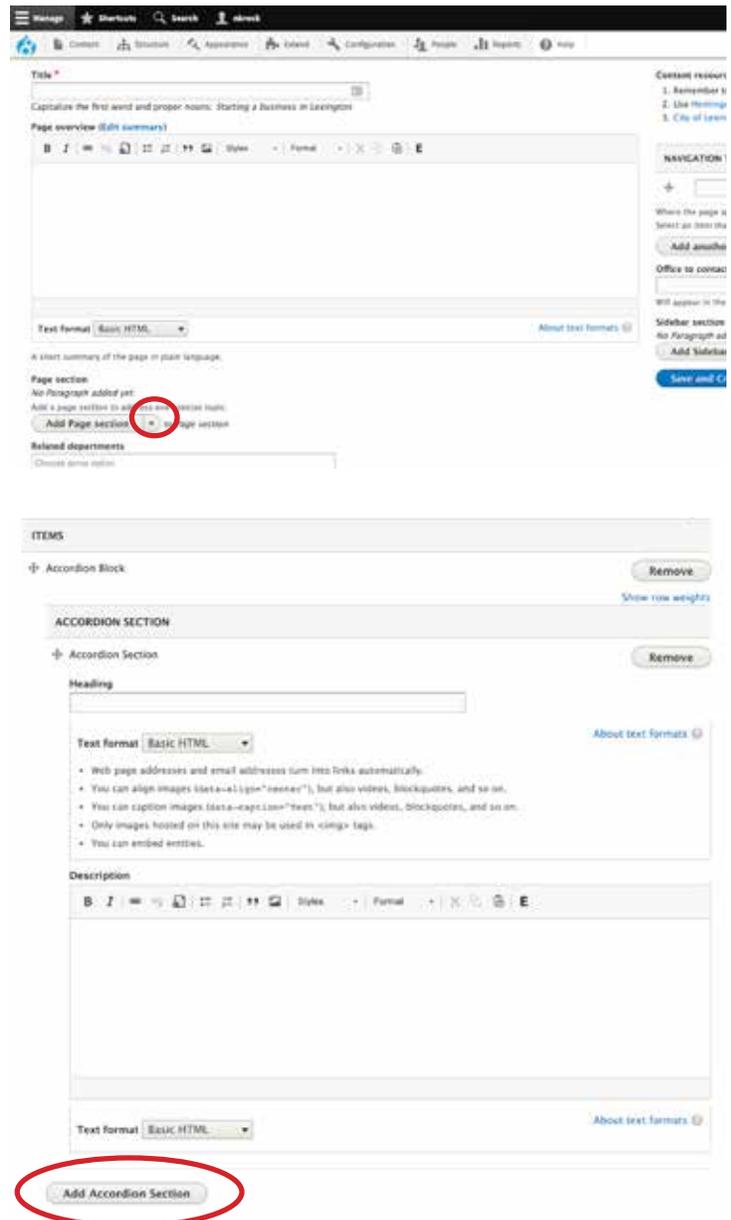
1. Scroll to “Add new page section”
2. Click the [down arrow](#) on this button
3. Click “Add flex grid”
4. Give the flex grid a [section title](#) (optional)
5. Click the down arrow, and select “icon card with description”
6. Add a [heading](#)
7. Add a very brief [description](#) into the text field
This [description](#) needs to be very brief so the card doesn't become long
8. Paste in the [link](#)
9. Select an [icon from fontawesome.com/icons](#)
10. You can add additional contact cards, by clicking the arrow, then clicking the “add icon card with description”



HOW TO CREATE AN ACCORDION

An accordion is an interactive graphic that lets you create labels or headings, with information hidden beneath them. Accordions should be used when a lot of information needs to go on a single page.

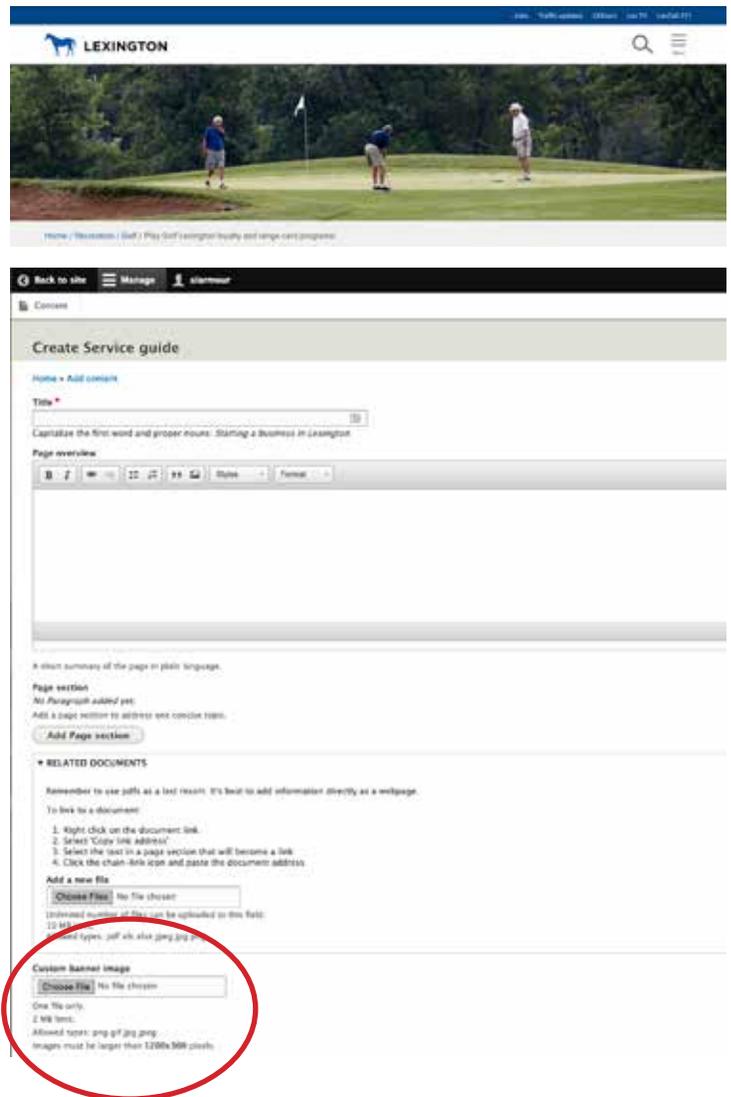
1. Login into the CMS
2. Navigate to the [page](#) you want to edit or to a [new page](#) being created
3. Click [new draft](#) or [create new service guide page](#)
4. Scroll to “[Add new page section](#)”
5. Click the [down arrow](#) on this button
6. Click “[Add flex grid](#)”
7. Fill out the [flex grid heading](#) section (optional)
8. Click the [arrow](#) next to “[Add card button](#)”
9. Click “[Add accordion block](#)”
10. Fill out the [accordion section heading](#)
11. Fill out the [description box](#)
12. Click “[Add accordion section](#)” to add more accordion rows and fill out the heading and description box
13. Continue to make [other edits](#) to your page
14. Click “[save and request review](#)”



HOW TO CREATE A CUSTOM PAGE BANNER

A page banner appears at the top of every page. These can be customized on service guide pages, department landing pages and boards and commission pages.

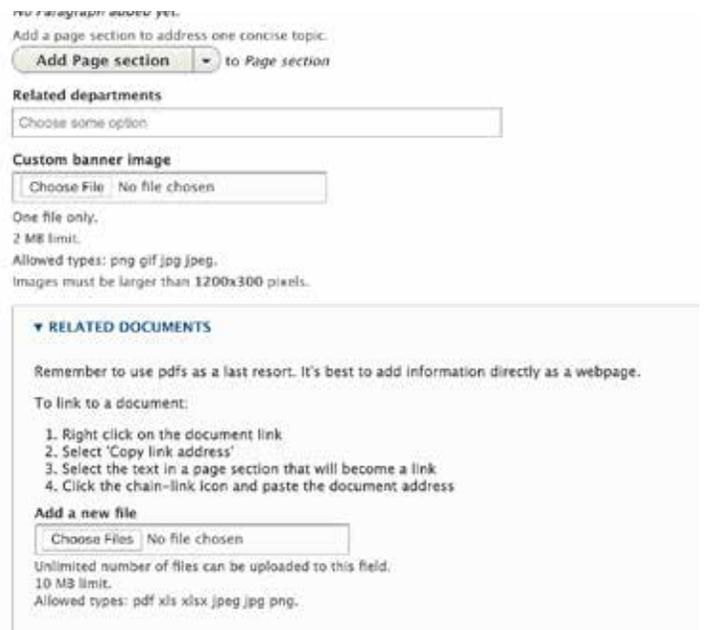
1. Before inserting the [custom banner image](#), make sure it is sized to [1600 px by 300 px](#)
If you need an image sized contact Nick Brock (nbrock@lexingtonky.gov)
2. Go to the [page](#) you want to add the [custom banner image](#)
3. Scroll to the bottom of the page to where it says “[Custom banner image](#)”
4. Select “[choose file](#)” and then navigate to the image you want to upload
5. The photo will [upload](#) and be set as the [custom page banner](#) once the page is [published](#)



HOW MANAGE KEY WORDS

Key words are terms that users may type in to search for your page. The key words don't appear on the page itself, but only in the page's code. They help improve the search results.

1. Go to the **content type** you want to add **key words**.
2. Click **new draft**
3. Scroll to the bottom of the page to where it says "**keywords**"
4. Add the **key words**. You can add as many key words as you would like, but try to limit them to 10. To add more, click the "add another keyword" button



HOW TO CHANGE LINK/VANITY LINK

The new CMS creates links based on page titles.

If you title a page “Government communications” then the URL will be “lexingtonky.gov/government-communications.”

If you want to make edits to that link, submit the requests to Nick Brock (nbrock@lexingtonky.gov).

UPDATING CONTACT INFORMATION/ADD LOCATION

Send Nick Brock (nbrock@lexingtonky.gov) an email with the following information

Location Name

Address

Phone number

Fax number

Contact Name and Title

Hours of operation

Links to social media accounts (if applicable)

Not all information is required, just a location name and address.

CONTENT GUIDE

Use the official LFUCG Content Guide.

This has basic rules for grammar, proper ways to refer to government specific terms, and guidelines for website content.

lfucg.github.io/content-guide

GRADE LEVEL REFERENCE

Use the Hemmingway editor to keep content at an 8th grade reading level.

hemingwayapp.com

