AAEM Content Planning– v4

Overview

This is the Content Planning and category (taxonomy) scheme. It is important to know that in modern CMS systems, web pages are made of Post Types, Blocks, and developer pages built with dynamic content like search results or login. WordPress is structured with Blocks that allow for great flexibility in layout. *Post Types* have data in databases that gets "stamped" into a specific template; this allows for dynamic lists of posts throughout the site, as well as a consistent look to the lists and detail pages.

The expected Post Types are:

* Events (AAEM, AAEM/RSA)
* People (AAEM, AAEM/RSA)
* Podcasts (AAEM, AAEM/RSA)
* News and Statements (AAEM, AAEM/RSA)
* Common Sense (AAEM, AAEM/RSA)
* AAEM/RSA Blog (AAEM/RSA)

Discussed, but no post type needed:

Newsletter (Sections) (AAEM) – No post type is needed for this because newsletters will be Issuu embeds moving forward.

Content Mapping

AAEM’s Wireframes

1. [Statements Search](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=16%3A507&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1) – shows search with faceted filters for Searching Statements
2. [Event (detail)](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=16%3A134&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1) – shows a single event.
3. [Chapter Divisions](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=1%3A12&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1)- shows a single chapter division
4. [Sections](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=1%3A541&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1) – shows layout for a single section
5. [Committees](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=16%3A194&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1) – shows layout for a single committee

Recommended but not Wireframed

**Event List** -this was not needed as it will be the same layout as the approved list format from design (<https://concepts.rd.net/aaem/2022/static/aaem/interior.html>)

**News Detail** – this was not needed as it will use a standard page layout.

**Publication Landing Page** -not needed per Sarah.

General pages and search results

All Pages have the fields:

* Title
* Title for Search Engines
* URL (The URL is built from the navigation structure/title. But AAEM will be able to change the URL if desired.)
* Description for SEO, search results, and list pages.
* Blocks for body of page

1. General Pages – not a content type.
   1. Pages are built with Wordpress Pages and allows for flexibility in the build of each page. Pages are used for the bulk of the content on the site. These include home pages, landing pages, about us, and membership information.
2. AAEM’s Approved Page Builds:
   1. **AAEM Homepage:** <https://concepts.rd.net/aaem/2022/static/aaem/index.html>
   2. **AAEM’s Interior page:** <https://concepts.rd.net/aaem/2022/static/aaem/interior.html>
   3. **AAEM’s** **Style Guide**: <https://concepts.rd.net/aaem/2022/static/aaem/style-guide.html>
   4. **AAEM/RSA Homepage**: <https://concepts.rd.net/aaem/2022/static/aaemrsa/index.html>
   5. **AAEM/RSA’s** **Interior Page:** (<https://concepts.rd.net/aaem/2022/static/aaemrsa/interior.html>)
   6. **AAEM/RSA’s** **Style Guide**: <https://concepts.rd.net/aaem/2022/static/aaemrsa/style-guide.html>

Solr powered pages are built by the developers, not with the WordPress tools. Edits to the Search pages will involve Results Direct developers. By default, the main site search will include *all* content across the site.

Main Site Search

1. Website will use Results Direct’s standard Solr configuration for Site search. The default search results order is by relevance.
2. AAEM.org, AAEM/RSA. AAEM-PG and AAEM-LG will index content separately.
3. Search by Filters: Date, Keyword, and Categories
4. Search results will display title, and short description, only.
   1. Additional fields can display but would require additional budget to configure, i.e. showing icons to indicate certain documents, category labels, or author.

Event Search

1. Separate search for Events only.
2. Search results will show in reverse chronological order.
3. AAEM will need to create a categories for National Events, Section/Division Events.
4. Search By: Event type, Keyword, category, and by month/date range.
5. Search results will display title, and short description, event keywords/categories.

**Developer Note(s)**

* + AAEM has requested a date picker for month/date search, if added budget/effort, then please use standard date filters: 7 days, 30 days, 6 months, older than 6 months.

Statements Search

[Approved Wireframe](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=16%3A507&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1)

1. Separate search for AAEM Statements only
2. Search results will show in order of relevance as determined by Solr algorithm.
3. Search filters by keyword, date, and categories
4. Search results list should have title, date (see wireframe for date format) short desc, thumbnail image, categories
5. Search list should have a bypass URL so if a link to a document is applied then the document will open directly from the list view.

**Developer Note(s)**

* + The associated Post type is ‘News and Statements’
  + Clarifying point: AAEM previously used .pdf’s for many of the statements; moving forward they **are not** using pdf’s, the statements will be created as webpages. Older statements will have pdf’s and will need to by-pass the detail page and new pages will utilize the detail page.

Post Types, List Pages, and Detail Pages

1. **All Post Types** 
   1. WordPress Block Editor (WYSIWYG)
   2. Title
   3. Visibility (public / private / password-protected)
   4. Publish date (able to be backdated or scheduled)
   5. Status (published / draft)
   6. Permalink (the url assigned to this item)
   7. Featured image (thumbnail)
   8. Excerpt (description/abstract) Tags
2. **Events**

[Approved Wireframe](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=16%3A134&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1) -event detail page.

* 1. Event start date/time, Event end date/time
  2. All-day event (yes/no; determines whether times are displayed)
  3. Location – City, State,
  4. Venue Name
  5. Registration URL
  6. Banner image
  7. Categories
  8. Event List Display Fields: event name, event date(s), short description, image, categories
  9. Event Detail Display: event name, event start date/time, Event end date/time; All-day event (yes/no; determines whether times are displayed); location; Registration URL; Banner image.
  10. Keywords should show beneath title. (removed during wireframes)

**Build note(s)**

* + - Add "title color" and "overlay color" as fields for this post type, this should control text that overlays the banner on the event detail page. Current defaults are white text and a dark gray fade at 50% opacity between the text and the image to increase readability
    - Pages using event list view [Chapter Division Pages](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=1%3A12&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1), and [Section Pages](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=1%3A541&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1).
    - AAEM will create categories for specific chapters and sections to filter the list.

1. **People** 
   1. Position – (Title) not a required field
   2. Sort Order- to control the order that the people appear in within the list.
   3. Featured image (full sized)
   4. Categories
   5. List display: position, name, thumbnail image (optional)
   6. Detail Display: featured image, name, position, text field for bio or other data if needed.
2. Pages that will use the ‘People’ post type: Committees (list view only), Chapters, Sections, Events

**Build Note(s)**

* AAEM requested the ability to set the order in which the pictures display, that is what the sort field should be used for. Would like Sort order to take precedence when set and default order (alpha) used when the field is empty.
* Please check name field, if divided to first and last then Last name needs to be at 100 characters to allow for commas and degrees. If combined into first and last name please double the length of the total field.
* Thumbnail image is not used for the ‘Committee’ list page.

1. **Podcasts (No Wireframe)**
   1. Thumbnail image
   2. Featured image
   3. Episode title
   4. Host(s) name
   5. Categories: Podcast
   6. Episode description
   7. Icons: Apple, google play, podcast icon
   8. List view: Episode title; podcast; host(s) names; icons; thumbnail, categories, description.
   9. Detail view: No detail view needed, selecting podcast title should take you to Podcast page directly.

Build note(s)

* Inspired by SAEM’s podcasts page, <https://www.saem.org/education/podcasts>
* Please add other podcast icons to the right of date
* Embedded content list
* AAEM will provide their Soundcloud information
* When you click on podcast thumbnail the podcast starts playing.
* Description should be truncated and click for expansion.

1. **News and Statements**

[**Approved Wireframe**](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=16%3A507&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1) **-** (List and search page for Statements)

* 1. Featured Image (where is this showing)
  2. Icon
  3. Title
  4. Date
  5. Categories
  6. List view: Icon, Title, date, categories
  7. Detail view: Title, date, categories, Featured Image, text block, to put the full news/statements information

Build note(s)

* + **List view:** Categories, are not shown in the wireframe but client requested them for search, should show to the right of date.
  + Short Desc should show in list view, see wireframe, this is not a separate field its’ the first line of the text from the text block.
  + Statement Detail page should include: Title, Categories, text block for text, and date
  + URL to be aaem.org/news/example-title **not** /news-and-statements. AAEM has control to change this in future.

1. **Common Sense and Newsletter** (No Wireframe Detail page only)
   1. Issue title – Month, year i.e. May/July 2021 (Title will always be hyphenated and will be two months)
   2. Issuu embedded on page
   3. No list view.
   4. Detail view: Issuu embedded, for most current issue, button to download pdf.

Build note(s)

* + Need a button to download a pdf version of the issue.
  + There should be a link that allows users to look back at older issues, selecting the date i.e. April/May 2020 should take you to the detail page for the older issue.

1. **RSA blog** – **(No Wireframe)**
   1. Featured Image
   2. Author (Text field)
   3. Date
   4. Category
   5. Excerpt
   6. List view: title, author, date, categories, short desc (pulled from desc)
   7. Detail view: Title, date, categories, author, text box for entire blog

Build note(s)

* Current example: <http://aaemrsa.blogspot.com>

Post Types discussed but not needed

1. **Newsletter-** not needed because newsletters will be in Issuu or as .pdfs in the future.

Pages from Wireframes

[Chapter Division](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=1%3A12&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1)

Build note(s)

* Chapter logo, should be changeable by Chapter, as part of customizable banner.
* Join today CTA button is optional in banner
* No breadcrumbs on page.
* Featured image at top of the page should not be controlled through categorization, AAEM will need to manually set this. This block needs to be flexible enough to allow them to link to a post type or a page.
* Left Side Column Includes: In This Section, ad space and Optional Aside Call out with CTA button.
* Accordion titles should be changeable.
* Accordion expansion may contain text, document list, images, or event info with CTA button.
* Accordion colors should align with approved style guide.

[Section](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=1%3A541&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1)

Build note(s)

* Section logo, should be changeable for each section, as part of customizable banner.
* Join today CTA button is optional in banner
* No breadcrumbs on page
* Featured image at top of the page should not be controlled through categorization, AAEM will need to manually set this. This blocks needs to be flexible enough to allow them to link to pull info from a specific post, i.e. event information, or to link to a page.
* Resource image cards should not be controlled through categorization, AAEM will need to manually set the cards for each section. The cards should be flexible enough to link to a post information i.e. event info, or a publication or to link to a page.
* Left side column includes: In This Section, ad space and Optional Aside Call out with CTA button.
* Accordion titles should be changeable.
* Accordion expansion may contain text, document list, images, or event info with CTA button.
* Accordion colors should align with approved style guide.

[Committees](https://www.figma.com/proto/BSQ2YTJoKt2UR9PWLCpLUA/2022-Wireframes?page-id=0%3A1&node-id=16%3A194&viewport=69%2C82%2C0.83&scaling=scale-down-width&hide-ui=1)

* Breadcrumbs under page title
* Leadership should pull from ‘People’ Post Type
* Left side column includes: In This Section, ad space and Optional Aside Call out with CTA button.
* Accordion titles should be changeable.
* Accordion expansion may contain text, document list, images, or event info with CTA button.
* Accordion colors should align with approved style guide

The general rules for Content Types are:

* Rule #1: If you want items to be in the AAEM list, they need to be the AAEM content type.
* Rule #2: If you want the detail pages of the items to have different layouts or styles, they need to be different content types.
* Rule #3: If you have the need for strict editing permissions for one type of content but not the other, they must be different content types.

*There are some exceptions / work arounds for the rules for special cases, but these general guidelines will handle most of your needs.*

Planned Taxonomy / Wordpress Categories

Categories are used for ‘Related content’ boxes, filtered lists of items, and filters on the search results page. Results Direct sets up the initial Categories in Wordpress. AAEM can modify the taxonomy at any time. AAEM is responsible for applying the categories to pieces of content, please keep in mind that unique categories can be applied for each type of content and categories SHOULD not shared between pieces of content. Please review the list of categories and make changes where needed.

====Event Types

Scientific Assembly

Advocacy

Section

Chapter Division

MEMC

Council Meetings

Webinar

CME

Non CME

Recommended Events

===== Topics

Antibiotic Stewardship

Board Certification

Membership

Fee-Splitting/Kick-backs

Position Statements

CME’s

Lawsuit

===Resources

Podcasts

Common Sense

RSS Feeds

RSS feeds are not needed for AAEM or AAEM’s partner organizations.