

Communication & Marketing

Handout “Quick start” in *Kontent.ai*
Version 1.14

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1 Introduction

The [Kontent.ai Manual](#) [now only available in Dutch] is getting more and more complete and expressing. With more than 250 pages of information it is, however, a lot to take in at once. This “quick start” handout has therefore been created with the aim of making a first start with Kontent.ai’s content management system (CMS) much easier.

2 Access and general information

In order to enhance the first encounter with *Kontent.ai*, we have drawn up a step-by-step plan. The *tips and steps* down below will guide you through Kontent.ai's online CMS and all its possibilities.

Tip 1: *Since Kontent.ai is an online platform, the system can be reached from any possible location. However, there is one caveat: **Kontent.ai does not work in Internet Explorer**. So make sure you use a different browser to work in Kontent.ai, such as Edge, Chrome or Firefox.*

From the browser, follow these steps to get started with *Kontent.ai*:

Step 1. Go to <https://app.kontent.ai>

This is the online environment of *Kontent.ai*.

Step 2. Log in with your username and password

Note: You will receive an automated invitation by email from *Kontent.ai*.

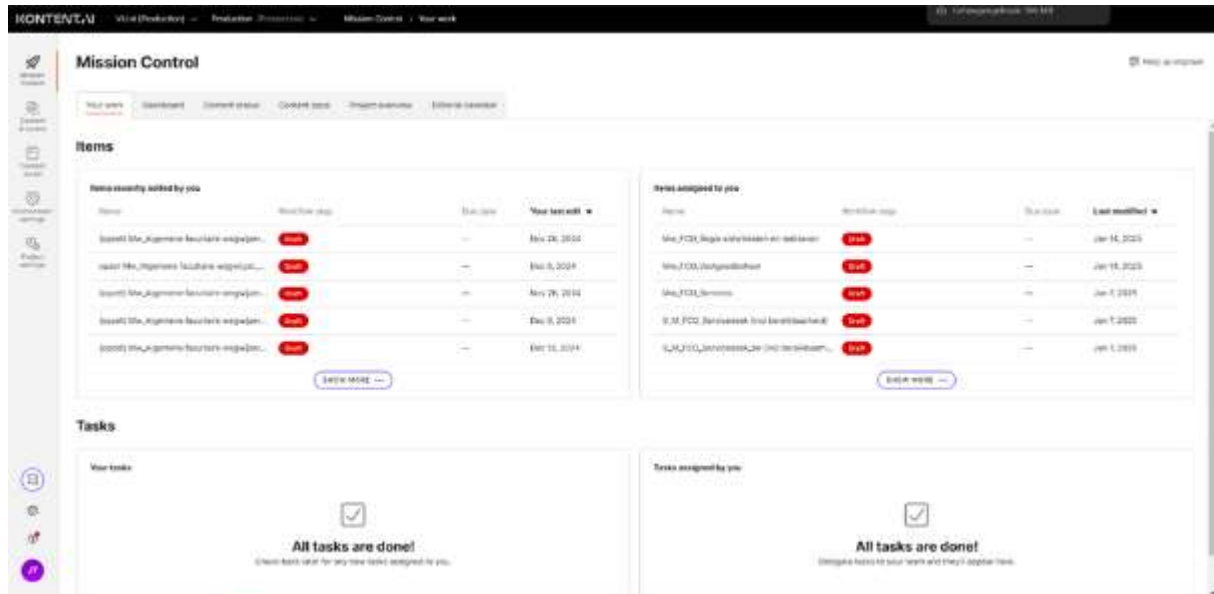
Your **username** is your VU email address and you must create the **password** yourself via the link provided in the automated email message.

PLEASE NOTE! *Didn't receive an automated email? Check your SPAM folder!*

Step 3. Don't freak out: a world will open up for you!

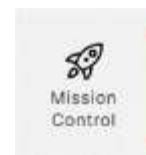
3 The layout of *Kontent.ai*

After you have logged in, you are directly on the homepage called “Mission Control”. This page contains, depending on your user rights, various buttons and bars:



3.1 Mission Control

On the "Mission Control" page (which can be found via the main menu on the left) you can find your personal dashboard under the tab “Your work”. This contains your recently created or edited content items, and the tasks which are assigned to or by you.



3.2 Content & assets

Besides the dashboard, the "Content & assets" page (under "Home" and “Mission Control” in the main menu) is the most important environment. Here, new content can be created and existing content can be adapted.



3.3 Create a new content item

At the top right of the page (both under "Home" and "Content & assets") you will find the button "Create new". You can easily create a content item by clicking on this button.



Then you will be given the following choices:

- 1) the **collection** (e.g. *Onderwijs*, *Onderzoek* of *Over de VU*) [trans. Education, Research or About VU]
- 2) the **content type** (View Chapter 4 to make a good choice!)

3.4 Edit a content item

An already existing item can be easily edited via the "Create a new version" button. For this, the relevant content item must first be opened. Existing items can be found via the page "Content & assets", where you can filter by content type and search via keywords. When the item is opened, the button is in the 'sidebar' under "Workflow step".

However, it may be the case that you first have to open the side panel via this button.



Workflow step

Published

On [Jan 17, 2025 at 15.50](#)

CREATE A NEW VERSION

UNPUBLISH AND ARCHIVE

NB. Via the blue ribbon on top of the page, you can create a new version as well:

This content was **Published** on Jan 17, 2025 at 15.50. Do you want to make changes? CREATE A NEW VERSION

3.5 Change the Workflow step

A content item has several "Workflow steps" in Kontent.ai: **Draft**, **To Review**, **Published** and **Archived**. If you have just created a content item, the status is "Draft". This means that the item is still being worked on and that it has not yet been published. Is the item ready for publication? Then the status can be adjusted to "Published"¹ via the button "Change workflow step", located at the top right of the 'sidebar'. Via this button, a pop-up window will appear where the status (i.e. workflow) can be adjusted.

Workflow step

Published

On [Jan 15, 2025 at 09.54](#)

Current version

DISCARD VERSION

Draft

→ CHANGE WORKFLOW STEP

UNPUBLISH AND ARCHIVE

3.6 Switching language variants

The VU website has a Dutch and an English side. A content item can therefore be created in two languages. However, it is important to **use only one item for both languages**. Then you can switch between the NL and the EN variant within the item. This can be done via the button "Dutch" (or "English") at the top right of the screen.



N.B. Items lacking a translation get the status "Not translated" in the other language. If you edit the variant of the second language for the first time, you get the option to copy the content (including linked items) by clicking on the button "Copy from Language."

Language variant created in Engels. TRANSLATE WITH AI COPY FROM LANGUAGE

¹ The option "To review" can be skipped. However, this option can be useful if an item is ready but still needs to be checked (by a colleague) before it can be published.

Afterwards, you can easily translate the copied text with the built-in AI translation tool. Select the text balloon icon in your text field containing the copied text. Then, select the language from which you are translating. For example: if you translate a text from Dutch to English, select “Nederlands (Default)”



N.B. Always check the automatic translations for any errors. You remain responsible for the quality of the translation.

PLEASE NOTE! *When (de)publishing, make sure that you publish both language variants! It is also possible to publish only one language variant.*

3.7 Preview your content item

Before you publish your page, you can view your changes without having to publish them. Click on the “Preview”-button on top of your content-item, or click on the “More actions”- or “Actions”-button and then on “Preview”. This button will bring you to a preview of your page, as it will appear on the website.



Changes on your page will appear as soon as Kontent.ai has saved them automatically. Keep in mind to refresh any open preview pages.

Tip 2: For a more vivid explanation (with images) of Kontent.ai's online environment, see Chapter 3. **Indeling Kontent.ai** [Layout] and 4. **Content & Assets** of the Kontent.ai Manual [only in Dutch].

4 Which template for which content?

Since there are many different content types in *Kontent.ai*, it is sometimes a challenge to choose the right template for certain content. Below you will find a short description of the available content types and an outline of their use.

4.1 Structure of content types

Kontent.ai's simplest content types consist of only a few text fields. However, there are also more complex content types that contain other (underlying) content types. In this way, the system links different elements into each other. This is very useful, since it enables us to display content in multiple places (in different templates).

4.2 Different kinds of content types

In the *Kontent.ai Manual* [only in Dutch] (in section 4.4) a distinction is made between primary and secondary content types. For convenience, these types can be grouped as follows:

4.2.1 Homepages

The homepages below are the various VU landing pages where visitors can find an overview of the diverse underlying (More about) pages. Click on the link below the relevant homepage to get an idea of the layout.²

PLEASE NOTE! *Only authorized persons with the correct writing rights are allowed to edit the homepages. Other employees are not permitted to modify this content.*

Home Onderwijs [Education]

The general homepage for all forms of education of VU.

<https://vu.nl/en/education>

Homepage Onderwijsvormen [Education types]

[for i.e. the Bachelor, Master and Minor homepage]

Under the Homepage "Education" there are several 'intermediate homepages' that represent the different forms of education of VU.

Bachelor: <https://vu.nl/en/education/bachelor>

Master: <https://vu.nl/en/education/master>

Minor: <https://vu.nl/en/education/minor>

Exchange: <https://vu.nl/en/education/exchange> [only in English]

Honours: <https://vu.nl/en/education/honours>

Semester: <https://vu.nl/en/education/semester-in-amsterdam> [only in English]

Summerschool: <https://vu.nl/en/education/summerschool> [only in English]

Winterschool: <https://vu.nl/en/education/vu-graduate-winter-school> [only in English]

Home LLO (Leven Lang Ontwikkelen)

A separate homepage under 'Education' for LLO (Lifelong Development).

VU for professionals: <https://vu.nl/en/education/professionals>

² Click on "NL" at the top right of the page to view the Dutch side of the linked pages.

Home PGO/PAO (Postgraduate Trainings and Postacademic Education)

Several homepages for PBL/PAO courses, including:

VU SBE Executive Education: <https://vu.nl/en/education/executive-education>

VU Law Academy: <https://vu.nl/nl/onderwijs/vu-law-academy> [only in Dutch]

Home Onderzoek [Research]

The general homepage for all research at VU.

<https://vu.nl/en/research>

Home PhD

A separate homepage under 'Research' for PhD students of VU.

<https://vu.nl/en/research/phd>

Home Portal

A separate homepage for 'Research & Impact Support Portal'

<https://vu.nl/en/research/portal/research-impact-support-portal>

Home over de VU [About VU]

The general information page with Corporate Content (CC) of VU.

<https://vu.nl/en/about-vu>

Home VU brede organisaties [VU wide organisations]

Several homepages under 'About VU' for organisations within VU, including:

3D: <https://vu.nl/en/about-vu/organisations/3d>

University Student Council (USR): <https://vu.nl/en/about-vu/organisations/university-student-council-usr>

Home Student

The homepage with all need-to-know information for (pre-)students.

<https://vu.nl/en/student>

Home Medewerker [Employee]

The homepage with all the useful information for employees.

<https://vu.nl/en/employee>

Home Alumni

The general homepage for alumni of VU.

<https://vu.nl/en/alumni>

From the homepages you are referred to various other (underlying) content. These content types are often made up of other content types. Below is a list of the most important content types for *Onderwijs*, *Onderzoek* and *Over de VU* [trans. Education, Research and About VU].

4.2.2 Content types for *Onderwijs* [Education]

Opleiding Bachelor	LLO Incompany
Opleiding Master	LLO Vakgebied
Opleiding Minor	PhD Cursus
Opleiding PGO/PAO	Conceptstore
Opleiding Premaster	Product Conceptstore
Opleiding Summerschool	Vak studiegids

Ontdek je studie	Studie inspirator
Specialisatie Master	Vraag Studie inspirator
Vakkenschema	Mijn studiekeuze pagina
Vakkenschema Master	Waar heeft de opleiding ... ons gebracht
Afstudeerrichting	Wat kun je doen na je opleiding
Verander je toekomst	Rankings (a.k.a. Awards)
Meer over Onderwijs	Verander je wereld
Themapagina Student	

4.2.3 Content types for *Onderzoek* [Research]

Onderzoek	Prijs gewonnen
Onderzoeksinstituut	Prijs/onderscheiding
Meer over Onderzoek	Prijzen en onderscheidingen pagina
Maatschappelijke rubriek	Overzicht Wetenschappers

4.2.4 Content types for *Over de VU* [About VU]

Themapagina Medewerker	Governance en verantwoording
Meer over de VU	Praktische informatie

PLEASE NOTE! *The content types "Governance en verantwoording" and "Practical information" are specifically designed for Over de VU and are a kind of 'intermediate homepages'. The same rule applies here as for the other homepages: only those with the correct rights may edit these pages!*

4.2.5 Meer over ... [More about]

Meer over Onderwijs	Meer over Widget
Meer over Onderzoek	Meer over Widget Hoofdnavigatie
Meer over de VU	Meer over Widget Subnavigatie

On the "More about" pages, all information is made available that transcends specific content types and is intended for one or more target groups. Choose either 'More about Education', 'More about Research' or 'More about VU'. These three content types have different purposes:

- **Meer over Onderwijs [Education]** – intended for
 - Bachelor
 - (Pre)Master
 - Minor
 - PGO/PAO
 - Executive Education (EE)
 - Exchange
 - Honours
 - Semester in Amsterdam
 - Summer School
 - Winter School
- **Meer over Onderzoek [Research]** – intended for
 - Research

- PhD
- **Meer over de VU [About VU]** – intended for all profiling corporate content and components
 - Faculties
 - Services
 - Research departments
 - Research institutes
 - Entrepreneurship

PLEASE NOTE! *Be sure to create and publish new “Meer over” [More about] items in the appropriate variant. As a result, the information will be displayed on the website within the correct structure. Certain items are intended for multiple target groups, such as FCO information. In that case, choose the “Meer over de VU” [More about VU] variant.*

Tip 3: See Chapter 9. **More about ...** of the Kontent.ai Manual [only in Dutch] for a complete overview of all text fields within the different “Meer over” [More about] content types.

4.2.6 Content types for Portal

Portal Timeline	Portal Subtopic
Portal Timeline Item	Portal Subtopic Gerelateerde pagina's
Portal Topic	Portal Subtopic Contact

4.2.7 Contact pages

Contact (general)	Underlying: Locatie, Profiel
Contentpagina Student	Contentpagina Medewerker
Themapagina Student	Themapagina Medewerker

4.2.8 VU Entities

Faculteit	Dienst
Faciliteit	Afdeling

4.2.9 Action and current content types

Actiebutton	Nieuws
Call to Action	Evenement
Mededeling	Social Media
Melding	

4.2.10 General multifunctional content types

Contentblok	Persoon aan het woord
Content slider	Video
Hero slider item	Team
Harmonica	Verhaal

4.2.11 Other content types

Doelgroep-specifieke content	iFrame
Tabs Doelgroep-specifieke content	Profielthema

Formulier	Bedankt
Partner	Campagne

5 The Asset environment

All files used on the website can be found in the Asset environment. These can be both images and documents (usually PDF or Word files). The Asset environment can be found via the "Content & asset" page, accessible via the main menu on the left side of the screen (see 3.2).

Together we need to ensure that the Asset environment remains a nice and orderly place where files can be found easily. The following is therefore important:

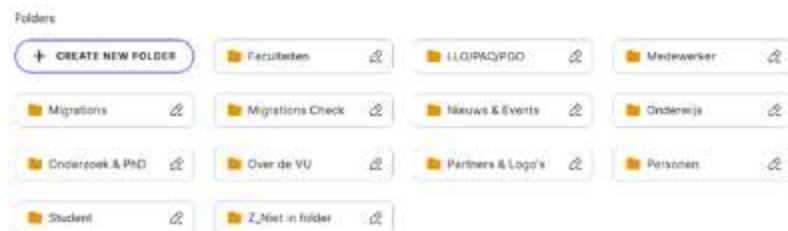
- Save assets in the correct folder in the folder structure
- Always stick to a fixed routine when creating and adjusting assets
- Immediately delete assets that are no longer used

5.1 The folder structure

For each collection (in bold) used in Kontent.ai, there is a folder. The faculties and the '[Student](#)' and '[Employee](#)' homepages also have their own folder. Furthermore, special general folders have been created for assets belonging to 'News & Events' and for all 'People' and 'Partners & Logos'. *You always use these general folders first!*

The Asset environment main folders in a row:

- Faculteiten
- **LLO/PAO/PGO**
- Medewerker
- **Nieuws & Events**
- **Onderwijs**
- **Onderzoek & PhD**
- **Over de VU**
- Partners & Logo's
- Personen
- Student



5.2 General folders for News & Events, People and Partners & Logos

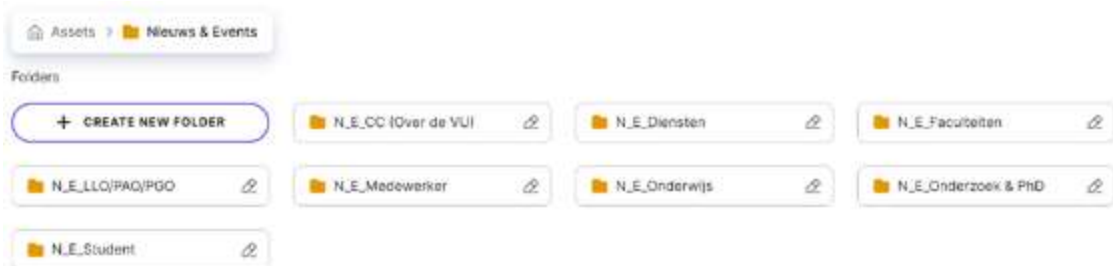
Documents or images that you create for news items or events, people and partners or logos are always placed in these folders. **They take precedence over the other folders!**

A photo in a news item on About VU therefore goes in the 'Nieuws & Events' folder, a (portrait) photo of a person on a programme page belongs in the 'Personen' [People] folder and a logo on a faculty page always goes in the folder 'Partners & Logos'.

NB. Before you upload a portrait or logo, check whether it is already in the Asset environment and whether you can (re)use that image. Use the search function within Kontent.ai for this. (See also 5.2.2, 5.2.3 and section 5.3 below.)

5.2.1 The News & Events folder

The main folder 'Nieuws & Events' contains separate folders for divisions (*N_E_Diensten*) and faculties (*N_E_Faculteiten*) with subfolders per departments. News and events for students and employees can be found in *N_E_Student* and *N_E_Medewerker* respectively. In addition, there are separate folders for LLO, PAO and PGO, Education, Research and PhD and for corporate content on About VU.



5.2.2 The People folder

In the main folder 'Personen' [People] there are again separate folders:

- For the faculties (*P_Faculteiten*) and divisions (*P_Diensten*), in which subfolders can be created for the underlying departments
- For photos of teachers and students (*P_Onderwijs*) [Education]
- For images of researchers and PhD candidates (*P_Onderzoek*) [Research]
- For photos of people on About VU pages (*P_Over de VU*) [About VU]

NB. The title and alt texts of profile pictures must always contain the name of the person.



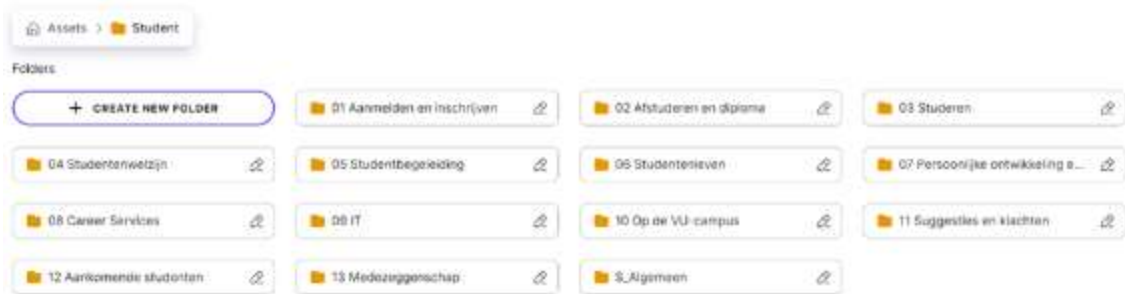
5.2.3 The Partners and Logos folder

No subdivision is used within the main folder 'Partners & Logo's'. Always use "Logo X" in the title and alt text, with X being the full name of e.g. the organisation, institution or partner. General logos of VU Amsterdam can be found in the folder *VU_Logo's*.



5.2.4 The Employee and Student folders

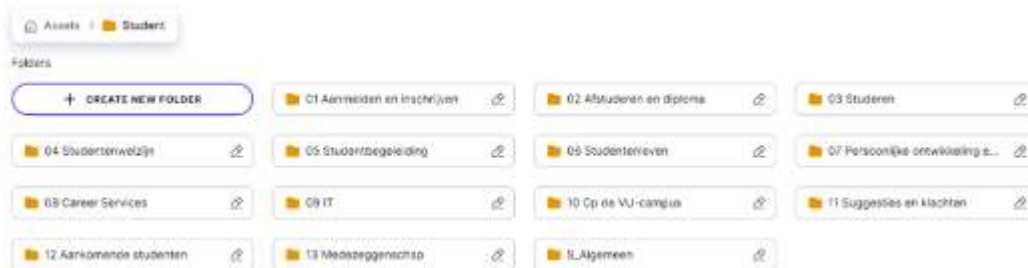
The main folders 'Medewerker' [Employee] and 'Student' contain all assets that are used in employee or student content (theme and content pages) respectively. Within the main folder you will find numbered folders that are named after the 'tiles' on the homepage.



5.2.5 The Education, Research & PhD and About VU folders

All other assets (i.e. no news/event, persons or logos) can be found in the main folders 'Education', 'Research & PhD' and 'About VU'. Think of images and/or documents that are on More about pages, but also Hero images or other images in content sliders, for example.

Each main folder has subfolders for the faculties (e.g. *Ow_Faculiteiten*). There is also a folder for general content (e.g. *Ow_Algemeen*) and there are more specific folders that differ per collection. Finally, there is a separate folder for other More about pages (e.g. *Ow_Meer over*) and the assets used on the homepage (e.g. *Ow_Homepage*).



5.2.6 The LLO/PGO/PAO folder

There is a separate main folder for LLO/PGO/PAO, similar to the collections. The responsibility for organising this folder and keeping it in order rests with the content owners.

5.2.7 The folders for Faculties

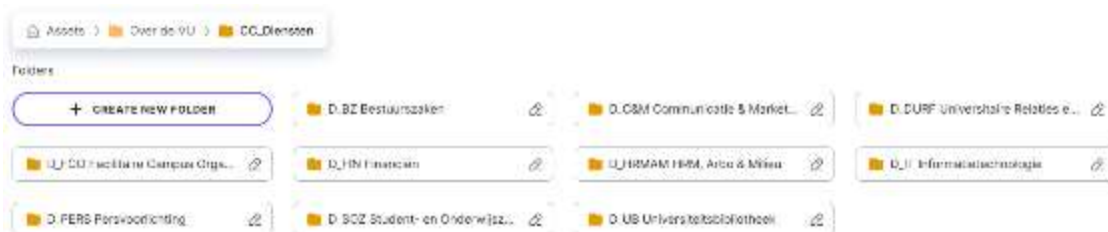
Faculties find their subfolder directly in the main folder 'Faculteiten'. All factorial folders begin with F_ followed by the abbreviation of the faculty. These folders only contain the general assets of the faculties, especially for the faculty homepage.



PLEASE NOTE! Assets specifically intended for Education [Onderwijs], Research [Onderzoek] or About VU [Over de VU] can be placed in the eponymous main folders. Distinct folders have been created for the faculties, namely *Ow_Faculties*, *Oz_Faculties* and *CC_Faculties*. Within these you can find separate folders per faculty, e.g. *Ow_BETA*, *Oz_BETA* and *CC_BETA*.

5.2.8 The folders for Divisions

Divisions can be found in the main folder 'Over de VU' under *VU_Diensten*. All division folders begin with D_ followed by the abbreviation and full name of the service. An exception applies to SOZ: this division is located directly in the main folder 'Onderwijs' [Education].



5.3 Adding new assets: do's and don'ts

Points of attention when creating a new asset in Kontent.ai.

5.3.1 Check if the asset already exists

Always check via the search bar whether the file is not in the Asset environment already. Don't search on the whole title but on the most specific word. Clear alt-texts (see 5.3.4) ensure that the assets are easy to find. Do you come across an older version of the file? Replace the old one with the new one (see 5.4) and delete (see 5.5) the old file as well!

5.3.2 Think about the naming convention

Make sure the asset has a logical file name that covers its content. The file name cannot be changed afterwards. Long document names must contain spaces.

5.3.3 Put the asset in the right folder

Store each asset in the folder where it belongs!

- **From the Asset environment:** In the Asset environment, go to the folder where you want to save it - create a new subfolder if really necessary - and add your asset by dropping it in the folder or uploading it via 'browse'.
- **From a content item:** Always choose the option 'Pick from assets' if you want to add an image or PDF to a content item. Then go to the right folder and select the image or PDF. Once in the Asset environment, you can also choose to upload an asset from your PC, Drive, etc. via the 'browse' option. Put the asset directly in the folder where it belongs!

PICK FROM ASSETS

NB. From the content item, never choose the option 'Browse or drop asset here to upload'. Your image or PDF will then end up in the 'general' Asset environment and will be lying around forever...

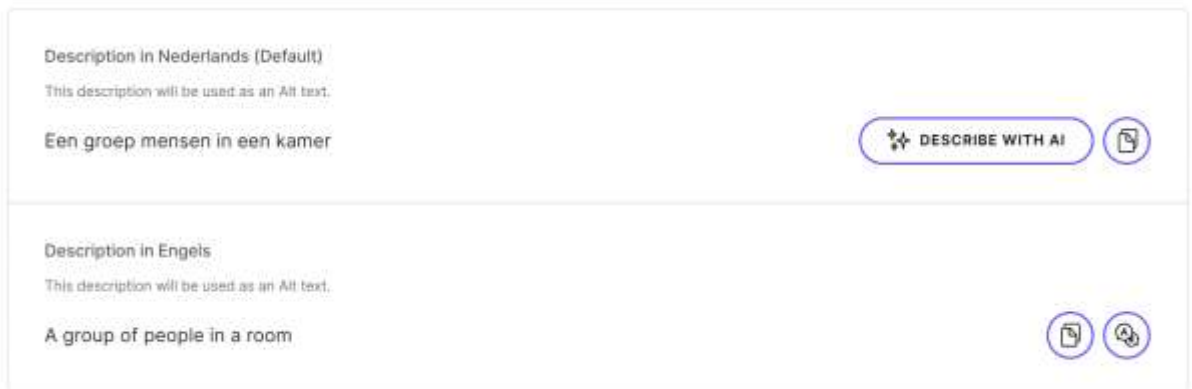
5.3.4 Do NOT select a collection for the asset

Once you upload an asset, you'll see a window asking you to select a collection for the new asset. Select '∅ Not in collection' to **not** put the asset in a collection, in order to ensure your access and availability of your asset. Click then on 'Upload'

permissions in collections.' At the bottom right, there are two buttons: 'CANCEL' and 'UPLOAD'." data-bbox="176 432 777 701"/>

5.3.5 Always add alt-texts

Fill in the NL and EN alt-text! (*alternative text*) Describe in one clear sentence what the image shows (or in case it is a document, the title of this document). These alt-texts are intended for visually impaired people who cannot see the actual image, so that they also know what is shown on the image. In addition, this is also beneficial for search engines. Do it right away, otherwise you're guaranteed to forget! You can use the automatic AI description tool by clicking on the "Describe with AI" button.



5.3.6 One asset for the NL and EN side

Do you want to use an image or document on the Dutch and English side of your page? Then use the same asset! You don't have to create it twice, that saves time and effort! Upload the asset only once and then use the 'Pick from assets' option to add the same asset from the other language side.

Used in Nederlands

E_Health & Wellbeing Week 8-12 ... **Publi...**
S_Studentenwelzijn | Programma ... **Pub...**

Used in Engels

E_Health & Wellbeing Week 8-12 ... **Publi...**
S_Studentenwelzijn | Programma ... **Pub...**

5.3.7 Check whether the asset meets the requirements

Images cannot be larger than 1 Mb, and must conform to the assigned measurements. These measurements differ depending on the content item. In your item, click on the 'Customize' icon on the bar that appears on top of the image. This allows you to crop your image to the correct measurements.



5.4 Changing an existing asset

Follow the steps below to replace an asset correctly.

Step 1 Find the old asset

Find out in which folder the old asset is located. If the alt text and file name are logical, you should be able to find it quickly. Then click on the three dots before the arrow (... >) to see the route to the folder.

Step 2 Upload the new asset

Add the new asset (see 5.3) to the folder where the old version is. Make sure this is a logical place!

Step 3 Link the new asset to the right page(s)

Check where the old asset is used. You can see this by clicking on the asset. Under 'Used in Dutch/English' is listed which content items use the image or PDF. Go to these items and replace the asset link by an (internal!) link to the newly added asset.

Step 4 Delete the old asset

Only when the old asset is no longer used in any content item - and the new asset is well linked to existing content - can the old asset be removed (see 5.5).

Step 5 Inform the content owners

If the asset is used on other pages, send an email to the owners of those pages saying 'I have added a newer version' with the name and link of the new version.

5.5 Deleting an asset

An existing asset can be deleted in several ways. If an asset is not or no longer used, remove it!

5.5.1 How to remove an asset?

You can delete an asset by clicking on the three vertical dots in the upper right corner and then on 'Delete'. Is this not possible? Please check if the asset is still in use somewhere. An asset can only be deleted when it is no longer used in any item.



A second option is to delete the asset from a folder. To do so, check () the asset and click 'Delete asset'.



5.5.2 Prevent clutter

Do not leave unused assets behind! This also applies to replaced assets (see 5.4) or duplicated assets. Not (or no longer) needed? Get rid of it! This way we prevent clutter and keep the Asset environment clear and neat for everyone.

6 Tagging items

Several items use tags. Tagging items has various functions: (internal) targeting, hiding pages, letting news items automatically appear on homepages and dashboards, correct breadcrumbs and web addresses, and allowing the filtering of search results. Several choices have to be made:

6.1 Hiding a news page or content page

The first choice you have for news items or *Contentpagina Student/Medewerker* [Student/employee content page] is to 'lock' it. The checkmark at *Alleen toegang voor ingelogde gebruikers* [Only access for logged in users] means: anyone with a VUNetID who is logged in can see the message. If you check *Alleen toegang voor medewerkers* [Employee access only], only logged in employees can see the message. If you do not tick either of these, the message/page will be visible to every visitor.



In the Meta-data you can then indicate on which homepages the message will appear and who will be shown the news item on their personal dashboard. Below you will find a brief explanation of the different meanings of the options.

N.B: The tags in the “Meta-data” tab **do not** hide your news item or event item from the general news overview or events overview on the VU home page. If you do not want your item to appear on these overviews, select *Alleen toegang voor ingelogde gebruikers* and/or *Alleen toegang voor medewerkers*.

6.2 Meanings of the tags in news, event, announcement and notification items

Domain: a check mark next to one of the domains means that it will be included in the news widget on the relevant landing page Research or About VU. Education does not have a news widget. Filtering news items by domain is not (yet) possible.

Target group: the choice for one or more target groups means that the news item can be seen in their dashboard after logging in. At the moment, this only applies to internal target groups, i.e. everyone with a VUNetID (employees and students).



Study type: this is an addition of the previous option: if you only want to show a news item on the dashboard of Bachelor's students, then select Students for target group and Bachelor for study type.

Profile theme: by choosing one or more of the rubrics under the profile themes, the news item will be placed on that rubric page. So you always choose a taxonomy term from the second level.

Faculties, Research Institutes, PGO providers, Divisions, Departments and VU-wide organisations: if you tag something here, the news item will appear on the homepage of the organisational unit itself. It is therefore definitely not a target group, but rather a 'sender' tag. So you only tag the department you work for. You can filter on these 'senders' in news and agenda overviews, with the exception of VU-wide organisations.

PLEASE NOTE! Note the exception for Faculties:

If you have checked 'Only for logged in users' and, for example, have indicated Student as the target group and have checked one or more faculties, then only students from that faculty will see the message in their dashboard and it will not appear on the homepage of the faculty itself either. This way you can place a message on the dashboard of the right target group.

Related study programmes: if you add one or more study programmes here and you have ticked the target group (pre)students, the message will be shown on the dashboard of (pre)students of only those study programme(s).

Studietype (Onderwijsaanbod)

Is dit een nieuwsbericht voor Studenten of Prestudenten? Selecteer dan Studietype(n) Bachelor, Premaster, Master en/of Minor. Daardoor zien Studenten en Pre-studenten van dit type opleidingen dit nieuwsbericht op hun dashboard (na inloggen).

Choose a taxonomy term

Profielthema's en maatschappelijke rubrieken

Selecteer alle relevante Maatschappelijke rubrieken. Daardoor komt dit nieuwsbericht op de 'thema'pagina's van deze Maatschappelijke rubrieken.

Choose a taxonomy term

VU brede organisaties

Selecteer alle relevante VU brede organisaties. Daardoor komt dit evenement op de homepages van die VU brede organisaties.

- 3D
- A Better World
- Universitaire studentenraad (USR) | Student Council
- VU ART SCIENCE gallery
- VU Pride
- VUfunds
- VUvereniging

Gekoppelde opleidingen

Als je dit nieuwsbericht koppelt aan een of meerdere opleidingen, dan zien aangemelde Pre-studenten en ingeschreven Studenten dit nieuwsbericht op hun dashboard (na inloggen).

Pre-studenten en Studenten die niet voor deze opleiding(en) zijn aangemeld/ingeschreven zien het bericht niet.

ADD EXISTING ITEMS

CREATE NEW ITEM

Element parameters: Content types allowed: Opleiding Master, Opleiding Minor, Opleiding Bachelor and Opleiding Premaster types

6.3 Meanings of tags in content pages

Target group: select the relevant target group

Studying, Information for employees: if you select one relevant subject, it will appear in both the web address as well as in the breadcrumb at the top of the page.

Studeren ● Required

Kies 1 term/tag op het tweede/diepte niveau. Deze zorgt voor de

Choose a taxonomy term

6.4 Tags in More About pages.

Tags are used here to assign the subject of the correct labels, in order for the subject to be findable. In order for the tag to appear in the breadcrumb, you must only select one.

In Meer over Onderwijs [More about Education] pages, you can choose from target groups, study types or PGO providers.

In Meer over de VU [More about VU] pages, you can choose from faculties, divisions, departments, research institute, PGO provider or VU wide organization. Your choice of tag will also appear in the web address.

Doelgroep

Choose a taxonomy term

Studietype (Onderwijsaanbod)

Selecteer alle relevante studietypen. Zie ook tagging instructies bi

Choose a taxonomy term

PGO-aanbieders

T.b.v. search scopes.

Choose a taxonomy term

6.5 Tags in Program pages.

Tags are used in program pages to indicate study attributes. These attributes are shown on the program pages and search results, and/or are used as filters in overview pages.

PLEASE NOTE! When Kontent.ai notes that these tags are automatically fetched from the SAP code, do not fill in the tags. Only fill in tags if the SAP code is incorrect, or if there is no note in Kontent.ai indicating the tags are fetched from the code.

Program language, program type, program length. Tags denoting the program language (Engels or Dutch), program type (e.g. full time or part time), and length (e.g. few days of three years). These tags are used as attributes in program pages as well as in filters in overview pages.

Field of interest: Tags used by visitors to filter by fields of interest in the overview pages of bachelor's and (pre-)master's programmes as well as minors. Select one or more relevant tags.

Opleidingsduur

- 1 of enkele dagen | 1 or a few days
- 1 tot enkele weken | 1 or a few weeks
- 1 tot 6 maanden | 1 to 6 months
- 6 tot 12 maanden | 6 to 12 months
- 1 jaar | 1 year
- 2 jaar | 2 years
- 3 jaar | 3 years
- 4 jaar | 4 years
- In overleg | consult with us

Interessegebied Required

Selecteer de interessegebied(en) die horen bij deze opleiding. Da

Gezondheid en Medische Zorg | Health ...

Faculties: Select one or more faculties providing the program, so a visitor can filter by faculties in the overview pages.

Start moment/start date: Select the start month(s) of the program, so a visitor can filter by start month.

In class/online. Used in the filters of PhD, Summer School and postgraduate courses. Select whether the program can be attended in class, online or blended.

Academic skill, Graduate School: Used in the filter of PhD courses.

ECTS, Points. Enter the amount of (ECTS) points in the text box. Used in the program pages of PhD and postgraduate courses, as well as in the filter.

PGO provider. Select the course's specific Postgraduate Training provider(s). This will allow the course to appear in the separate courses overview of the selected provider(s)

Target audience, Field of interest PGO. Tags used in the separate courses overview of a PGO provider to denote the target group (e.g. NT2-teachers) or field of interest (e.g. 2nd language acquisition,). Do not select a first level tag; an umbrella tag which contains other tags.

Study type, budget: Tags used in the courses overview of a postgraduate courses to filter by study type and budget.

Faculteiten ● Required

- Amsterdam University College
- Faculteit der Bètawetenschappen | Faculty of Science
- Faculteit der Gedrags- en Bewegingswetenschappen | Faculty of Behavioural and Movement Sciences
- School of Business and Economics
- Faculteit Religie en Theologie | Faculty of Religion and Theology
- Faculteit der Geesteswetenschappen | Faculty of Humanities
- Faculteit der Geneeskunde | Faculty of Medicine
- Faculteit der Rechtsgeleerdheid | Faculty of Law
- Faculteit der Sociale Wetenschappen | Faculty of Social Sciences
- Faculteit der Tandheelkunde (ACTA) | Faculty of Dentistry

Punten

Vermeld het aantal én het soort punten.

Type your text here...

PGO-aanbieders ● Required

Selecteer de PGO-aanbieder(s) van deze opleiding. Daardoor ve

Inhoudsgebied PGO ● Required

T.i.v. filter op overzicht aanbod.

Meerdere termen zijn toegestaan indien relevant.

LET OP! Waar meerdere niveaus bestaan: selecteer termen op he

Choose a taxonomy term

7 Other common Kontent.ai mistakes and questions

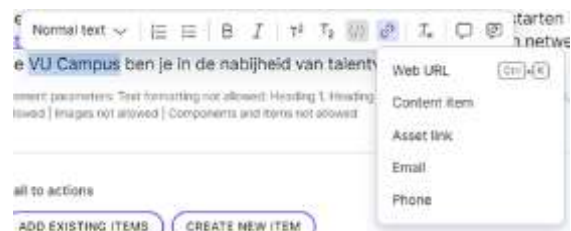
Please also note the following common mistakes and inaccuracies.

7.1 English translation belongs in the same content item

In Kontent.ai, you only have to create a content item once: you add the English translation of the text within the Dutch content item by clicking on the button 'Dutch (Default)' in the upper right corner and choosing the language variant 'English' (see 3.6). The reverse is also true when creating a Dutch language variant from an English content item.

7.2 Only use internal links within VU.nl

When linking assets within VU.nl, only use the options 'Content item', 'Email' or 'Asset link'. Use the option 'Web URL' only if you link to an external website. **Internal linking prevents a lot of dead links**, because when an item or asset is not internally linked, you cannot see where this item or asset is being used.



7.3 Do not use tables

Tables become unreadable when read on another device than a PC screen. Since websites are nowadays mainly viewed on smartphones or tablets, we do not use tables in Kontent.ai anymore. Did you transfer tables during the migration? Try to incorporate the content of the table in the text by making a list or harmonica of it. A PDF file can also be a solution. Please keep in mind, however, that a PDF file can be downloaded, as a result of which old or incorrect information will remain in circulation!

7.4 Delete unused assets when deleting a content item

If you delete a content item, make sure to also delete all outdated or incorrect linked assets from the Asset environment. All underlying content items (e.g. Harmonica, Actiebutton, CTA, Persoon aan het woord, etc.) and therefore also assets (pictures and PDF files) belong to this item. So delete these as well! Otherwise there will still be unused content in Kontent.ai...

7.5 Give your content item a clear name

1. Start the title of the content item with the letter that indicates the target group. Think of S_ for student, B_ for Bachelor, etc. Here is an (to be completed) overview:

Label (beginning of content item name)	Target group
S_	Students
Mw_	Employee [Medewerker]
F_	Faculty
D_	Division
Ow_	Onderwijs
Oz_	Onderzoek
CC_	Corporate Content (Over de VU)
B_	Bachelor (students)
P_	Premaster (students)

M_	Master (students)
Mi_	Minor (students)
PhD_	PhD (students)
EE_	Executive Education
LLO_	Lifelong Development
PAO_	Post-Academic Education
PGO_	Post-Graduate Education
IO_	International Office
N_	News
E_	Events

PLEASE NOTE! *It is not necessary to mention the content type (e.g. Wat kun je doen na je opleiding, Harmonica or Campagne) in the title of the content item. This is already clearly indicated in Kontent.ai under 'Content type':*

<input type="checkbox"/> Name	Workflow step	Content type
<input type="checkbox"/> M_Theology and Religious Studies: Predikant Doorstuderen	Published	widget_Wat kun je doen na je opleiding
<input type="checkbox"/> S_Weizijnskalender Sociale activiteiten	Published	widget_Harmonica
<input type="checkbox"/> E_FSW_Proefstuderen POL	Published	Campagne

NL&EN is also not necessary to state (for contact details or contact groups). If an item does not exist in the selected language (top right, see 3.6), Kontent.ai indicates this with 'Not translated':

<input type="checkbox"/> E_IO_India	Published	widget_Contactgegevens
<input type="checkbox"/> IO_KIT_mail	Not translated	widget_Contactgegevens

NB. The abbreviation of the faculty/division/department can be put after the label of the target group, e.g. S_BETA, Mw_SOZ or N_PERS [Press].

Abbreviation	Faculty
ACTA	Academisch Centrum Tandheelkunde Amsterdam
AUC	Amsterdam University College
BETA FS*	Faculteit der Bètawetenschappen
FGB FBMS*	Faculteit der Gedrags- en Bewegingswetenschappen
FGW HUM*	Faculteit der Geesteswetenschappen
FRT	Faculteit Religie en Theologie
FSW FSS*	Faculteit der Sociale Wetenschappen
GNK MED*	Faculteit der Geneeskunde
RCH LAW*	Faculteit der Rechtsgeleerdheid
SBE	School of Business and Economics

**In Kontent.ai only the Dutch abbreviations are used.*

Abbreviation	Division
BZ	Administration Office
C&M	Communication and Marketing
DURF	Division of University Relations and Fundraising
FCO	Campus Facility Management
FIN	Finance
HRMAM	HR and HSE
IT	Information Technology
PERS	Press Office
UB	University Library
SOZ	Student and Educational Affairs

- Then put (the keyword of) the title of the page behind it. This way you will always find the content item in Kontent.ai. For example *D_FCO_Services*, *S_BETA_Elective Courses* or *E_Health & Wellbeing Week*.

7.6 Content control (for editors)

As an editor you want to be able to view and check content after publication. This is possible via the option [Show all content](#) (also on your personal [dashboard](#) as 'Content control' app). Content is only shown on the dashboard if you belong to the right target group. Via *Show all content* you can switch the 'filter' for showing all content – regardless of the target group – in all widgets on the dashboard (News feed, Upcoming events, Announcements). You can also simulate the dashboard of (pre)students by showing specific content based on the target audience ('students' or 'prestudents'), study type (e.g. Bachelor or Master) and the faculty. The study programme is an optional filter. This way you can view all content regardless of the target group and control which content students can see on their dashboard. Turn the switch off when you're done.

My favourite apps



7.7 Spelling of frequently used terms

When writing content, pay attention to the correct spelling of a number of terms. For English content, it is also important to use the British English spelling (and no longer the Oxford English spelling). Check this carefully!

- VU.nl instead of vu.nl
- VU-website instead of VU.nl-website
- VUnetID instead of VUnet-ID
- (your dashboard on) VU.nl instead of VUweb/VUnet
- **VUweb and VUnet no longer exist! Only VU.nl**
- If necessary to distinguish: VU dashboard and ACTA dashboard (lower case d)
- e-mail(adres) in Dutch, email (address) in English
- Use 'you' ['je' in Dutch] as the form of address (except for formal communication)
- Vrije Universiteit Amsterdam or VU Amsterdam instead of VU University Amsterdam
- No 'the' in front of VU in English: "op de VU" (Dutch) but "at VU" (English)

7.8 About roles and rights

Most Kontent.ai users have Author rights. That is sufficient in almost all cases. It enables you to can create, edit and publish different content items. In addition, your rights may be limited to certain collections. In collections, content is divided by theme, e.g. Education or About VU. This prevents it from becoming cloudy for many authors. Collections to which you do not have access, cannot be seen or (re)used. When you see an *Unavailable* item somewhere in Kontent.ai, it means that the content item in question belongs to a collection that you don't have access to. Sometimes rightly so and sometimes because the content item was created in the wrong collection. If you believe that the latter is the case, please let us know by sending an email to vu.nl@vu.nl and we will try to offer a solution.

For questions about or improvements to this handout, please send them to vu.nl@vu.nl