How to create web pages for your division

Appendix E

Logging into your page

Go to the divisions section on the new website using this link www.bma.org.uk/divisions

You will be asked to log in with your BMA user name (your email address) and password.

Once you have done this you will see the following screen, known as the Divisions homepage which lists all the regions which house the divisions.

You can also get to the Divisions homepage by logging in from the homepage of the website.

Click on the Sign in button near the top right of the screen and once you are logged in you will see a drop down menu.

Click on My BMA division
Your Division landing page

It might look like the one shown below. The main thing is it needs to list the nominated officers of the division along with contact details where the officers have agreed to allow them to be displayed.

Please note that your division landing page can only be edited by the web team.

Contact Emma Lindsey (elindsey@bma.org.uk) to get updates to the page done, including new photos.
Creating web pages

Now you’re in the right place, let’s start by creating a web page. You may wish to publicise a meeting, put up an agenda or publish a meeting report.

Look at the list on the left hand side of the screen and click on the first tab which comes under the name of your division

Click on create a new web page or email
This will launch a new window containing a template for you to fill in:
• Choose Type of item from the drop down menu eg, Agenda or Article.

• Enter a title for your item – make it concise and relevant so that readers will immediately see what it’s about. It will be the link on your landing page that the user sees and your job is to write something that will make them want to open it and read your page.

• Write a summary in the summary field. Think of a text – keep it short and to the point.

• Put your text in the content field – see below:

This is where you type the full text of your item – details of a meeting, a lecture or supper evening etc. Tip: Write your text in a notepad page so you can simply cut and paste the content into the field in case of mishaps you won’t lose what you’ve written!

• Keep your message succinct and make sure it contains key information such as date, place and time of your event. Remember that web users scan for information rather than reading everything on the page, so put important information in bold to make it stand out.
You may only want to include an attachment – PDF, Word or Excel files. Remember you need to have the file saved on your own computer first before you can upload the attachment. See below:

- You have the option to click on the first radio button **Draft** to save your document and edit it later or to click on **Approval** to send it to be checked then published live to the website by the web team. You will get an email to confirm once your notice has been published.

- Click the **Submit** button to push through to either draft or approval stage.

If you chose to save your document to **Draft** and want to go back in to edit it, simply click on the link to your document when you’ve logged in and select the button **Edit this web page**.

From there you will be able to edit any of the information on the page. Or you may decide you want to archive the page – keep important meeting notes for example - but not have it on display. Click on **Archive this page**. Or you may wish to delete it in which case click **Delete this web page permanently**.
HELP! My screen doesn’t look like this.

What to do if the template doesn’t load onto your computer.

The main reason for this hiccup is that software called Java hasn’t been installed on your PC or Mac. If you’re using a computer at work contact your IT administrator who will be able to sort this out for you.

If you’re working at home it’s very easy to sort out yourself.

Go to [http://www.java.com/en/download/index.jsp](http://www.java.com/en/download/index.jsp) where you will be able to click on a button which downloads Java onto your computer so that you will be able to use the page to create your web page.

Creating a mass email to send to members of your division

Follow the same steps listed in ‘how to create a web page’ to get to this screen:
Click on the button **Create a new email** to get to a screen which looks like this:

BMA Divisions' web pages

BMA divisions home

Cymru Wales

Midlands

Birmingham

Black Country

Burton and District

Coventry and Warwickshire

Dukeries

Create a new email

Items marked ■ are compulsory

Subject ■

Reply to: ■ anthemowat@btinternet.com, rad is ra

Content

- Enter the subject in the **Subject** field.
- Type the content of your email in the **Content** field.
- Remember to keep your message concise.
- Use the tool bar to add format details such as bold text.
- Do not add images as these will not render properly.
If you don’t want to send the email straight away, save as draft and then click on submit.

Choose 'Send a test' and then use the submit only.
Choose 'Send' and then use the submit butt.

Please note there is no way to stop the 'send'.

☐ Save as draft  ☐ Send a test  ☐ Send

Submit

You can then go into your drafts view and edit your email later if you wish and when you are happy with your email click on Edit this email.

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BMA Divisions' web pages

DRAFT: What can the BMA do for you at local level?

Dear Colleague

The BMA is undertaking a major review of representation, services and support and we want to hear your views. At a time when healthcare delivery is becoming increasingly diverse, local voices, support and representation are becoming more important. The BMA needs to identify the needs of its members to ensure it has modern, relevant local level that support members, give members a voice and provide adequate representation.
Choose 'Save as draft' and use the submit button to save for further editing later.
Choose 'Send a test' and then use the submit button to send a copy of the email to your personal email address only.
Choose 'Send' and then use the submit button to send the document to all valid recipients in your area.
Please note there is no way to stop the 'sending' of an emailing once submitted.

☐ Save as draft  ☐ Send a test  ☐ Send

Submit

This will give you the following options:

Once the email has been sent you will receive a copy. It will also appear under Sent emails on your divisional homepage.
And lastly ....

- A Division email will go only to those members of your division who have not opted out of receiving BMA communications by email. If they have opted out they won’t receive it. Members can change their options by logging into the BMA website and using the My details link.

- Please note you cannot send attachments with an email. You will need to create a web page first, load your attachments onto that and once it is published, insert the link to that web page in your email. See notes on how to create a web page.

- Please don’t attach photos or other images to your email – it puts huge strain on the BMA network and may cause problems for sending out or for some recipients whose mail systems can’t cope with large files.

- Before you send out an email to members in your division, you will be asked to tick a box to confirm that you have read our terms and conditions (these also cover defamation rules etc). You will only need to do this the first time you send an email.

- The email system must only be used for BMA business. Any contravention of this is a breach of data security regulations and renders the BMA liable to legal challenge or penalty.

Helpful to know

If you have created the email text in Microsoft Word or want to copy from another web page, first copy and paste it into a Notepad page before pasting it into the Content field. This will strip out any strange symbols or other formatting you don’t want.

Windows users can use Ctrl A (to select text), Ctrl C (to copy selected text) and Ctrl V (to paste your selection)

A copy of the email is sent to the BMA centre which looks after your division. We hold the email text in a central database for tracking and analysis. We record the date and time sent and how many people received it.

Style tips

- Don’t use italics, they are hard to read on screen.
- Don’t use coloured text – it’s impossible to read for those with impaired vision and is often mistaken for a link.
- Avoid using lots of capital letters as it looks like SHOUTING.
- Avoid using acronyms - just spell it out. If the reader needs to stop to puzzle over what you mean, they may not bother to read on.
- Please don’t try fancy formatting, it usually clouds the message. Keep it simple.
- Please keep text left justified rather than centred.
- Think about why you are sending the email and keep the message short and to the point.