2022

Managing Toogie's Bees Media

Preface

The beginning

Danielle "Toogie" Clashman began keeping bees after an accident caused a nest of bees to become homeless. As she learned more about beekeeping she grew into a knowledgeable apiarist. Toogie started a business selling the honey and other products derived from her bees. Each chapter of her journey has caused Toogie to learn about many other aspects of business such as supply chain, product development, and, now, media communication. Toogie's Bees stepped lightly into the world of print and on-line media. The simple brochure will be the first of many future print supplies such as letterhead and placards. The basic website will be a great learning tool to eventually bring Toogie's Bees into on-line commerce.

This manual

This manual, *Managing Toogie's Bees Media*, is a guide book of how to update the current brochure and website. More importantly, it is a reference book on how to go beyond the basic brochure and website. With the information, Toogie will be able to create her own stationery and hard copy items. When Toogie's Bees has grown enough to warrant the expense of paying for a website, this manual will provide the initial guidance on how to move the website from a view only site to an interactive site that could possibly allow for monetary exchange.

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Preparations

The most creative and exciting time for media creation is the time to collect photos, consider text, and play with color and design. The preparations section discusses how to store and manage the information needed to create and maintain media. Think of it as a digital file cabinet. It will also create an archive for the business.

A place for everything and everything in its place.

How to prepare folders

Every brick-and-mortar business has at least one file cabinet or box for organizing and storing important paper information. Digital information is no different. It must be organized and properly stored to be easily retrieved. This section of the manual will explain how to create and manage information on the computer. Consider how you will be accessing the information and determine where you would like to place this digital filing cabinet. Common places are the desktop, document, a thumb drive, and cloud storage.

To prevent lost files, create a secondary and more secure storage place. Regularly saving the information to the cloud or on an external hard drive or thumb drive will prevent problems if the computer crashes or if a hack should occur.

How to create a folder

1. Place curser where you want the folder, for example, on the desktop, in documents, on a thumb drive, in the cloud.
2. Right click.
3. Click **New.**
4. Move curser to **Folder** on dropdown menu.
5. Click **Folder**.
6. Type name of folder in the box.
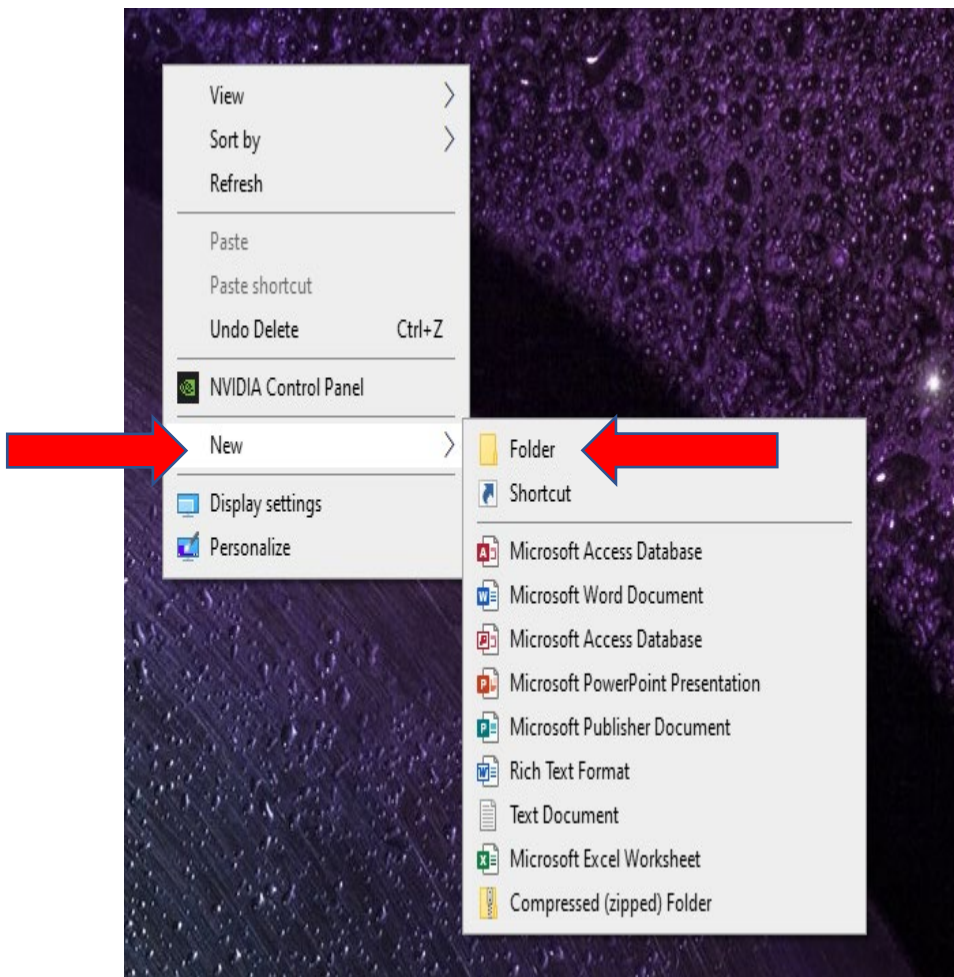
Figure 1 New and Folder on menus for how to make a folder.

How to rename a folder

1. Place curser on the folder name.
2. Right click.
3. Move curser to **Rename** on dropdown menu.
4. Type new name.
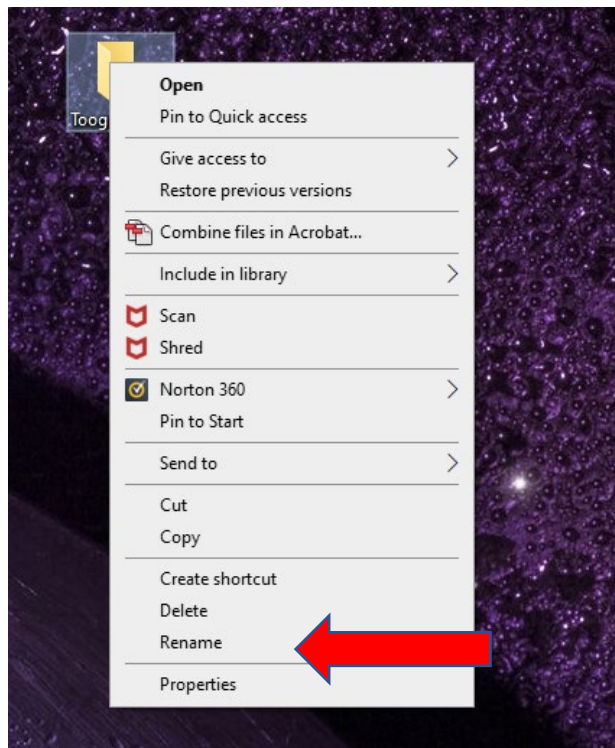
Figure 2 Rename on menu for how to rename a folder.

When naming files, it is helpful to put the date and any specific information.

Buckwheat Honey 4.10.2022

Periods must be used because backslashes (/) are not valid for file names.

How to manage folders

Filing systems consist of a place for the files usually a filing cabinet or box, a hanging file for broad categories, and individual files for specific information. The digital filing systems use the computer memory or a device like a thumb drive as the filing cabinet. A digital file folder labeled with the business or project is used to contain all the other files for the project. For example, in this project the cover file would be named Toogie's Bees. Inside that file would be files labeled photos, text, and information.

How to create a cover folder

1. Create cover folder. (See *Creating a folder*.)
2. Name folder "toogies bees" or appropriate project name.
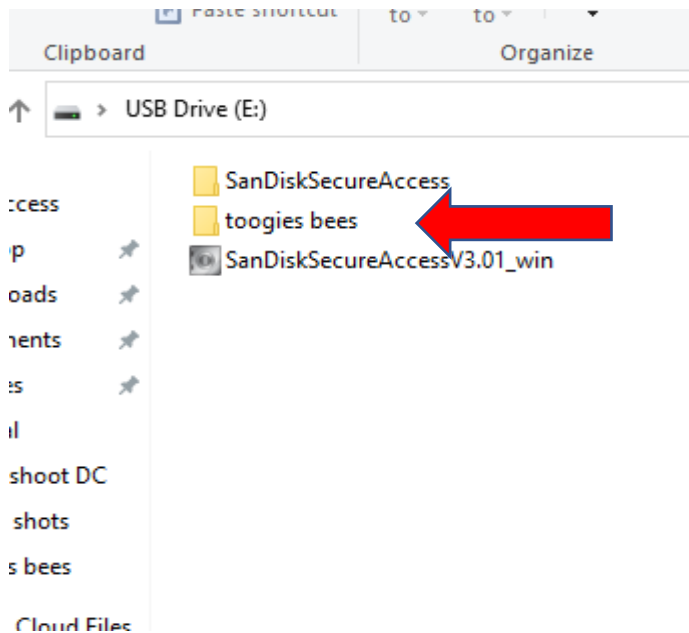
Figure 3 A cover folder on a USB drive (thumb drive).

How to put folders in a cover folder

1. Open cover folder.
2. Create a folder (see *Creating a folder*).
3. Name folder with appropriate title.
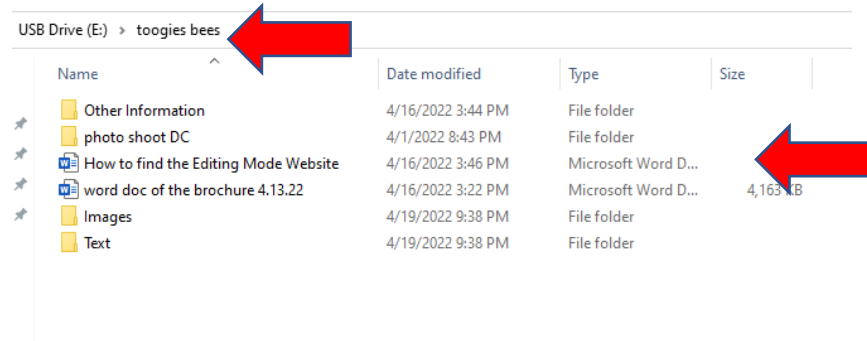
Figure 4 Documents and files in the cover folder toogies bees.

How to prepare photos and images

Before taking photos or gathering images, you should have a place to store them. Place all the photos and images in the folder as you create or gather them. Having a prepared and filled photo folder will make designing the page much easier.

How to create a photos and images folder

1. Place curser inside cover folder.
2. Create new folder (see *Creating a folder*).
3. Name folder **Photos and Images**.
4. Place desired photos and images in **Photos and Images**. Download or save emailed photos to **Photos and Images**.
5. Name and date photo or image.

By consistently using file names with the identification first and the date second, you may find the specific file you need in both **Icon** view or **Details** view quickly. This is very important when you may have similar images for different years.

Buckwheat Honey 4.7.2021

Buckwheat Honey 4.10.2022

Periods must be used because backslashes (/) are not valid for file names.

The following two images show the difference between Icon view and Detail view and how consistent labeling appears. By labeling the items a consistent file name and the date of creation, you can easily find all copies of a particular file and determine the origin of each copy.
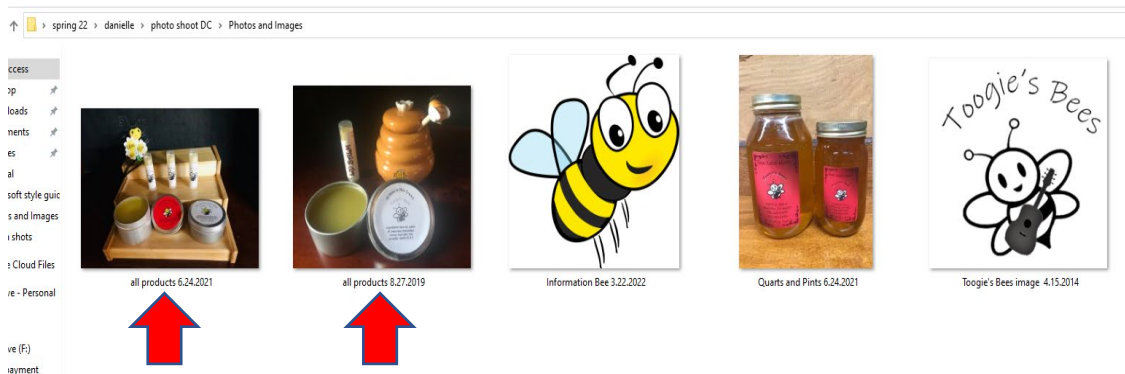
Figure 5 Photos and Images file in Icon view.

Figure 6 Photos and Images file in Detail view.

How to prepare documents

Saving the written information to the Document folder as the information is being created saves time and heart ache. For example, by saving the new face cream recipe when you make the face cream means having it ready when you decide to update your brochure or website. The ingredient label on the product will be accurate. Save creative thoughts and ideas to the Document folder to have ready for future use. Before producing the actual label or brochure, go through the Document file to organize and edit the needed information.

 When in the middle of creating a product, take a picture of all the items used. Email the photo to yourself with any other information needed in the email. Put the named and dated photos with the extra information in the Document folder. Later, the information may be a helpful reminder of what you did.

How to create document folder

1. Place curser inside cover folder.
2. Create new folder (see *Creating a folder*).
3. Name folder **Document**.
4. Save the desired written information in **Document**.
5. Name and date the new written information.

When there are a number of similar folders in one cover folder, place an identifier at the beginning of the folder name.

IU Document (IU Information Documents)

MS Document (Microsoft Information Documents)

TB Document (Toogie's Bees Documents)

> spring 22 > Manual > TB Document

Name

access

:op

iloads

ments

res

ial

- manual 4.19.2014
- manual 4.1.2115
- manual 4.12.2016
- manual 4.12.2017
- manual 4.15.2018
- manual 4.16.2019
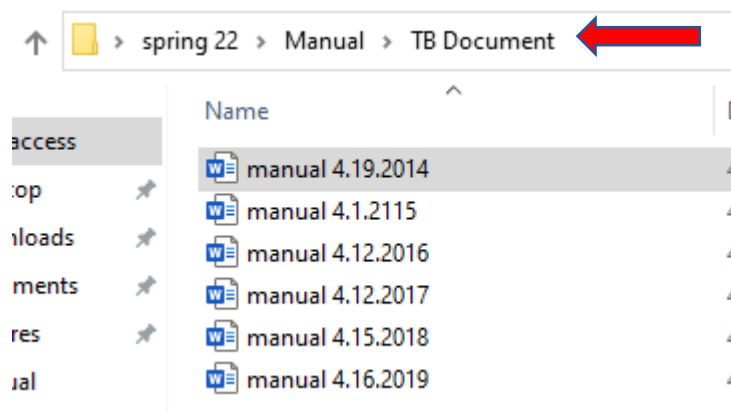
Figure 7 TB Document folder with consistently labeled folders and documents.

How to organize additional information

In preparing a business document, you might need other types of information such as web addresses, e-mail addresses, and phone numbers. You might also want to keep the printing or publication information as well as the style sheet and the editing mode web address in this folder.

How to create an additional information folder

1. Place curser inside cover folder.
2. Create new folder (see *Creating a folder*).
3. Name folder **Additional Information**.
4. Save the desired information in **Additional Information**.
5. Name and date the new information.

Brochure

How to manage the current brochure

How to change photos

1. Open the document.
2. Right click picture or image.
3. Place cursor on **Change Picture** in drop down menu.
4. Click **From File** in second drop down menu.
5. Click desired file.
6. Double click desired picture or image.
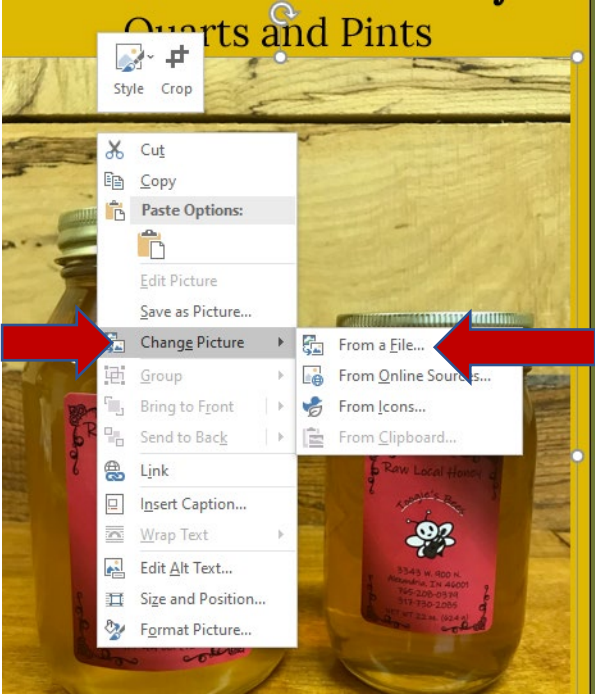
Figure 8 Change Picture and From a File on menus used to change a picture.

How to change text

How to change a few words

1. Place curser on text area.
2. Type new text.
3. Delete old text.

How to change the text using a saved prepared text

1. Open **Document** folder.
2. Click on document.
3. Click and drag on desired text.
4. Click **Control** and **C** Key simultaneously.
5. Place cursor on brochure text area.
6. Click **Control** and **V** Key simultaneously.
7. Delete unwanted text.
8. Adjust font.
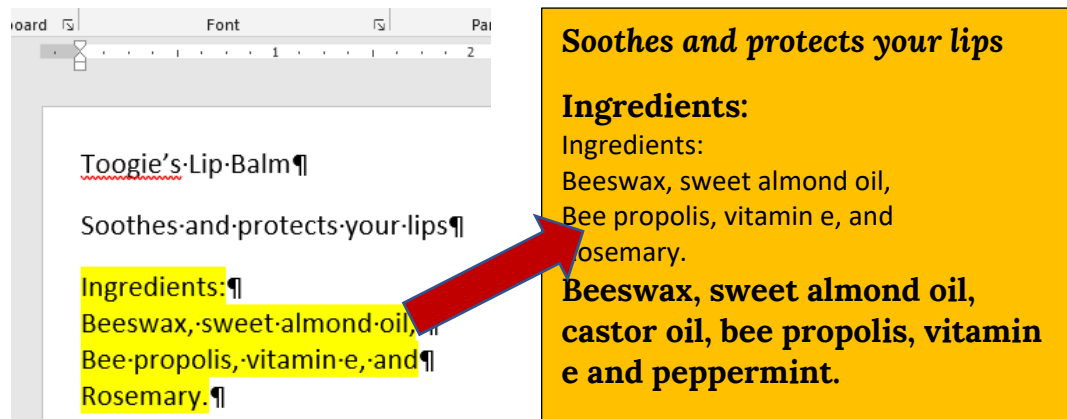
Figure 9 Desired text in text folder moved to brochure text area.
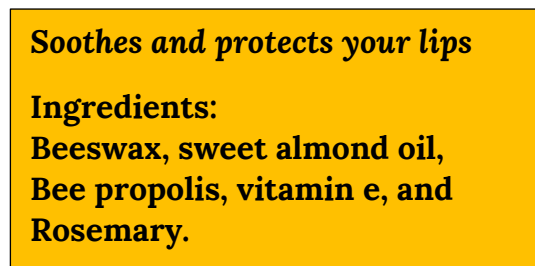
Figure 10 Brochure text box with newly inserted text.

How to upgrade the brochure

How to change colors in text boxes

1. Click edge of the **Text Box** when the **Re-Sizing Handles** are present.
2. Right click edge of the **Text Box**. A box will pop up.
3. Click **Fill** icon.
4. Click desired color.
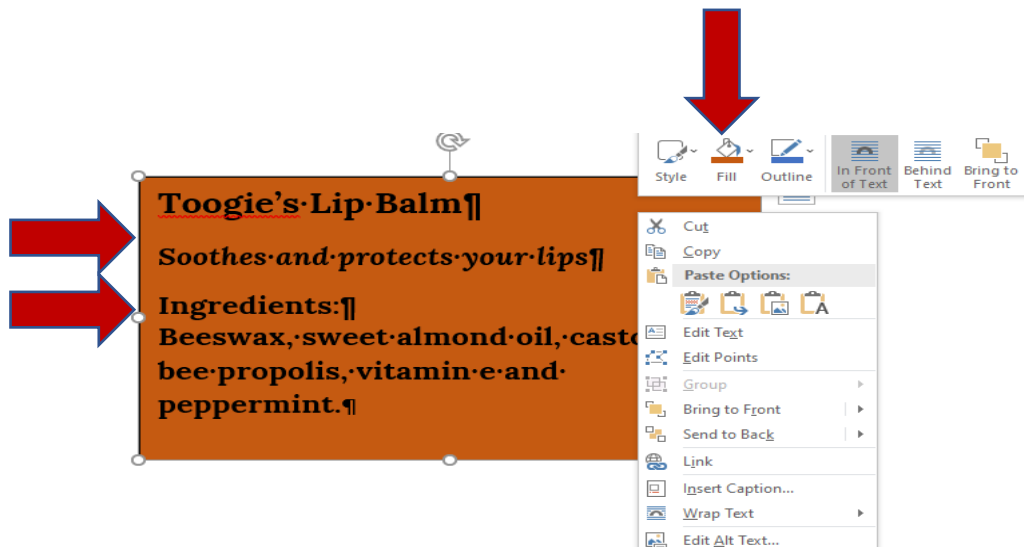
Figure 12 The resizing handles (little circles) and edge of text box and Fill icon.
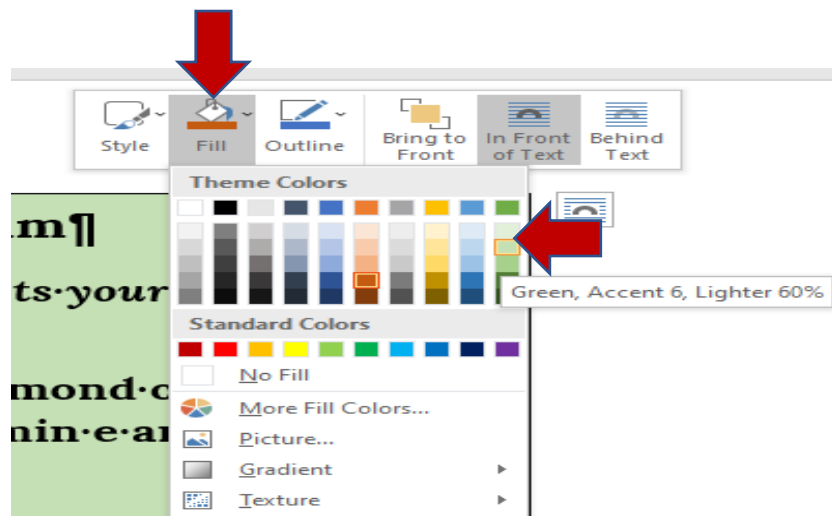
Figure 11 Fill icon and color choices on menu.

How to add a photo or image

1. Place and click cursor on spot for new photo or image.
2. Click **Insert** toolbar at the top of the page.
3. Click **Pictures**.
4. Click **This Device**.
5. Click desired folder and file.
6. Double click desired picture or image.
7. Click **Re-Sizing Handles** and drag to change the size of the photo or image.
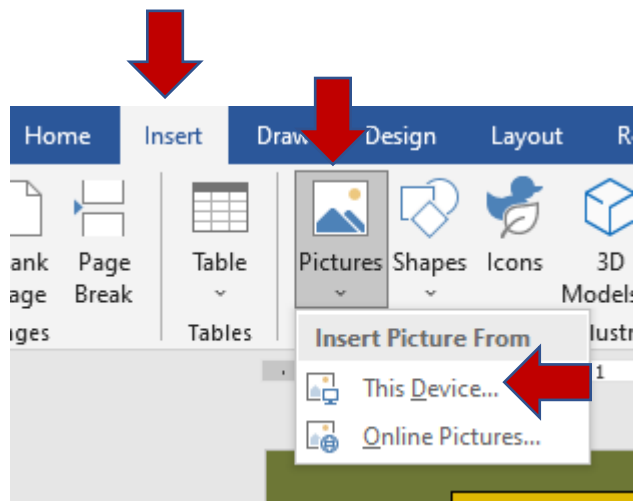
Figure 13 Tool bar buttons used to insert a picture or image.

How to add a text box

1. Click **Insert** on the toolbar at the top of the page.
2. Click **Text Box.**
3. Click **Draw Text Box** which is located at the bottom of the drop-down menu.
4. Place **Crosshair** on desired text location.
5. Click and drag **Crosshair**.
6. Type in text. Text box will automatically change size to fit text.
7. Adjust box size by clicking and dragging **Re-Size Handles**.
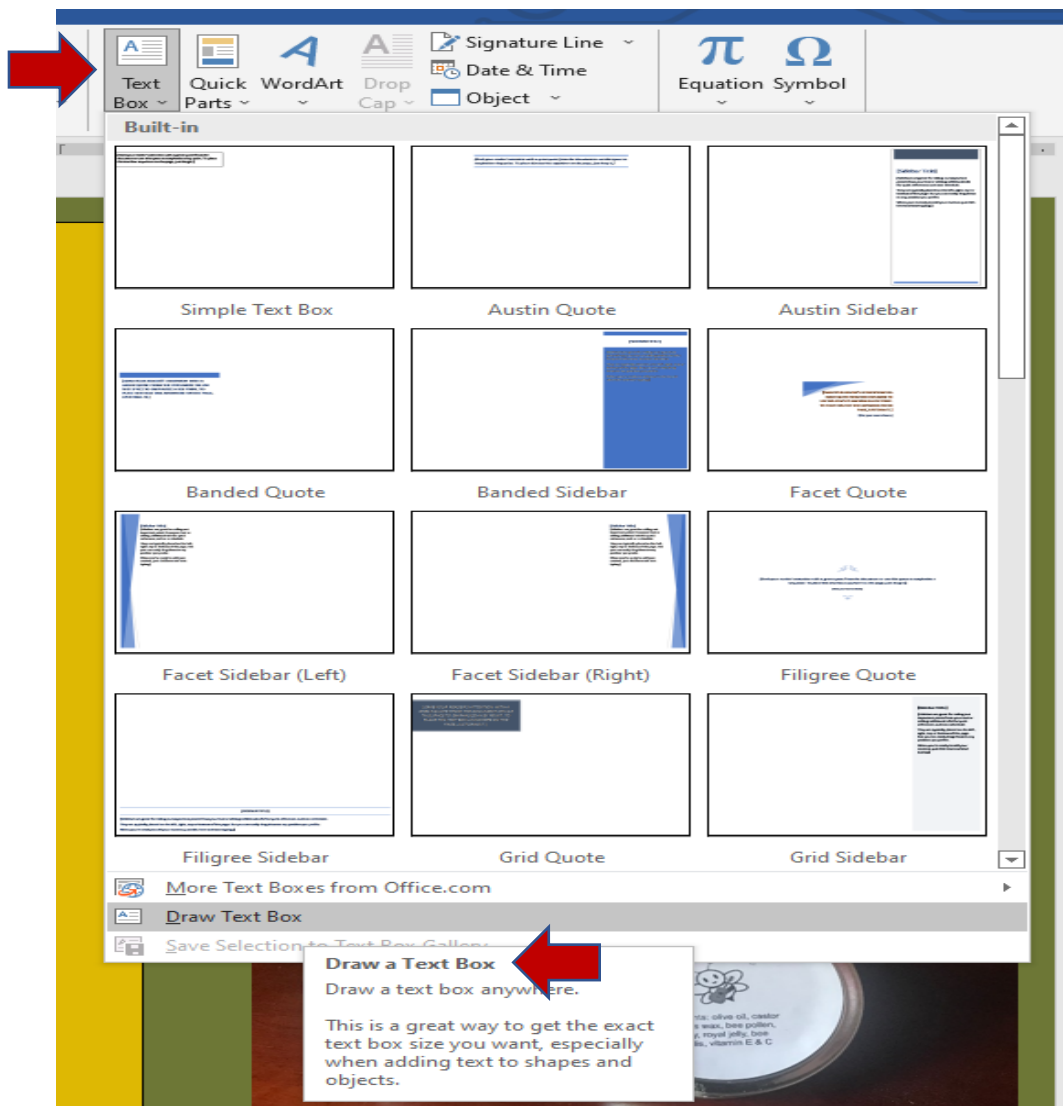
Figure 14 Tool bar buttons used to draw a text box.

Website

The website has two addresses. One is the published website address the public sees. The other is the editing mode website address. When updating the website, you will use the editing mode address.

How to find the published website

The published website may be found at the following address:

Toogiesbees.GoDaddysites.com

How to find the editing mode website

The editing mode website contains the tools needed to create and maintain the website. The web address is different from the public viewing website. Use the following web address to access the editing mode website:

https://websites.GoDaddy.com/en-US/editor/39fca8f3-2b74-4f71-b619-0522aedbb761/73d03c02-c294-48dc-b2eb-08161cea474e/edit

Use the following username and password to open the editing website.

User Name: Hoosiergal205@gmail.com
Password: 4Danielle

How to navigate the editing mode website.

How to use the top tool bar

The buttons on the top tool bar are used to work with GoDaddy.
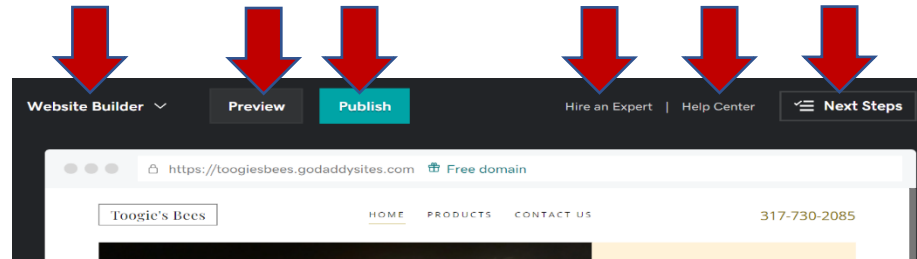
Figure 15 Top tool bar buttons used to work with GoDaddy.

- **Web Builder**'s drop-down menu contains possible business transactions you may have with GoDaddy.
- **Preview** allows you to see what the website will look like before it is published to the public.
- **Publish** makes the website go live and inserts upgrades.
- **Next Steps** is a guide for building a new website.
- **Hire an Expert** is a new webpage advertising the support services offered by GoDaddy.
- **Help Center** offers various support options. It opens in a new tab. On weekends, clicking **Help Center** opens an AI chat.
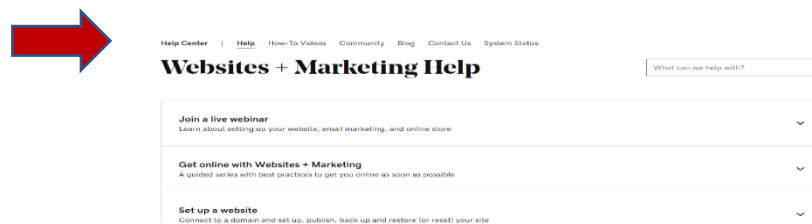
Figure 16 Non-weekend Help Center page.

How to use the right-side tool bar

The buttons and titles on the right-side tool bar manage the design of the website. The three basic sections to the right-side tool bar are:

- The website administrative buttons change the tool bar to the following: website navigation, themed web page building, account settings.
- The settings section houses the editing or changing tools.
- The website add-ons section provides a store, a chat, or a pop-up option. The full use of these items may require a monthly fee.
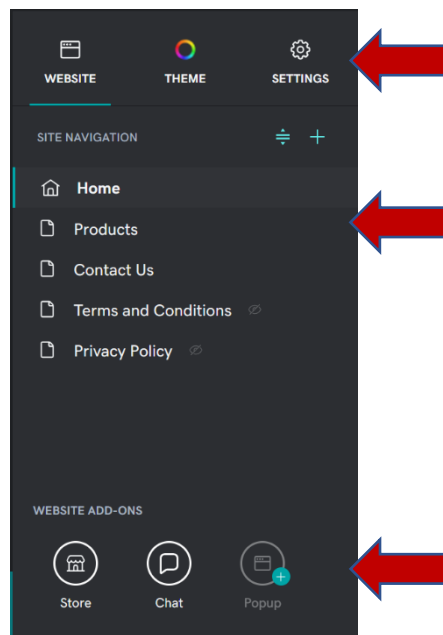

Figure 17 The right side tool bar on the Home Page.

The tool bar is not static. It changes depending on the page and work being done, but does maintain a basic pattern.

How to use the administrative buttons

The right-side tool bar administrative buttons give you overarching control of the website.

- Website allows you to navigate and manage the current website.
- Theme allows you to change the entire design and look of the website
- Settings allows you to change your business information with GoDaddy
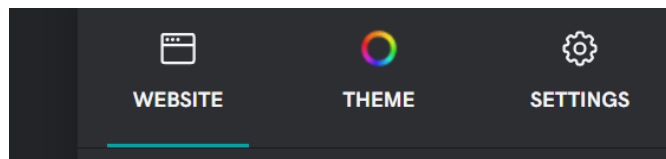

Figure 18 The administrative website buttons.

The underline or outline (teal) indicates

How to use the home navigation section

The Home Navigation Section allows you to navigate the website as well as manage each page. The toolbar changes for each page, but it does retain a basic pattern.

Page Order and Add a Page buttons (teal).
- The **Page Order** button (two bars) reorders the pages.
- The **Add a Page** button (plus sign) adds a new page, new link, or new dropdown.
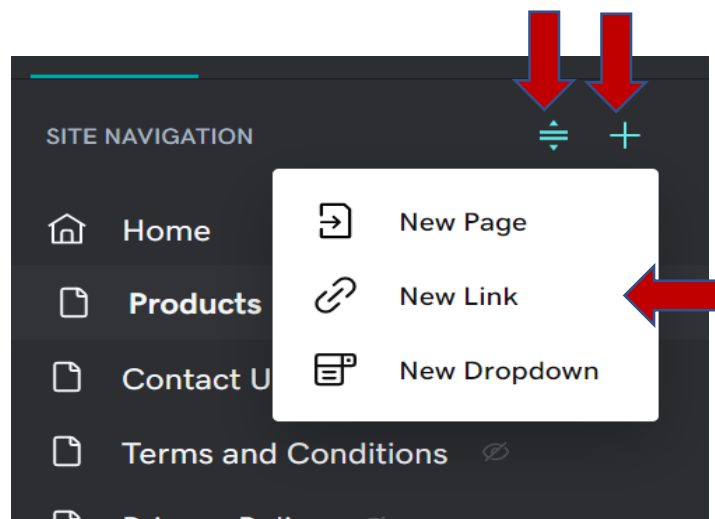
Figure 19 The Page Order and Add a Page with dropdown menu.

<u>Page titles along the side</u>

- Click desired page title button to open the page.
- Click **Settings** to open more options.
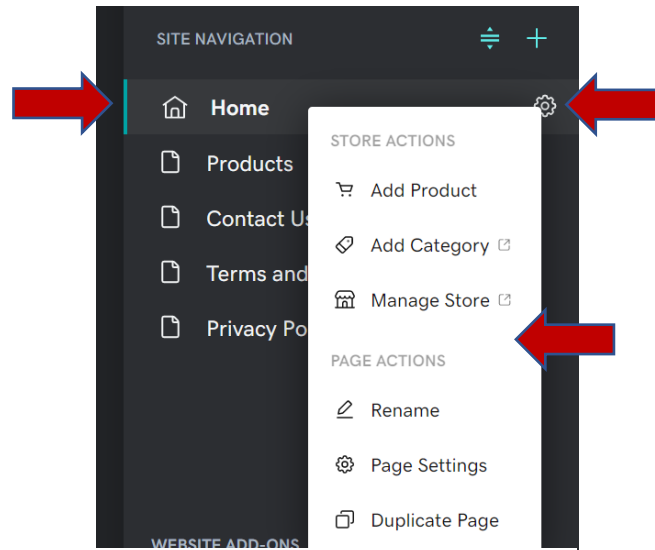
Figure 20 The right side tool bar navigation tools showing the Home button, the Settings button, and the Settings drop-down menu.

- Click desired area on the web page.
- The right-side tool bar will change.
- Click desired editing option.
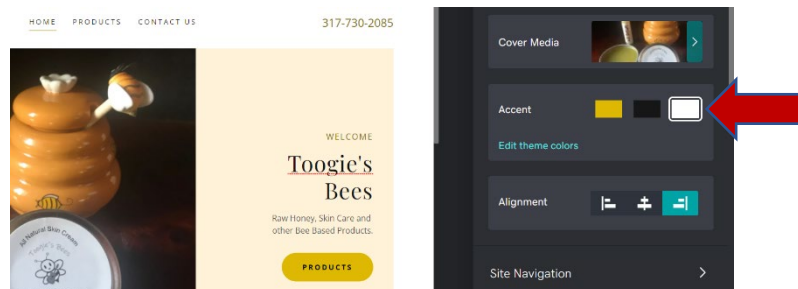
Figure 21 The right side tool bar changed to edit web page.

How to use the Website Add-Ons.

- Click plus sign to add option.
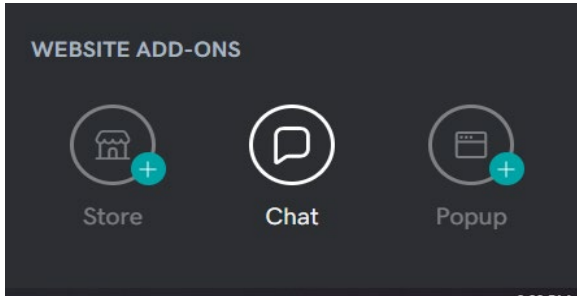
Figure 22 The Chat option has been added. It does not have a plus sign.

Some advanced options are not available on the free
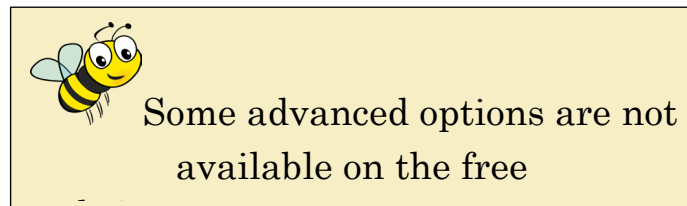
How to manage the current website

How to change photos

1. Click desired **Page Title**.
2. Click photo or image to be changed.
   a. For Home Page, Click **Cover Media**.
   b. For Product Page, continue with instructions.
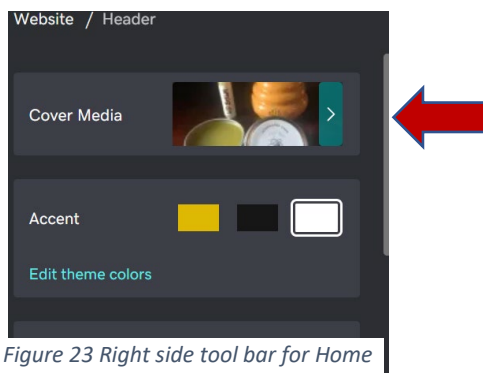
Figure 23 Right side tool bar for Home Page photo change.

3. Click change image
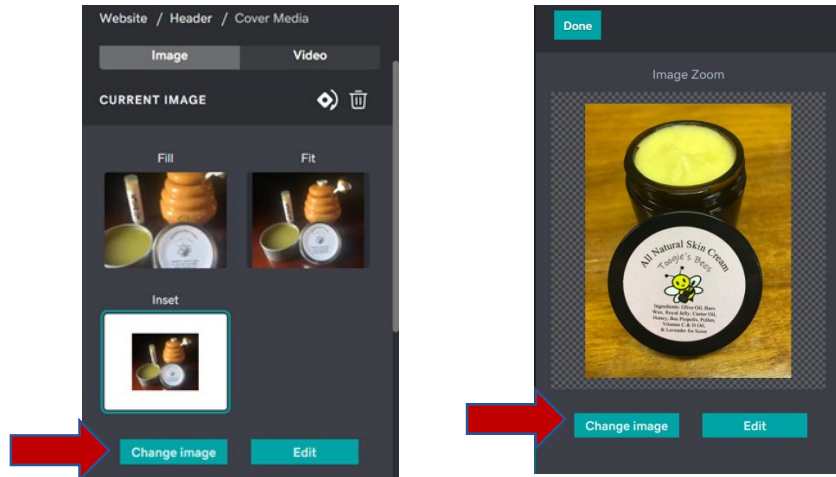
Figure 24 Right side tool bar for Home Page and Product Page photo change.

1. Click **Add Image**.
2. Click desired **Folder**.
3. Click desired image.
       OR
4. Click circle of desired image from library of images.
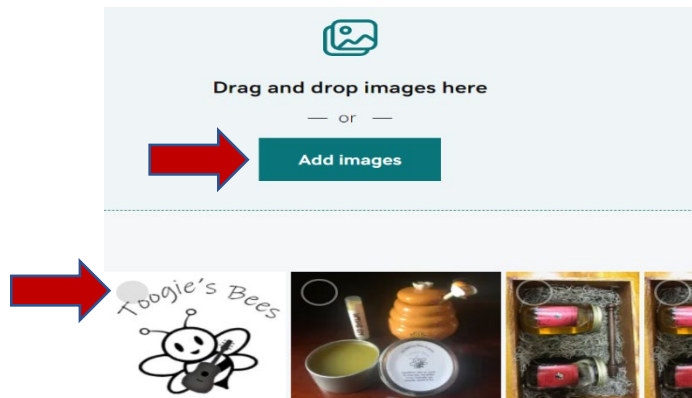
Figure 25 Add image from device or library.

If you have been working with photos and images prior to this editing session, you will find a library of the photos and images you have used previously below Add Image

5. If switching photos or images, click **Insert**.
6. If photo or image needs adjustment, click **Edit**.
7. Use advanced side tools on editing page to edit photo or image.
8. Click **Insert**.
9. Use side tools on home page to fit photo or image on home page.

How to change text

How to change a few words

1. Click desired **Page Title**
2. Click text to be changed.
3. Type new text.
4. Delete old text.

How to change a text using a saved prepared text

1. Open **Document** folder.
2. Click document.
3. Click and drag on desired text.
4. Click **Control** and **C** Key simultaneously.
5. Place cursor on brochure text area.
6. Click **Control** and **V** Key simultaneously.
7. Delete unwanted text.
8. Adjust font.

> You can save time by coping and pasting a repeatedly used text such as an ingredient list or the biography of the owner from a prepared and saved file.

How to upgrade the free website

There are many ways to upgrade the current free website.

How to upgrade a webpage.

- On each webpage, the right-side tool bar offers choices on how to change the currently display as well as adding pages or sections.
- Each page has different options. With the exception of the 3 web add-ons at the bottom of the right-side tool bar, all changes can be easily reversed.
- On the web page, you will see plus signs that allow you to add a new section to the page with a right-side tool bar offering many selections.

 After changing the web page, you may keep the new design by clicking **Publish**. As long as you do not click **Publish**, the original design will remain.

It is highly recommended that after using the editing website, you check the published site to make sure all the images and information are visible.

How to upgrade the entire website.

- You may completely change the look of the web design by selecting **Theme** at the top of the right-side tool bar. **Theme** will offer choices of new web designs and color themes.

How to upgrade with the help of an expert.

- If you are unsure how to best arrange the information and images on your website, GoDaddy has a **Hire an Expert** option on the top tool bar.

How to upgrade to a subscription website

GoDaddy offers 4 paid subscription upgrades to the website including: adding a few marketing tools, on-line sales, and automatically adding sales tax. There is a **Chat** option if you have questions. The top tool bar also has a **Help Center** to answer questions about options for the website (see *Top Tool Bar Section* for more details on the **Help Center**).

Figure 26 Promotional banner offer on the editing website for paid subscriptions on 4.30.22.

Appendix A

Brochure and website creation resources

Toogie's Bee's Brochure Resources		
Brochure Template		
Name	Description	Web Address
Microsoft Office Templates Brochures	Microsoft Office provides and free and purchasable templates.	https://templates.office.com/en-us/brochures
Brochure Videos		
Name	Description	Web Address
A4 Brochure Design in MS Word | Brochure Design Tutorial | Microsoft Word	A non-speaking, instructional, step by step guide to make a brochure by Office Desk.	https://www.youtube.com/watch?v=jFXyVJS7n4Y
How to make Brochure Design in Microsoft Office Word (MS word) | make awesome brochure design |	A wordless video showing how to make a brochure by Ad Real Tech.	https://www.youtube.com/watch?v=nY9ayMpARHg
Microsoft Word Videos		
Name	Description	Web Address
Kevin Starver videos	Kevin Stratvert is a former Microsoft employee who makes how to videos for Microsoft products and other technical products.	In Search on YouTube, type what you want to search in the following command: How to XXXXXX in Word + Kevin Stratvert

Toogie's Bee's Website Resources

GoDaddy Website Creation Videos		
Name	Description	Web Address
GoDaddy Website Builder Tutorial for Beginners 2021 (Build A Professional Website)	A tutorial on how to build a GoDaddy website by Santrel Media.	https://www.youtube.com/watch?v=7LAkVYe4Lj8
GoDaddy Website Builder 2022 Tutorial for Beginners [For FREE]	A step-by-step video on how to build a GoDaddy website by Create WP Site.	https://www.youtube.com/watch?v=UgwdjMbyC9o

Appendix B

Brochure and website style sheet

A style sheet is a list of fonts and settings used to give a standard look for a particular document or company branding of documents.

Toogie's Bee's Brochure and Website Style Sheet			
Toogie's Bee's Brochure			
Colors	**CMYK**	**RGB**	**Hex**
Golden Flower (Original)	C-12.96 M-27.59 Y-99.45 K-0	R-222 G-184 B-3	#DEB803
Golden Flower (Lightened)	C-12.96 M-27.59 Y-99.45 K-0 Tint-77% in InDesign (In Word it is Accent 4)	R-222 G-184 B-3 Tint-77% (In Word it is Accent 4)	#DEB803 Tint-77% (In Word it is Accent 4)
Green Leaf	C-53.09 M-28.90 Y-77.22 K-7.49	R-109 G-119 B-54	#6D7736
Toogie Red	C-18.26 M-88.2 Y-71.19 K.6.08	R-197 G-29 B-70	#C51D46
Typeface	**Name and Type**	**Size**	
Color	Black		
Column Heading	**Lora Bold**	18 pt	
Product Labels	**Lora Bold**	14 pt	
Product description	**Lora Bold**	12 pt	
Product Comments	***Lora Bold Italics***	12 pt	

Honey-Title	**Lora Bold**	30 pt	
Honey Information	**Lora Bold**	20 pt	
Honey Comments	*Lora Bold Italics*	20 pt	
Address (Front)	Open Sans Bold	17 pt	
Email (Front)	Open Sans Bold	16 pt	
Pricing Title (Back)	Open Sans Bold	18 pt	
Pricing Contact (Back)	Open Sans Bold	14 pt	
Logo/Icon	**Location**		
Toogie's Bee Logo In Picture file			
Facebook	In Picture file		
Toogie's Bee's Website **https://toogiesbees.GoDaddysites.com/**			
Website editing version	**https://websites.GoDaddy.com/en-US/editor/39fca8f3-2b74-4f71-b619-0522aedbb761/73d03c02-c294-48dc-b2eb-08161cea474e/edit**		
Theme	Bisque		
Color			
Custom Color	Hex#DEB803		
All other colors determined by theme.			
Typeface			
Primary Font	Playfair Display (Not available in word)		
Heading (When given a choice)			
Page Headings	Style 5		
Section Headings	Style 5		
Paragraphs	Style 4		