

UniCMS Guide

Version 1.3.4

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Disclaimer: Not an official guide. Just me writing down all my findings in great detail because the official guide is...minimalist.

Image credit: University of Innsbruck.

Contents

1	Introduction	3
2	Basics	3
2.1	Login	4
2.2	Site map	4
2.3	Creating a page	5
2.4	Editing a page	5
2.5	Publishing a page	6
3	Framework	6
3.1	Navigation	6
3.1.1	Subsection with its own navigation	7
3.2	Multiple languages	7
3.2.1	One page for multiple languages	8
4	Page Design	9
4.1	Text	10
4.2	Structure and layout	11
4.2.1	Tabs (Registermenüs)	11
4.2.2	Rows and columns	11
4.2.3	Accordion	12
4.2.4	Tables	12
4.2.5	Time / event axis	12
4.2.6	Break line	13
4.2.7	Box	13
4.3	Media	13
4.3.1	Audio	13
4.3.2	Video	13
4.3.3	Map	14
4.4	Graphic elements	14
4.4.1	Image	14
4.4.2	Image carousel	14
4.4.3	Gallery	15
4.4.4	Tile	15
5	Automation	15
5.1	News feed and lists	15

5.1.1	Classes	15
5.1.2	Lead	17
5.1.3	Feed	17
5.2	Research information database (FLD)	18
5.3	Table of contents	19
5.4	Linking	19
5.5	Search filter	20
6	Miscellaneous	20
6.1	Rights	20
6.2	Accessibility	20
6.2.1	Headings	21
6.2.2	PDFs	21
6.2.3	Images	21
6.3	Image licenses	22
6.4	Gender-neutral language	22

1 Introduction

The new UniCMS system¹ throws many people for a loop the first time they have to use it, but unlike myself they probably don't have time to mess around with it for hours on end and thus figure out its kinks and quirks. I literally got paid to do that, so here is the product of my work as a service to those who are this close to throwing their computer at the wall. Don't worry, you're safe now.

This is written from the perspective of a student employee in the Institute for Astro- and Particle Physics, and is thus influenced by the setup of this institute's website. The main contents of the [official Webservices UniCMS Guide](#) should all be represented here, barring a few details. I mainly focused on technical information here, so some stylistic options (like colours or shape or what exactly happens after clicking something) I will leave unexplained as these are for the most part fairly easy to explore. Several are however discussed in the official guide, if you really need details on them.

The Webservices team can be contacted via webservices@uibk.ac.at.

And remember: It's okay to cry. I certainly did.

2 Basics

Here some of the basic functions of the system and generally how to get started.

First off, two things that are good to know:

The page menu for the institute website is at the top left of the page, the one for the overarching UIBK website is at the top right of the page.

Going to "www.uibk.ac.at > Benutzer-Einstellungen..." allows you to change the language of the toolbar and all editing tools. Since German is the default setting, I will refer to everything with its German name in this guide.

¹I am aware of the tautology, but it just sounds better like this. Sue me.

2.1 Login

In order to login, you just visit the website you have access to, i.e. any page on the institute website, and scroll down to the footer. At the bottom left it should say "Powered by UniCMS". Clicking on "UniCMS" makes the usual UIBK login page pop up, where you enter your details. What you see next will still be the usual publicly accessible webpage, but with a toolbar at the top to enable editing. Unlike XIMS, there is no "behind the scenes" version of the website.

If the login does not work, it could be due to the browser cache. Try again in a private/incognito window.

If it still doesn't work, you might not have access to the page. You can request access by simply sending an email to the Webservices team.

2.2 Site map

The site map or "Seitenbaum", i.e. the overview of all the pages and their sub-pages, can be accessed via the left of the toolbar "www.uibk.ac.at > Seiten...". All existing pages are listed here for each language separately – you can switch between languages with the selection button next to "Hauptnavigation". If a page exists only in one language, it will appear greyed out as *page name (en/de)*. See chapter 3.2 for more details about pages in multiple languages.

- 👁 To look at a (sub)page in this site map, click on the eye emoticon in the "Ansehen" column on the right.
- The next column shows the publication status of the page. If the circle is filled out green, it's published. If it's filled out blue, it is published but has unpublished changes (or was just open in editing mode and then not published, regardless whether or not something was actually changed). An empty blue circle means the page is only a draft, e.g. the page only exists in the other language but has a linked but undesigned page in this language (or something like that, it still confuses me). An empty grey circle means the page exclusively exists in the other language.

Clicking this circle makes a button "Versionen verwalten..." pop up. This opens a window that shows a history of the edits made to the page. There under "Aktionen", they can be recovered, (un)published, deleted, etc.

- ✓ The "Menü" column indicates whether or not that page is listed in the navigation on the left side.
- ✚ To add a subpage to a page, click on the plus symbol.
- ≡ The three lines at the end give you options to copy, paste, delete, etc the page.

There is technically a legend at the bottom, but it doesn't really describe everything accurately.

2.3 Creating a page

Creating a new subpage can be done as mentioned in the section before by clicking the plus symbol next to whichever page you want to create the new subpage under. This can also be done on the page itself by going to the toolbar "Seite > Seite erstellen > Neue Unterseite".

A window will pop up where the title and slug need to be specified. The title is the name of the page as it will appear in the site map. The slug is the URL name, which is automatically generated according to the title if nothing is specified. The other options will equally correspond to the title. After clicking "SICHERN", the new page can be edited.

2.4 Editing a page

The blue button at the right of the toolbar enables editing. Usually it says "Neuer Seiteninhalt" or "Seiteninhalt bearbeiten". If it says "Entsperren", a window of the page overview will pop up. Just hit the back button and the regular editing button should be there. Once you are in editing mode, it should say "BEARBEITUNGSMODUS" or "EDIT MODE" at the top.



Once the page is in editing mode, you can access the page structure menu button on the very right of the toolbar.

Alternatively, you can also double-click on any element of the page you'd like to edit. More on editing and page design in [chapter 4](#).


Once inside the editing mode, the toolbar also offers more options. Just to list a few general ones:

"Seite >"

- "Seiten-Einstellungen..." let's you edit the title, slug, etc. of the page
- "Seiten-Berechtigungen ändern..." should as far as I'm concerned only be relevant for the org-admin to give individual rights to members of the institute page, but I haven't had the need to appoint any specific rights to anyone yet
- "Versionen verwalten..." shows the history of the edits made to the page. There under "Aktionen", they can be recovered, (un)published, deleted, etc.

2.5 Publishing a page

To publish a page, again use the blue button at the right of the toolbar, which should say "Veröffentlichen" while you are in editing mode. Left next to it there is another button "Veröffentlichung ansehen" to leave editing mode without (re)publishing the page. Sometimes just pressing the blue publishing button will not show the published page yet (you can tell by the strange URL), then hit "Veröffentlichung ansehen". And sometimes making a certain type of edit will make you leave editing mode without actually having hit the publishing button, in that case just re-enter editing mode to continue and then explicitly press "Veröffentlichen" when you want it published.

 To unpublish a page, visit "Versionen verwalten..." via the site map or "Seite" and press the crossed out antenna symbol. Alternatively, an unpublished or "Geändert" page will have a regular antenna button that will publish the page.

3 Framework

3.1 Navigation

The navigation of the page is as mentioned on the left side, not on the right side as before. It can display two levels of pages, so the main pages and their subpages. In general, you can add/remove a page from the navigation by going into editing mode and clicking onto "Seite > Im Menü anzeigen/verstecken".

3.1.1 Subsection with its own navigation

There is the special case, especially regarding research pages, where a subpage having another level of subpages would come in handy. What can be done here is to turn the page into its own subsection and give it its own navigation. To do this, go into editing mode and "Seite > Seiten-Einstellungen..." and expand the "Menu Optionen" section. There check the box for "Softroot". This will create a new navigation for the page, where only the page itself and its subpages will appear (if they were selected to appear via "Seite > Im Menü anzeigen").

Now a small annoyance within this feature is that there is no "return to parent page" button, and since the default navigation is not displayed, you can only exit this subsection by clicking on the landing page link at the top of the navigation. However you can MacGyver a return link with the URL redirect feature. To do this, create another subpage and call it something like "return to *Page Name*", then still in the "Seiten-Einstellungen..." expand the "URL Optionen" section and in the "umleiten" field add the link of the page you want to return to. Going into editing mode will make a darkened screen with "Diese Seite hat keine Vorschau!" appear, but you can still access "Seite > Im Menü anzeigen". Hit publish and you should have a return button on your little submenu. Since this page is a redirect, you can't access it from the website view itself, but it will always be visible in the site map if you need to edit it.

3.2 Multiple languages

When our institute website had been newly transitioned to UniCMS, several people asked me how to switch the pages' language. So for your consideration, three options to do this:

- go to the UIBK page menu at the top right, at the bottom there are buttons to switch
- go to "Sprache" in the toolbar, select the language you want (there are more options beyond English and German, but we don't have pages for those)
- or just edit the "en" or "de" in the URL

Sadly, the confusion does not end there. The multi-language system of UniCMS is a bit convoluted, in my opinion.

The default language of any institute page is German, unless you specifically request otherwise. As mentioned in chapter [2.2](#), there is a site map for each language, which is different from XIMS where all different language pages were kept next to each other in the same folder.

In order to add a translation to a page, as in the page the website will automatically go to when switching the language, you no longer need the URLs to be synched up like in XIMS. When going into editing mode, the toolbar offers a few options regarding translations:

"Sprache >"

- The first items are all existing language versions of a page, where the current page you're on is bold
- "Übersetzung hinzufügen" lets you add a translation
- "Übersetzung löschen" lets you delete a translation
- "Alle Bausteine kopieren" is a handy tool to copy all elements of the other language's page, e.g. when you've designed the German page, you can create the English one, switch to that page, then click the copy elements button and everything will automatically be transferred and you can just translate the contents without having to re-enter all individual page elements
- "Klassifikation kopieren" works much the same as the element copy button, but for the classes (more in this in chapter [5.1](#))
- I have never used "Inhalte mittels DeepL übersetzen...", but it should translate all contents automatically if you don't want to do it manually

Always keep in mind: Editing something in one language will not change anything about the other translations.

However.

3.2.1 One page for multiple languages

The second question I was most frequently asked after how to switch the language was: If a page is German/English only, but I want it to appear on both versions of the website, can I just edit a single page?

Yes, you can. If you e.g. only have an English version of a page and you want to access it from the German side of the website, it will simply send you to the English page. In the German site map, the page will appear greyed out with a "(en)" at the end, as it does not technically exist in the German version.

There is a catch: Only having a single language page means it won't appear in the other language's navigation. The good news is that you can use the same redirect link trick I introduced in the previous section.

You create a page on e.g. the English version of the website. You then **don't** create a translation for this page. Instead, you go to the German version of the website and create a new page with what you want the German title to be, and just to be safe with a different slug (e.g. *page-name* in English and *page-name-de* in German, just to make sure this German page is not mistaken for the German translation of the English page). In the "Seiten-Einstellungen..." menu of the German page you expand the "URL Optionen" section and in the "umleiten" field add the link of the English page. Going into editing mode of the German page will make a darkened screen with "Diese Seite hat keine Vorschau!" appear, but you can still access "Seite > Im Menü anzeigen". Hit publish and you should have a link in the German navigation that will lead to the English page. Since this page is a redirect, you can't access it from the website view itself, but it will always be visible in the site map if you need to edit it.

This way, you only ever need to edit the English page but have it linked in both navigations. This of course works in any direction between however many languages.

A slight inconvenience here is that when you're on the German version of the website and click on this redirect link, you will end up on the English version (as in the menu will now be in English, etc). Although in my opinion this is a small price to pay for only having to edit a single page, especially if you need to edit it frequently.

4 Page Design

Finally, we get to the aesthetic part: page design. As mentioned in chapter 2.4, when in editing mode, double-clicking on a page element works fine to edit it, but you'll have a much better overview going into the page structure

menu. There you'll see the "Lead" and the "Main Content". I've personally only ever had to use the lead for news articles, which will be discussed in chapter [5.1](#). Here we stick to the main content.

At the top you'll see three buttons. The left "ALLES AUSKLAPPEN" button does just that, it will toggle all elements such that you see the full list of all elements and sub elements you have on your page. The middle "+" button allows you to add a new element. The right menu button lets you copy all elements, paste in previously copied ones or delete all of them.

Generally when adding an element, a window will pop up where you can chose various design options and actively design your element. Editing directly on the page itself isn't possible, you'll always have this pop-up window.

Some elements you add automatically have sub-elements, for these you will also have three buttons on the right side: a left editing button to edit the element itself and then the middle "+" and right menu buttons to add new elements or edit the existing ones. If you're in the editing window of a sub-element, you'll see its path at the top, and can easily switch to its parent element editing pages.



On the left side of the element, you'll have this symbol, which allows you to grab and drag an element up and down to change the order in which your elements appear on your page.

Another good thing to know: Most elements will allow you to specify the distance before ("Abstand oben") and after ("Abstand unten") your element. This is useful to make sure the different elements you incorporate look evenly spaced, as the automatic distances aren't always fitting.

Below I've listed all elements you can add to a page, and the most important stuff you need to know about them. If I don't list an option you see in an element's editing window, assume it's a stylistic option you can experiment around with.

4.1 Text

The most general and versatile element you can add is the text element. As the name suggests, this is where any ordinary text will go, but you can also include titles, boxes and images. All of these can be added as individual

elements to your page, but it can be a lot easier to just incorporate them into the same text element.

On the left side of the text editor's toolbar you'll see the toggle menu "CMS Plugins" with the options "Bild", "Link" and "Symbol". The first is to add an image (more on images in chapter 4.4 below) and the last to include various pictograms. The link option allows more than simple hyperlinks. In the editing window you'll be able to select the type of link:

- "UniCMS-Seite": a page in the new system
- "Externe URL/XIMS-Seite": any other link
- "E-Mail"
- "Telefonnummer"
- "Download-Datei": any downloadable file (e.g. PDF)
- "Mastodon-Profil"

Next to the plugins, you can pick the style of your text (e.g. turn them into headings), and next to that the colour and borders. Next to that are all standard text editing options.

4.2 Structure and layout

4.2.1 Tabs (Registermenüs)

If you have different distinct sections on your page, but you don't want to create separate subpages for them (e.g. information from different semesters), you can use tabs or "Registermenüs". In the editing window, you'll have to specify the number of tabs you like to have.

After saving this, you'll see that in your list of elements the amount of tabs you wanted to have in your tab menu will have appeared. Click the editing button of a tab to edit its name. To add content to your tab, add elements to it with the "+" button.

4.2.2 Rows and columns

Splitting up your page into multiple columns can be done with the row or "Zeile" element. You can choose the number of columns and what ratios

they'll have. Alternatively you can also pick the "Endlosraster" where you can pick the amount of evenly spaced blocks you want to have, which will be listed left to right and then top to bottom, with either two or three blocks per "line".

After having chosen the amount of columns or blocks, in your element list within the "Zeile" element you'll see the corresponding "Spalte" elements. To add content to each "Spalte", add elements with the "+". You can always just press the "+" of "Zeile" to add a new "Spalte", but you can't add a "Spalte" element outside of a "Zeile".

4.2.3 Accordion

The accordion or "Akkordeon" is a nice way to collapse your content. You can choose the number of elements in its editing window. In the element editing window you can add a title to each element, and to add content to them you add sub-elements via the "+" button for each element.

4.2.4 Tables

I'm just going to say it: The table editor is shit.

When creating a table ("Tabelle"), you can pick a title, choose to make it dynamic (so you can sort through your entries) and various other style choices. Then you can either upload a file or edit it manually. Uploading a file works great, no problem there. Editing it manually is a nightmare.

At the very bottom of the editing window, you'll see a tiny table with five columns and one row. To edit the content of a cell, you click on it. To edit your cells, columns and rows in general (e.g. to add more rows, etc), right-click on whatever you want to edit. There is no way to expand this tiny view of your table, at least not that I'm aware of. Why. Just, why.

Once your table is established, editing it again will only show you the tiny view. To get to the general editing/style options, click on "Tabellenanzeige konfigurieren".

4.2.5 Time / event axis

Since tables are a nightmare to edit, it's easier to use a time/event axis or a "Zeit-/Ereignisachse" for time-specific events. Here you can add individual

events ("Eintrag") with a date and time and a title, and you can also add sub-elements to each event like e.g. a text element for a description.

Within the time/event axis editing window, there are different formats with bold title/time/date, how to write and order the time/title/date, etc. What's especially nice is that you can choose to not show or grey out past events. What it does not do however is order them chronologically, so to order them how you'd like them to be you have to drag the events to the right place manually.

4.2.6 Break line

The break line or "Trennlinie" is pretty straightforward. You pick colour, thickness, etc and presto.

4.2.7 Box

The box is equally straightforward. You choose its style, like the border or whether or not to fill the background. You can also make it a "Codebox" where your text will appear as code. After specifying the style and establishing your box, you can add sub-elements like a text element.

4.3 Media

You can also embed media directly into your page.

4.3.1 Audio

The audio element allows you to include an audio file. I haven't used this before, but apparently only MP3 files are allowed.

4.3.2 Video

For video files, there are a few file type options to choose from:

- "Video-Datei": an MP4 file up to 50 MB
- "AV-Portal": for videos on the UIBK portal
- "Vimeo": Vimeo video

- "YouTube": YouTube video
- "Streaming-URL": for videos on the streaming server of UIBK

After choosing the video type, you can choose further options like the aspect ratio, autoplay, etc.

4.3.3 Map

Another media type to add is an embedded map or "Karte". In the editing window, you can add a pin to the map by clicking on "Marker". Either you click on your desired position on the map (and dragging it around to get it right), or you input the address below. You can also give your pin a title and description.

4.4 Graphic elements

4.4.1 Image

The fun thing about images ("Bild") is that you cannot directly add them as an element. Either you create a "Zeile" with a single "Spalte" and add your image there (or if you'd like it next to your other elements, you make multiple columns and add in whichever you like), or you insert it in a text element. It should also work within other elements, e.g. a box, but I'm not going to list them all here.

Generally you drag your image file into the slot in the editing window. You can also click "Datei auswählen" to access the website's file explorer, where you can first upload and then select a file, but since I have yet to find a way to access this file explorer outside of selecting an image, I don't tend to use it. Pretty much any standard image type should work, but there are some conditions for automatic displays for feeds (see chapter [5.1](#)).

You have to give your image a title. The alt-description ("Alternative Beschreibung") and source ("Quellenangabe") have to either be filled out or ticked to be empty (more on these in chapters [6.2](#) and [6.3](#)).

4.4.2 Image carousel

The image carousel or "Bildkarussell" is pretty much just what it says. You select the number of images and some stylistic options, then get the corres-

ponding amount of sub-elements called "Folie", where you can upload your images for the carousel.

4.4.3 Gallery

If you don't want to rotate through images but rather have them displayed all at once, you can choose the gallery or "Galerie". Again, you select the number of images you like and some display choices. The sub-elements are just called "Bild" where you can upload your images.

4.4.4 Tile

A tile or "Kachel" is like a box but with an image and a link (could be another page, but also any of the other link types listed above in chapter [4.1](#)). You can only add tiles in a "Spalte" within a "Zeile". You can choose a title, description, link and image, and also a design class.

5 Automation

Now we get onto automation. This used to be a little more DIY back in ZIMS because we had access to the HTML code and such of the page, but as of yet I have not seen any way to edit this directly in UniCMS. So for now we are left using the prepared automation options.

5.1 News feed and lists

The typical automatisisation we think of are automatically generated news feeds or lists (e.g. of employees). Every entry in your feed or list is its own page, meaning every article or employee needs its own subpage.

5.1.1 Classes

In editing mode under "Seite > Klassifikation...", you can scroll down and select the classes the page belongs to. On the Astro- and Particle Physics website we have three categories, each with a certain amount of classes signified by keywords or "Schlagworte":

News

- News

Positionen / positions

- Administrative Staff
- Associate Professor
- Full Professor
- PhD Student
- PostDoc
- Scientific Staff
- Associate Professor (emeritus)
- PhD Student (extern)
- Associate Professor (extern)
- PostDoc (extern)

Forschungsgruppen / research groups

- Experimentelle Astroteilchenphysik / Astroparticle Physics
- Galaktische Astrophysik / Galactic Astrophysics
- Extragalaktische Astrophysik / Extragalactic Astrophysics
- Sternentwicklung und Asteroseismologie / Stellar Evolution and Asteroseismology
- Numerische Astroteilchenphysik / Computational Astroparticle Physics
- Galaxienentstehung und Entwicklung / Galaxy Formation and Evolution
- Stellare Astrophysik / Stellar Astrophysics
- Experimentelle Teilchenphysik / Experimental Particle Physics
- Theoretische Astroteilchenphysik / Theoretical Astroparticle Physics

So for a news article you would enter the keyword "News" under the category "News" and leave the other two blank. For employees, you would enter their

position as well as the research group(s) they belong to. Multiple classes can be selected per category.

Categories and keywords can be edited or created under "Seite > Department...", but this can only be accessed by the org-admin **on the landing page**.

5.1.2 Lead

A nice way to preview pages in a feed is by specifying a lead. In the page structure menu in editing mode, at the top a lead can be added and edited. For example for a news article here you can insert the title, lead/intro text and lead image, which will all appear at the beginning of the article itself as well as in a compact format on the feed.

To sort a chronological feed like the News feed, you should specify the date of an article. This can be done higher up on the "Klassifikation..." window. Here I chose the "Veranstaltungsbeginn" as the date of the article to sort them by. In the lead editing window, you should then select "Veranstaltungsbeginn" under "Datum anzeigen" such that the date will be shown on the article itself.

Something to keep in mind when adding an image to the lead: gifs and "webp" files won't be loaded in the feed.

You can also add a downloadable file like a PDF to the lead, as well as add internal search terms that will be considered in a search filter (see chapter [5.5](#)).

5.1.3 Feed

There are various options to construct a feed. Generally you can add it as an element and edit it as any other in an editing window. The most important part is at the very bottom, where you pick all the classes to display. If you have multiple classes, this makes it easy to make different types of groupings. For example we have different staff pages where there are separate feeds for each position and for each research group.

After choosing a title, you can choose the option "nur Suchfeld anzeigen", where pages will only be listed after inputting a search parameter. This works similar to the search filter element (see chapter [5.5](#)). For example on our standard staff page, we have three feeds: the first one for all standard positions where "nur Suchfeld anzeigen" is checked, the second feed for all

standard positions where this isn't checked and the third feed for external positions where this also isn't checked. This is displayed as a search bar followed by two lists, where the search bar allows you to search through the first list.

There are various design options, like "Stil" and underneath all the elements to display. Here for the News feed only "Datum anzeigen" and "Lead anzeigen" are checked, for the staff feed only "Schlagworte anzeigen" is checked.

After more style options there is the "Sortierung" and "Reihenfolge". Since we entered the news article dates as "Veranstaltungsbeginn", this is the sorting we should choose, "absteigend" to have the most recent articles at the top.

5.2 Research information database (FLD)

On the individual staff pages, many researches have their "FLD Research Documentation" displayed. This can be added with the "XSL Content" element. Here this is added within an "Akkordeon" (see chapter 4.2). In the XSL Content editing window, you can add the link of the person's FLD page (just visit [FLD](#) and enter their name, then copy the URL). This link however needs to be edited in order for it to work properly. Don't ask me why.

The red part of the link (up to and including the first "&")

http://lfuonline.uibk.ac.at/public/pk115_web.frame?uebersicht_jn_in=J&institute_id_in=61100&suche_autoren_in=&suche_titel_in=&suche_jahr_von_in=2012&suche_jahr_bis_in=&kategorien_in=1

should be replaced with this green part

http://lfuonline.uibk.ac.at/public/pk115_web.uebersicht?xml_include_jn_in=J&

If you have special characters in your name, make sure they are encoded appropriately. Here are some German characters:

Sonderzeichen	Codierung
ä	%E4
Ä	%C4
ö	%F6
Ö	%D6
ü	%FC
Ü	%DC
ß	%DF

For more details on search parameters for the FLD documentation, see the Webservices' UniCMS guide page on [FLD](#).

5.3 Table of contents

Another way to automatically list content is to create a table of contents (TOC) or "Inhaltsverzeichnis". This is specifically to list the headings on a page, so not a very versatile tool. For example if you have multiple sections each with a heading of type "Überschrift 3", then in the TOC you can select this heading type to be listed. Then you can choose display options like colour or orientation of the list.

5.4 Linking

Apart from using ordinary URL links to different pages, there is another way to link to specific parts within the site. This can be done by adding an "ID". There's a few elements to which an ID can be added, the standard one being a heading, another being a "Zeile". A heading or "Überschrift" can be added as its own element and not just within a text element. In the heading element editing window, an ID can be chosen.

To link to this heading, you create an "UniCMS-Seite" link as described in chapter [4.1](#), then under "Seitenlesezeichen" instead of "Seitenanfang" you chose your ID.

5.5 Search filter

To create a search filter or "Suchfilter" for a page, your content needs to be within a "Zeile" that has an ID. In the search filter's editing window, this ID needs to be selected for the "Suchbereich". Then you can pick the type of element to filter through.

The option "Verknüpfung" is for the case of multiple search filters, to choose how the search results relate to each other with standard AND and OR operators.

6 Miscellaneous

6.1 Rights

There are four different roles you can have as part of a department (a website within www.uibk.ac.at):

- Administrator:in / org-admin
- Redakteur:in / editor
- Mitarbeiter:in / contributor
- Mitglied / member

There can be only one org-admin, this is the only person who can access the "Department..." on the landing page and edit the classes. They can also manage other people's roles and access within the department.

I'm honestly a bit confused as to what the difference is between the other roles. There is a more detailed list on the Webservices' UniCMS page on "Rechteverwaltung".

Generally if you're having trouble logging in or you don't have access yet, email the Webservices team. They're also the only ones who can grant you general access to a department.

6.2 Accessibility

The entire website should be accessible for everyone. This means the website's whole content should be:

- accessible on a PC, tablet or phone.
- readable by eye and by a screen reader (e.g. for visually impaired people or for handsfree use when driving)
- accessible when changing basic settings (e.g. changing font size or contrast)

6.2.1 Headings

To make sure a browser, screen reader, etc. can properly identify the structure of a page, its headings need to be clearly recognisable. This means using the proper heading or "Überschrift" options, and not simply making normal text bold or underlined.

6.2.2 PDFs

Something to pay attention to are PDFs. When uploading a PDF, always make sure it's not simply an image but properly formatted as text (you can check by trying to highlight the text on your PDF with your cursor). There is more to making a PDF completely accessible, but the bare minimum is to make sure it actually contains text. Generally, try to add a PDF only as supplementary material, as in contain the information on the website itself and only add the PDF as a downloadable option, not as the primary source of information.

6.2.3 Images

When adding an image, there is always the mandatory field of the alternative text or "Alternative Beschreibung". Alt text is important to specify for the case that an image cannot load or for people using screen readers, such that the information contained within the image can still be conveyed. The only time this is unnecessary is if the image is purely for decoration and holds no informational content.

I have not gotten around to adding an alt text to every single image on the website. I'll do my best to go through all of them, but if by the time I'm no longer managing the site you see an image without alt text, please add one.

6.3 Image licenses

Another mandatory field for images is their source. Sometimes there is of course no source available, then the "Leere Quellenangabe" may be checked in the image editing window. The source will appear as a "C" within a grey circle in the corner of the image, clicking which will lead you to the bottom of the page where all sources are listed in full.

When adding an external image, so one you did not produce yourself, always make sure that they are royalty-free.

6.4 Gender-neutral language

When writing generally, try to use gender-neutral language. This means using terms that are not exclusively masculine or feminine but are rather unspecified. In English, this is easier to achieve as many terms are already gender-neutral. In German, an additional specification is sometimes necessary.

Examples:

- **English:** employees / staff / personnel (all inherently neutral)
German: use "Mitarbeiter:innen" instead of "Mitarbeiterinnen und Mitarbeiter"
- **English:** use "they" instead of "he/she" (yes, this is grammatically correct in singular)
German: there exists no established neutral option, so in my opinion use the "generisches Maskulinum", so "er" in the neutral sense

This might seem like an unimportant detail to some, but as someone who is neither a man nor a woman, it means the world whenever I see something like "Mitarbeiter:innen" or "they" instead of the binary formulations.