

## DRUPAL TEXT FORMATTING (TEHN.CA)

### Suggested new section – May 2024

This section outlines best practices for effective text and image formatting when working in Drupal. Please use these guidelines to ensure the content we create for [tehn.ca](https://tehn.ca) is clear, consistent, and meets standards for web accessibility.

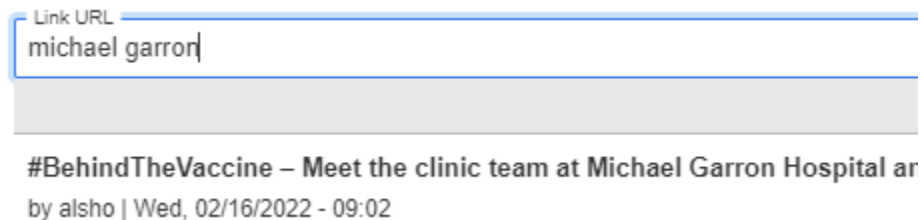
### Difference Between a Unit and Basic page

- **Unit page:** Pages with information on our clinics utilize the Unit content type. This template has pre-built sections for contact information, referral forms and related content. You can also assign these pages to physician profiles to link their profile on the page.
  - Unit pages **do not** have the same components available as a Basic page since they are intended to serve as a reference point for patients.
  - Aside from the pre-built sections (contact, referral forms and related content), you have access to the Text Editor to manage content.
- **Basic page:** A simple standalone content type commonly used for pages with information beyond clinics and departments. This template contains the following components:
  - Call to Action (CTA)
  - Contact
  - Existing CTA
  - Image
  - Layout
  - Photo Gallery
  - Poll
  - Profile
  - Related Content
  - Sponsor
  - Text
  - Video
  - View
  - Wrapper

## Text Formatting Using the Text Editor

- **Use appropriate heading tags** to structure content logically to assist screen readers.
  - **H1:** Reserved for the main page title (automatically applied by Drupal).
  - **H2:** Primary section titles.
  - **H3:** Subsections within H2 sections.
  - **H4-H6:** Use for further subsections as needed.
- **Use formatting tools to emphasize key text** for clarity.
  - **WYSIWYG mode (default):** Use this for most of your formatting. It offers a visual interface like what you'll see on the front end once the content is published.
  - **Source mode:** Use this for advanced HTML editing or embedding custom code snippets. Switch to source mode by clicking the Source button.
  - **Text Formatting**
    - **Bold:** Use bold sparingly to highlight important information.
    - **Italics:** Use italics when a word is spoken of as a word or to denote titles of works (e.g., book titles, films, speeches, etc.).
    - **Avoid Underlining:** Underlining is typically reserved for links.
    - **Quotes component:** Use quotes to highlight quotes from external sources, testimonials or important statements
    - **Feature component:** Use features to draw attention to key points, features or benefits.
- **Use the appropriate list type** to make it easier for users to understand and follow content.
  - **Bulleted List:** Use for items that do not require a specific order.
  - **Numbered List:** Use for sequential steps or for ranked items.
- **Use structuring tools** to organize large amounts of information, FAQs or data.
  - **Accordions:** Use accordions to collapse content, saving space and reducing clutter. We utilize accordions for FAQs on [tehn.ca](http://tehn.ca).
  - **Tables:** Use tables to present data in a clear and organized manner

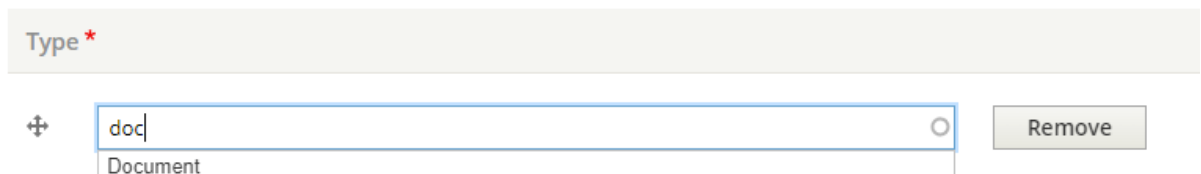
- **Use descriptive link text** to make it easier for users and screen readers to navigate content. Avoid phrases like "click here" or "read more."
  - **Internal linking:** When applicable, always link to relevant internal pages as opposed to manually inputting the URL. You can do this by searching the page title and selecting the results.



- **External linking:** Manually input the URL when linking to external sources.

## Documents

- **Ensure documents** on [tehn.ca](https://tehn.ca) are in PDF format, accessible and compatible with screen readers
- **Documents hyperlinked in body text** should also be added to the right-hand column as a CTA button for quick access. This may not apply to pages with only one column.
- **When uploading a document** in Drupal, select "Document" as the Type to ensure it displays correctly in the system



## Image Considerations

Ask the Page Lead to provide a raw image file of the highest resolution they have available.

**When working with staff** on image updates, ask them to provide a raw image file of the highest resolution they have available

- **Use image captions.** An image caption describes what is pictured in an image and provides context to a story. It is usually written in present tense. If there is an individual pictured, identify them by their name and job title in the caption whenever possible.

- **Use alt text.** Alt text is essential to accessible web design. It describes images to users who are unable to see them. This includes screen readers and browsers that block images, as well as users who are visually impaired or otherwise unable to visually identify an image. Including alt text with your images ensures all users, regardless of visual ability, can appreciate your content. [Learn more about alt text and best practices for writing alt text.](#)
  - **Decorative images:** Use empty alt text for purely decorative images to indicate that it should be ignored by screen readers
  - **Images with text:** Use the same text as the text in the image so screen readers can access the text.

## Video Considerations

We currently embed videos on [tehn.ca](https://tehn.ca) via YouTube.

- **Process for when staff request adding a new video to a webpage** (*updates in progress*)
- **Ensure videos are of high quality** with clear visuals and audio.
- **Ensure videos are relevant** and directly support or enhance the content's message.
- **Keep videos concise** to maintain viewer engagement.

## File Naming Guidelines

- **Use concise and descriptive text** to indicate the file's content and purpose.
- **Use lowercase letters with hyphens separating keywords** instead of spaces or underscores.
  - **For example:** `patient-appointment-guide.pdf`
- **Include the version number**, when applicable, at the end of the filename to documents and forms provided by staff
  - **For example:** `patient-appointment-guide-v2.pdf`

- **Include the date**, when applicable, at the beginning of the filename for documents and forms provided by staff.
  - **For example:** 2024-02-13-mgh-organizational-chart.pdf
- **Avoid using special characters** such as: “!”, “@”, “#”, “%”, “&” and “\*”.
- **For images of staff, clinicians, and volunteers**, use the following format: (dr)-firstname-lastname.
  - **For example:** siobhan-pickering.png
  - **For example:** dr-jennifer-russell.png
  - For the #IamMGH series, add “iammgh” at the beginning of the filename.
    - **For example:** iammgh-siobhan-pickering.png
- **Include dimensions if you have different sizes** of the same image (e.g., publishing an #IamMGH article in the Newsroom, iCare, and on socials).
  - **For example:** siobhan-pickering-2000x1000.png