

Drupal Short Sessions - Syndication

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Syndication

See our Syndication video as we use real examples to illustrate this concept.

For demonstrating how to syndicate content we will be placing Flexible (or Flex) Content Items on a Basic Page. For more on all things Flex Content, please see our [AskAthena articles](#). There are also Short Session videos on each of these.

What is Syndication anyway?

Syndication is pretty complex, but here is an easy way to think about it: there is something that is already created that you want to display in another spot, usually as a way to advertise or share it.

Syndication has three very basic parts to it:

- *What to share*
- *Where to share it*
- *How to get it shareable*

What to Share - This is called Syndicable Content. This is any Event, Announcement, News article, or Story on our website.

Where to share it - By using Flex Content Items on a different page, we can display a small list of select Syndicable Content. This small list usually displays each item in what we call a Teaser. Teasers typically consist of a title, image and other brief information like a date or location.

How to get it shareable - By using certain settings on the Syndicable Content, like tags or display theme, we can get the item to easily appear in another spot.

First, let's talk about the difference between **WHAT** we want to share and **WHERE** we want to display it.

Any Event, News, Story or Announcement page that we can DISPLAY somewhere else is called Syndicable Content.

This is **WHAT** we want to display somewhere else.

When we think of pages, we think of all the content on that page. This is the full display of the page.

Hot Cocoa Study Break

DEC
15
2023

1:00PM - 3:00PM | On Campus Event - Campus Center, Main Lounge



As part of this year's Cupcake Challenge, the Alumnae/i Relations and Development Office is holding a hot cocoa study break in the Campus Center on Friday, Dec. 15, from 1-3 p.m.

Sip some delicious hot cocoa and win prizes.

Open to all students – take a break from finals prep and join us!

ALUMNAE/I RELATIONS AND DEVELOPMENT

Audience: For Students

Type(s): Informal Get-Together

Contact: Liz Horvath
lghorvath@brynmawr.edu

TAGGED AS

ALUMNAE/I

Bryn Mawr Celebrates Owls Fest 2023

NOVEMBER 8, 2023

Nearly 1,000 family members, friends, and alumnae/i of the College visited campus for [Owls Fest](#).

A two-day event, Owls Fest combines the traditions of Homecoming, Volunteer Summit, and Family & Friends Weekend. Activities included campus tours, faculty talks, student presentations, athletics, food, fun, and more! See select images from Owls Fest in the below slideshow, or view more than 200 downloadable images from the weekend in our [online gallery](#).



Owls Fest programming included:

- A welcome and reception with President Cassidy
- Student summer internship project presentations
- A Q&A with President Kim Cassidy and the new Dean of the Undergraduate College Karlene Burrell-McRae
- The S'more the Merrier: an athletics pep rally
- Career and Civic Engagement Center panel and resource tables
- Graduate School of Social Work and Social Research (GSSWSR) alumni reception and continuing education lecture
- Bryn Mawr Field Hockey vs. McDaniel College
- Dessertapalooza: dessert food trucks
- Cocktail reception and presentation of the 2023-2024 Alumnae/i Volunteer Service Awards Winners
- Bi-Co student concert: orchestra, choir, and a cappella performances

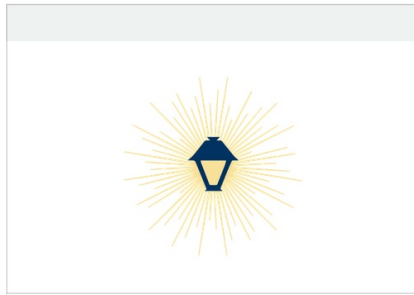
During the Volunteer Summit, Joanna Rom '74, Teresa Wallace '79, and Ahell Purkayastha '09 were recognized for their support of the College with [Alumnae Service Awards](#).

But there is another way to display that content around the site, which is called a **Teaser Display**. You see these displays anytime you see the Events or the News listing pages.

These **Teaser Displays** usually have an image, a title and maybe some other bit of information that acts as a link to the full display of the page.

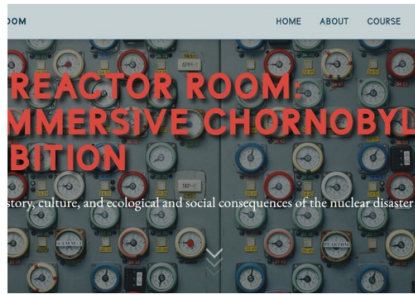
News Teasers

News teasers are seen on listing pages, like: <https://www.brynmawr.edu/news>, as well as on pages that use a **News 3up** or **News+Contact Flex** Content Items.



NOV 30, 2023

Cool Class: Geology 101
Students Study the Geologic
History of the Region >



NOV 29, 2023

**Bi-Co News Explores Digital
and Physical Sides of Reactor
Room Exhibition >**



NOV 29, 2023

**Staff Spotlight: Campus
Architect Jessica Vitali >**

Events teasers

Event teasers are seen on listing pages, like: <https://www.brynmawr.edu/inside/latest/events>, as well as on pages that use a **Events 3up** Flex Content Items.



12:00PM - 2:00PM

Community Holiday Lunch >

On Campus
Old Library



9:30AM - 10:30AM

Coffee Hour and Senior Staff Awards >

On Campus
Old Library



1:00PM - 3:00PM

Hot Cocoa Study Break >

On Campus
Campus Center

The teaser displays are used to pique interest in the items you choose to share on a page in this way.

Teaser Displays are the vehicle for displaying this Syndicable Content on the site.

This is **WHERE** we want to display our Syndicable Content

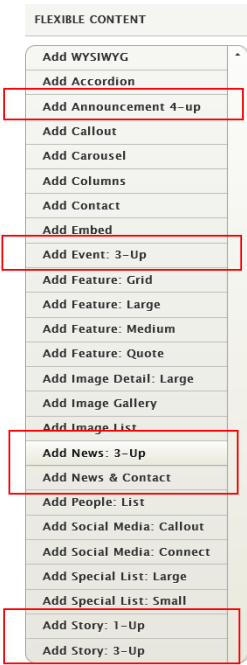
These teasers are seen in things like the [News Listing Page](#) or the [Events Listing Page](#), as well as Flex Content Items added to a page, like on our [All Content Basic Page](#).

Flex Content Items can be part of most page types we can create on our site, though we usually place them on Basic Pages.

Flex Content Items used to display Syndicated Content are basically small display lists made up of Teaser

Displays.

These Specific Flex Content Items have the type of content to be displayed in their name. This makes it easy to remember what these items will display. These are the Flex Content Items:



- Announcement 4up
- Event 3up
- News 3up
- News+Contact
- Story 3up
- Story 1up

This is the Flexible Content that you can add when you edit or create Basic Pages, for example.

□

TAGS AND THEMES

Now, I'm sure you are wondering **HOW** an Announcement, Event, News article, or Story created days or weeks ago by someone else can be used by you on your page.

This is where Tags, Display Themes and Flex Content Item teaser display rules come together.

First, we will talk a little about Themes

Each type of Syndicable Content that you create has some settings for Themes, though you've likely never even thought about it because they have default settings so they at least show up in the right place.

There are two Theme settings in any Event, Announcement, News or Story Syndicable Item page, a MAIN theme and a DISPLAY theme.

▼ THEME(S)

Main Theme *

Inside Bryn Mawr

This is the theme where content is based; the content will carry this theme's header, footer, and other design elements.

Display Theme(s)

Marketing

Inside Bryn Mawr

Graduate School of Arts and Sciences

Graduate School of Social Work and Social Research

Postbaccalaureate Premedical Program

These are themes where content can be set to additionally appear, in feeds/displays set up for this purpose.

▼ THEME(S) & OPTIONS

Main Theme *

Marketing

Marketing

Graduate School of Arts and Sciences

Graduate School of Social Work and Social Research

Postbaccalaureate Premedical Program

Marketing

Inside Bryn Mawr

Graduate School of Arts and Sciences

Graduate School of Social Work and Social Research

Web Stewards won't be able to change the Main theme at all. However, if you author a lot of content on Grad or Postbac themes, you can request the Theme Editor role.

Theme Editor

Certain Web Stewards can be assigned a *supplemental role* of **Theme Editor** if they are working to create and edit content for any of the Graduate Schools or Postbac.

If you find you need this supplemental role, please reach out to either Communications communications@brynmawr.edu or Web Services help@brynmawr.edu to have your request granted.

What can this supplemental role do? This role of Theme Editor will allow you as a Web Steward to additionally set the Main Theme field for content you are able to create and edit.

Web Stewards can set **DISPLAY** themes. You can also ask Communications to help with those settings.

When Web Stewards author content, by default, the Main theme is set to Inside for Basic Page, Announcements and Events and the Main theme is set to Marketing for News and Story.

Note how they will appear greyed out and unable to be selected/deselected.

▼ **THEME(S)**

Main Theme *

Inside Bryn Mawr ▼

This is the theme where content is based; the content will carry this theme's header, footer, and other design elements.

Display Theme(s)

Inside Bryn Mawr

Graduate School of Arts and Sciences

Graduate School of Social Work and Social Research

Postbaccalaureate Premedical Program

These are themes where content can be set to additionally appear, in feeds/displays set up for this purpose.

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So, what are these Theme things and why are there different kinds?

The **Main Theme** can be considered your Syndicable Item's home base.

This is where your Syndicable Item will "live" and it also dictates what theme your Syndicable Item will have.

Main Theme *

Inside Bryn Mawr ▼

This is the theme where content is based; the content will carry this theme's header, footer, and other design elements.

So, if you [visit a page on the GSAS part of the site](#), you will notice it has the GSAS theme, with the GSAS logo and menus.

Likewise, if you [visit a page on the Inside part of the site](#), you will notice it has the Inside Bryn Mawr logo and Inside theme and menus.

When you notice the logo and top menu, you are noticing parts of the Main Theme of that page.

The **Display Theme(s)** dictate what other themes your Syndicable Item can "visit" or be displayed in – this includes being displayed in other Listing Pages (like the socialwork News listing page, for example) or Flex

Content Items that can display Syndicated Content.

Display Theme(s)

- Marketing
- Inside Bryn Mawr
- Graduate School of Arts and Sciences
- Graduate School of Social Work and Social Research
- Postbaccalaureate Premedical Program

These are themes where content can be set to additionally appear, in feeds/displays set up for this purpose.

Syndication illustration

So, for example, I may have a News article that I want to display in the GSAS theme and the Marketing theme. I would have to make sure that those Display theme options were selected when I make my News article.

Here, we see that my David Schaffner article has a Main Theme of Marketing, but to get it to display on the GSAS News page, I would need to set its Display Theme to GSAS when I'm making that David Schaffner News article. You can see in the display of the page that my article has a "College News" label, to indicate that its Main Theme is NOT the GSAS theme.

▼ [THEME\(S\) & OPTIONS](#)

Main Theme *

Marketing

This is the theme where content is based; the content will carry this theme's header, footer, and other design elements.

Display Theme(s)

- Marketing
- Inside Bryn Mawr
- Alumnae Bulletin
- Graduate School of Arts and Sciences
- Graduate School of Social Work and Social Research
- Postbaccalaureate Premedical Program

These are themes where content can be set to additionally appear, in feeds/displays set up for this purpose.

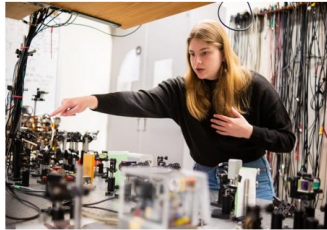
GSAS News

APPLY

VISIT

INFO

GIVE



APR 26, 2023

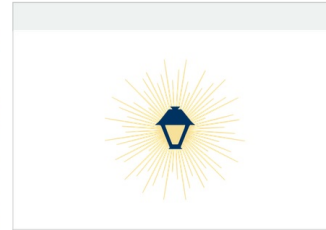
Physics' Sarah Spielman
Awarded NSF Graduate
Research Fellowship >



APR 25, 2023

David Schaffner Named a Kavli
Fellow by The National
Academy of Sciences >

COLLEGE NEWS



APR 24, 2023

Publication: Xiao Wang, Ph.D.
'20, and Professor of Physics
Xuemei M. Cheng >

COLLEGE NEWS

Once I create a new page for the GSAS area of the site and make a News 3up on it, I can confidently know that my News Article will actually display as a teaser in that News 3up Flex Content Item that I place on my page.

Likewise, if you know Social Work would be interested in advertising your event, you could tag your event Social Work and have the GSSWSR option checked in the display theme.

If you can't figure out how to set a Display Theme or need Syndicable Content, like an Event, to have a specific Display Theme, please contact Communications - communications@brynmawr.edu.

Tags are important!

The Tags field is a setting for Announcements, Events, News and Story that helps the website categorize the content for display.

Generally, tags are what assemble listing pages like the *Staff Events tagged listing page*.

<https://www.brynmawr.edu/inside/latest/events/tagged?tags=4041> and the *Environmental Studies*

Articles tagged listing page: <https://www.brynmawr.edu/news?tagged=4181> for example.

The Display Theme and Tags can work together to pull the desired content into a display on a page.

If, for instance, the Postbaccalaureate Premedical Program **Display Theme** isn't set in an Event that is using a Health Professions Advising tag, it may not display on a Postbac page that has an Events 3-up using the Health Professions Advising tag.

TAGS

+ Postbaccalaureate Premedical Program ▼

+ Health Professions Advising ▼

+ - None - ▼

Add another item

Do NOT select in the Data Display

▼ THEME(S)

Display Theme(s)

Marketing

Inside Bryn Mawr

Graduate School of Arts and Sciences

Graduate School of Social Work and Social Research

Postbaccalaureate Premedical Program

These are themes where content can be set to additionally appear, in feeds/displays set up for this purpose.

If you can't find a relevant Tag or need Syndicable Content, like an Event, to have a specific Tag, please contact Communications - communications@brynmawr.edu.

Flex Content Items and Syndicated Content

Let's break down how we can use the Flex Content Items to DISPLAY that News Article or Event on any Basic Page on the site.

By adding a Flex Content Item of your choice, like Announcement 4up, Event 3up, News 3up, News+Contact, Story 3up or Story 1up you are expecting to use a Flex Content Item to display some Syndicable Content

On the back end, there are some rules that help display the Teaser of your Syndicated Content in the Flex Content Item of your choice.

To learn more about how to add an Announcement 4up, Event 3up, News 3up, News+Contact, Story 3up or Story 1up to a Basic Page please see our other how-to articles and videos for those topics. By following those instructions, you can add a flex content item to any of the following types of pages: Basic Page, Events, News, Office/Services, or Story.

For now we will speak in general terms, as all those Flex Content Items have similar fields and display rules.

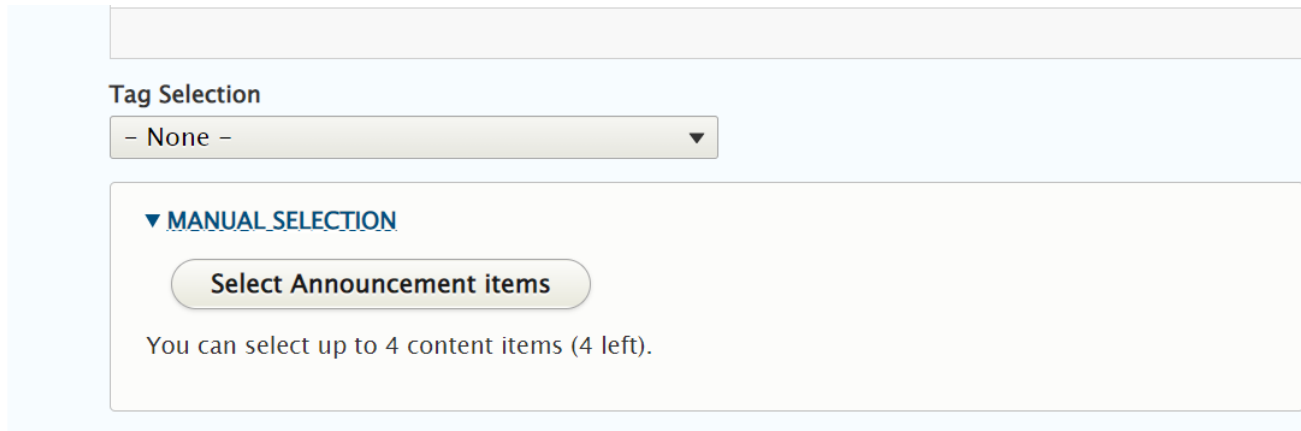
Flex Content Display methods

For each of these Flex Content Items, you can choose how to grab the Syndicated Content. This is the Display method.

Generally speaking, there are two methods to display items:

- Using a Tag
- Manually selecting Syndicated Content Items from a list

An example of an Announcement 4up showing both the tag and the manual display options available to use:



The screenshot shows a light blue background with a white content area. At the top is a grey rectangular box. Below it is the 'Tag Selection' section, which includes a dropdown menu currently showing '- None -'. Underneath is a section titled 'MANUAL SELECTION' with a downward-pointing triangle icon. Inside this section is a rounded button labeled 'Select Announcement items' and a line of text below it that reads 'You can select up to 4 content items (4 left)'.

Display Behavior Factors

Generally speaking, the expected display for these flex content items relies on some basic factors:

- Published Date or Event Date
- Tag
- Display Theme of Syndicated Content
 - This is set in your actual Announcement, Event, News article, or Story
- Main Theme of Basic Page with that Flex Content Item on it - this should match the Display Theme of your Syndicated Content.

These factors are used by rules set in the code to help display the Syndicated Content in a Flex Content Item.

Display Rules

These are the Display Rules the code follows for either a tag or a manual display method.

TAG ONLY

If you use TAG ONLY to display Syndicated Content Items, the following rules apply:

1. Items will ONLY show on a Basic Page when the Syndicated Content's Display Theme matches the Basic Page's Main Theme.

2. Items will ONLY show on a Basic Page if the Syndicated Content's Tag matches the Tag you selected in your Flex Content Item.
3. The Tag Only method works for future Events only. If you want to display a 3-up of past events, it must be one of manual selection.
4. It's good to use Event 3-Up by tag to highlight future events. If a tag has no upcoming events, the entire flex content item will not display on the page until there are more future events.
 1. This means that if it is OLDER than today (like yesterday) it will NOT show
 2. If NO Events with that selected TAG has a date greater than (>) today the ENTIRE Flex Item will NOT show
5. For Announcement, News, and Story, the Flex Content Item (News 3up, Announcement 4up, etc) pulls the latest pieces of content by descending date order.
6. If Items exist for that TAG, but are unpublished, they will NOT show
7. If NO Items have that selected TAG the ENTIRE Flex Item will NOT show

Here are a few examples of Flex Content Items that are only using the tag to display the teasers.

ANNOUNCEMENT 4UP

Using Dining Services tag

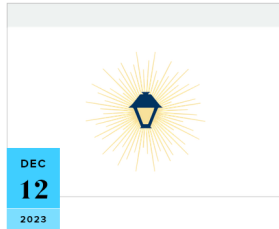
	Posted
<p>UnCommon Grounds</p> <p>Check out our Tandoori Chicken Wrap in our cold case this week. Grilled chicken with tandoori spices, garlic slaw, lettuce, tomato, and cucumber.</p>	NOV 10
<p>Wednesday at Wyndham Restaurant ></p> <p>Join us for lunch, 11:30 a.m.-1:30 p.m. \$13.95 Soup, Salad, and Deli \$18.95 Full Access</p>	NOV 7
<p>Tuesday at Wyndham Restaurant ></p> <p>Join us for lunch, 11:30 a.m.-1:30 p.m. \$13.95 Soup, Salad, and Deli \$18.95 Full Access</p>	NOV 6
<p>Wednesday at Wyndham Restaurant ></p> <p>Join us for lunch, 11:30 a.m.-1:30 p.m. \$13.95 Soup, Salad, and Deli \$18.95 Full Access</p>	NOV 6

MORE ANNOUNCEMENTS

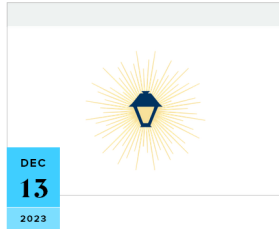
event 3up

using health and wellness tag

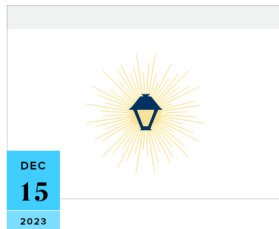
MORE EVENTS



11:00AM - 3:00PM
Vital Touch Wellness Chair
Massage >
On Campus
Campus Center



11:00AM - 3:00PM
Vital Touch Wellness Chair
Massage >
On Campus
Campus Center



12:00PM - 1:00PM
Owl Well >
On Campus
Campus Center

news 3up

using hanna holborn gray tag

MORE NEWS



OCT 31, 2023
Hanna Holborn Gray Fellow: Zoë
Kaufmann '23 >

COLLEGE NEWS



OCT 9, 2023
Hanna Holborn Gray Fellow: Xenya
Currie '24 >

COLLEGE NEWS



DEC 9, 2022
Hanna Holborn Gray Fellow Claire
Hylton '23 >

COLLEGE NEWS

MANUAL ONLY

If you use MANUAL ONLY to display Syndicated Content Items, the following rules apply:

1. Items will show on ANY themed Basic Page despite the Syndicated Content's Display Theme settings.
2. The time-based rule for display is ignored by the system, therefore, use of MANUAL Selection renders the Flex Content Items static and evergreen but not dynamic. Manually selecting items will require manual upkeep to keep content fresh as these will not update on their own. This content can quickly grow stale unless you continually EDIT the Flex Content Item.

MANUAL ONLY EXAMPLE:

Morning

EVENTS HOME



OCT
27
2023

8:00AM - 10:00AM

Alumnae/i & Students Row >

On Campus
Hines Rowing Center



OCT
27
2023

10:00AM - 5:00PM

Owls Fest Registration >

On Campus
Campus Center



OCT
27
2023

10:00AM - 1:00PM

Academic Classes to Visit >

On Campus
Registration Required

As you can see, these events are listed on the page even though this screenshot was taken in November. Because these are being pulled into this Event 3up display using the Manual Display Option, they will be there until we edit this Event 3-up and change these for fresher ones.

More Button

When using these Flex Content Items, you will get a black CTA (Call to Action) button that usually says something like "More News" or "More Events" and will direct folks to the main listing page for those type of items (News or Events, etc)

There are, generally speaking, multiple methods to link to More content for those flex content items,

- **Tags** - When you use Tags to pull in some content the More Button will take you to a tagged listing page of those type of items (News articles or Events, or Announcements, etc).
- **Manual** - If you ONLY Manually select items, your More Button will take you to the main listing page for that type of item, this listing page will match the Main theme that the Basic Page your Flex Item More Button is on.
- **Custom CTA** - There is also the ability to Customize the CTA so you could make people go to a Department's page, or to a Registration Page, for example.

This Custom Link/CTA has a URL field and a Text Field that you would fill in.

Adding a Custom CTA will override the default CTA behavior of either Tag or Manual approach.

So, for this example, we have a more button that goes to Health Resources

event 3up

using health and wellness tag

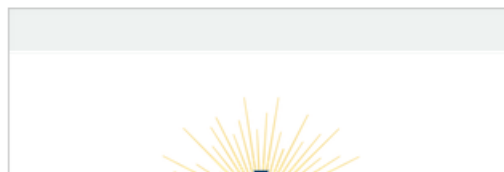
HEALTH
REOURCES



11:00AM - 3:00PM

**Vital Touch Wellness Chair
Massage** >

On Campus
Campus Center



11:00AM - 3:00PM

**Vital Touch Wellness Chair
Massage** >

On Campus

RECAP

To recap what we covered:

- **Syndicable Content** is any Event, News, Story or Announcement. This is **WHAT** we want to display as a Teaser somewhere else
- **Specific Flex Content Items** added to a page *will be the vehicle for displaying these Teasers*. These can be added to any of the following types of pages: Basic Page, Events, News, Office/Services, or Story. This is **WHERE** we want to display our Syndicable Content
- **Tags and Display Themes** are some of the *factors that determine HOW the Syndicable Content's Teaser Display appears, according to the Display Rules for these Flex Content Items*.

Hopefully this helps you understand the **WHAT**, **WHERE** and **HOW** of syndicating content to other areas of the site.

If you would like to learn how to add an Announcement-4up, Event-3up, News-3up, News+Contact, Story 1-up or Story 3-up please watch our videos and read our articles on those topics.

More Flex Articles

Please see the <https://askathena.brynmawr.edu/help/drupal> page for all Drupal articles. Also visit our [Drupal Training Videos](#) page for links to all our available videos.

Please note that some Flex Content items require training and possibly special permission levels.

As with anything on the site, if you are unsure what the item is, how it looks or how to best utilize it, please see our sample pages [Basic Page with all content](#) and [News article with all content](#) or reach out to Communications for guidance at communications@brynmawr.edu.

Please note, there are corresponding training videos available that cover some of the items in these articles. Some items may require increased permission levels and special training. Please reach out to Communications for guidance at communications@brynmawr.edu.

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Still need Drupal help? Have more Drupal questions?

If after reading this article or watching the training videos you still have questions, we can help!

Sign-up for any of our [Drupal Drop-ins](#) throughout the year.

[Schedule a Drupal training session](#) for you or your whole department with our Drupal Trainer.

Questions?

If you have any additional questions or problems, don't hesitate to reach out to the **Help Desk!**

Phone: 610-526-7440 | [Library and Help Desk hours](#)

Email: help@brynmawr.edu | [Service catalog](#)

Location: Canaday Library 1st floor