



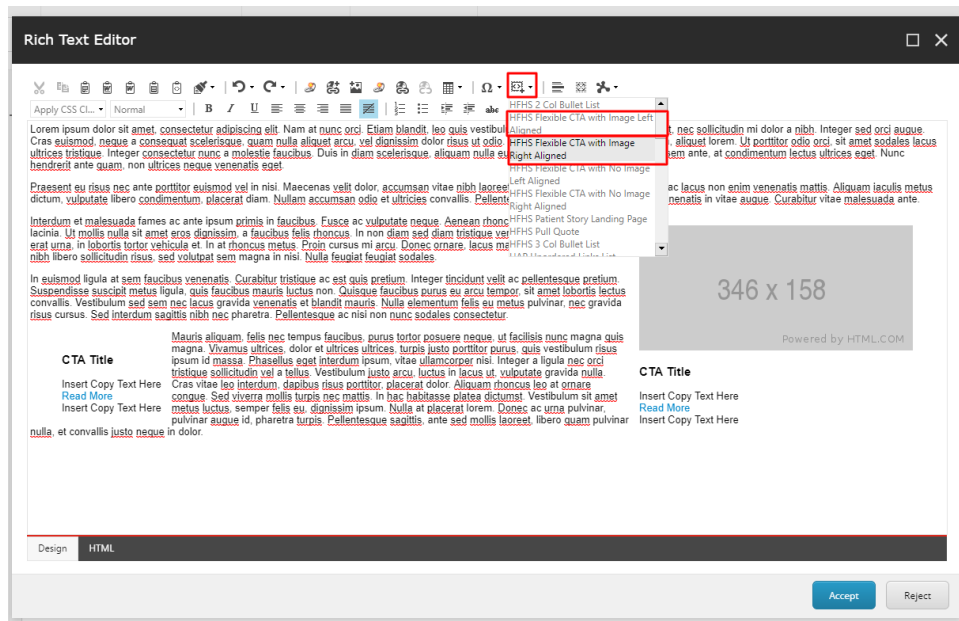
**FLEXIBLE CTA'S SNIPPET AND COMPONENTS | SITECORE 9 |
HENRY FORD HEALTH SYSTEM**

Inserting the Flexible Snippet with Image

In the Rich Text Editor, (also known as the WYSIWYG), click the snippet dropdown and select either of the two snippets:

- HFHS Flexible CTA with Image Right Aligned
- HFHS Flexible CTA with Image Left Aligned

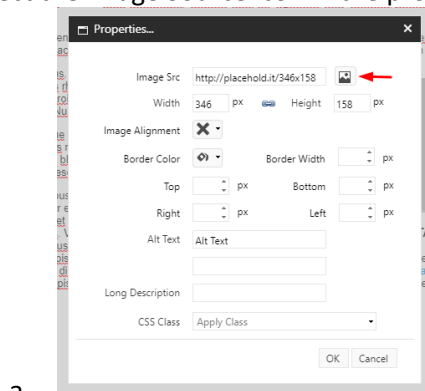
Insert these snippets within the text.



All aspects of the snippet can be handled in the design tab and does not need to be managed in the HTML.

To edit the Image of the snippet:

1. Right click the image area.
2. Select Properties.
3. Select the Image Source icon in the properties window.



a.

4. Select the image that you want the snippet to display.
 - a. Recommended dimensions for the snippet image: 346 x 158 pixels
5. Select OK.

To edit the Heading of the Snippet:

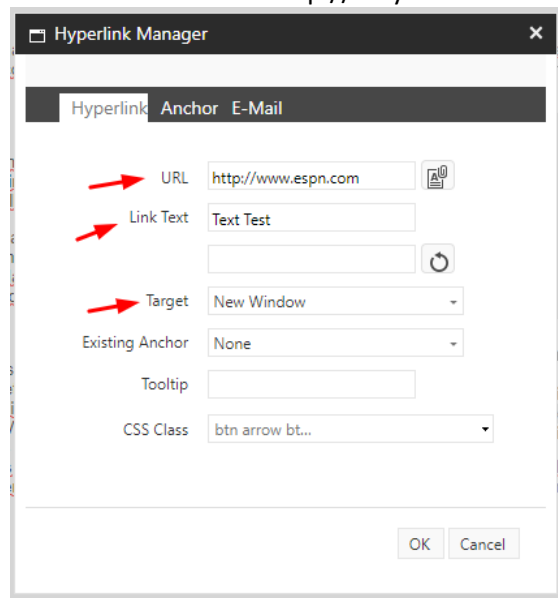
1. Simply select the text in the Heading area and replace it with your desired text.

To edit the Content Copy of the Snippet:

1. Simply select the text in the Content Copy area and replace it with your desired text.
2. If you do not want this text to appear on the snippet at all, remove the text by selecting Backspace. (once all the text is removed, select backspace one more time)

To edit the Button Link of the Snippet:

1. Right click the link and select properties.
2. Edit the URL by updating the URL field:
 - a. Make sure to add the http:// to your link if it is an external or internal link



- b.
- c. If you do not want this Button to appear on the snippet at all, remove the link text by selecting Backspace.
- d. Snippet in RTE should appear like this after the text:



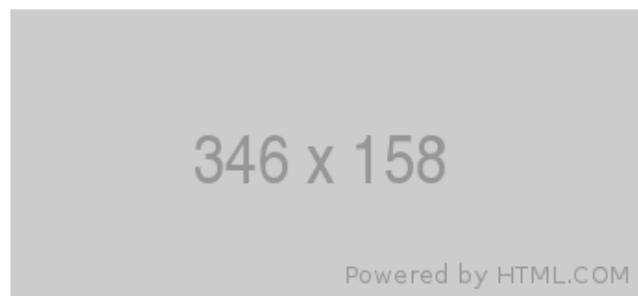
This is a Test

This is the Content Copy area.

e.

To edit the Lower Content Copy of the Snippet:

1. Simply select the text in the Lower Content Copy area and replace it with your desired text.
2. If you do not want this text to appear on the snippet at all, remove the text by selecting Backspace. (once all the text is removed, select backspace one more time)
 - a. Snippet in RTE should appear like this after the text:



This is a Test

This is the Content Copy area.

Text Test

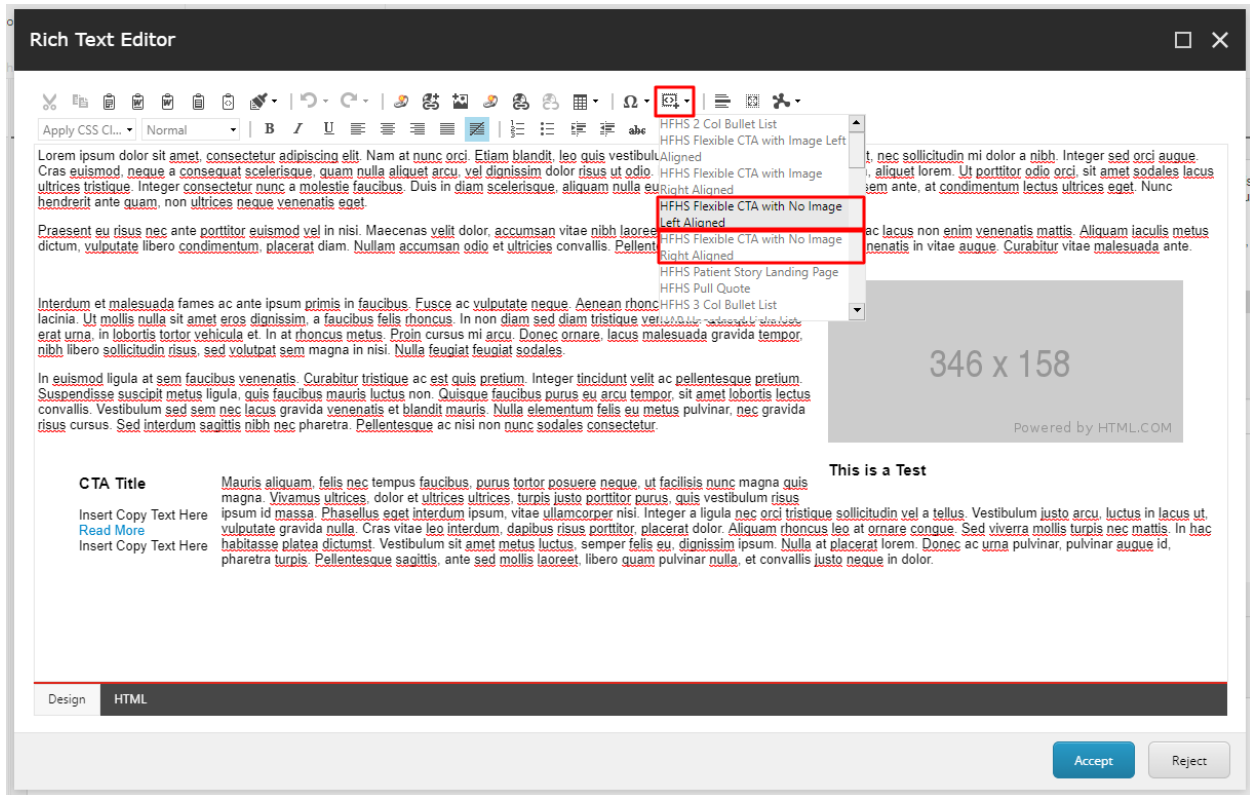
b.

Inserting the Flexible Snippet with no image

In the Rich Text Editor, (also known as the WYSIWYG), click the snippet dropdown and select either of the two snippets:

- HFHS Flexible CTA with No Image Right Aligned
- HFHS Flexible CTA with No Image Left Aligned

Insert these snippets within the text.



All aspects of the snippet can be handled in the design tab and does not need to be managed in the HTML.

To edit the Heading of the Snippet:

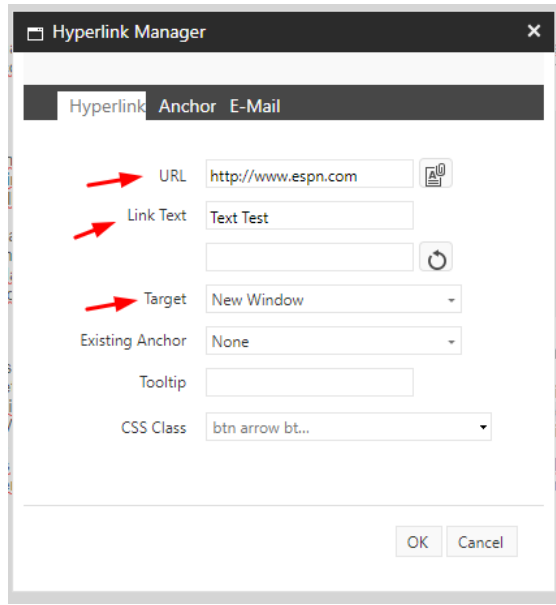
1. Simply select the text in the Heading area and replace it with your desired text.
2. If you do not want this text to appear on the snippet at all, remove the text by selecting Backspace. (once all the text is removed, select backspace one more time)

To edit the Content Copy of the Snippet:

3. Simply select the text in the Content Copy area and replace it with your desired text.
4. If you do not want this text to appear on the snippet at all, remove the text by selecting Backspace. (once all the text is removed, select backspace one more time)
 - a. Snippet in RTE should appear like this after the text:

To edit the Button Link of the Snippet:

5. Right click the link and select properties.
6. Edit the URL by updating the URL field:
 - a. Make sure to add the http:// to your link if it is an external or internal link



- b.
- c. If you do not want this Button to appear on the snippet at all, remove the link text by selecting Backspace.
- d. Snippet in RTE should appear like this after the text:

CTA Title

Insert Copy Text Here

e.

To edit the Lower Content Copy of the Snippet:

- 7. Simply select the text in the Lower Content Copy area and replace it with your desired text.
- 8. If you do not want this text to appear on the snippet at all, remove the text by selecting Backspace. (once all the text is removed, select backspace one more time)
 - c. Snippet in RTE should appear like this after the text:

CTA Title

Insert Copy Text Here

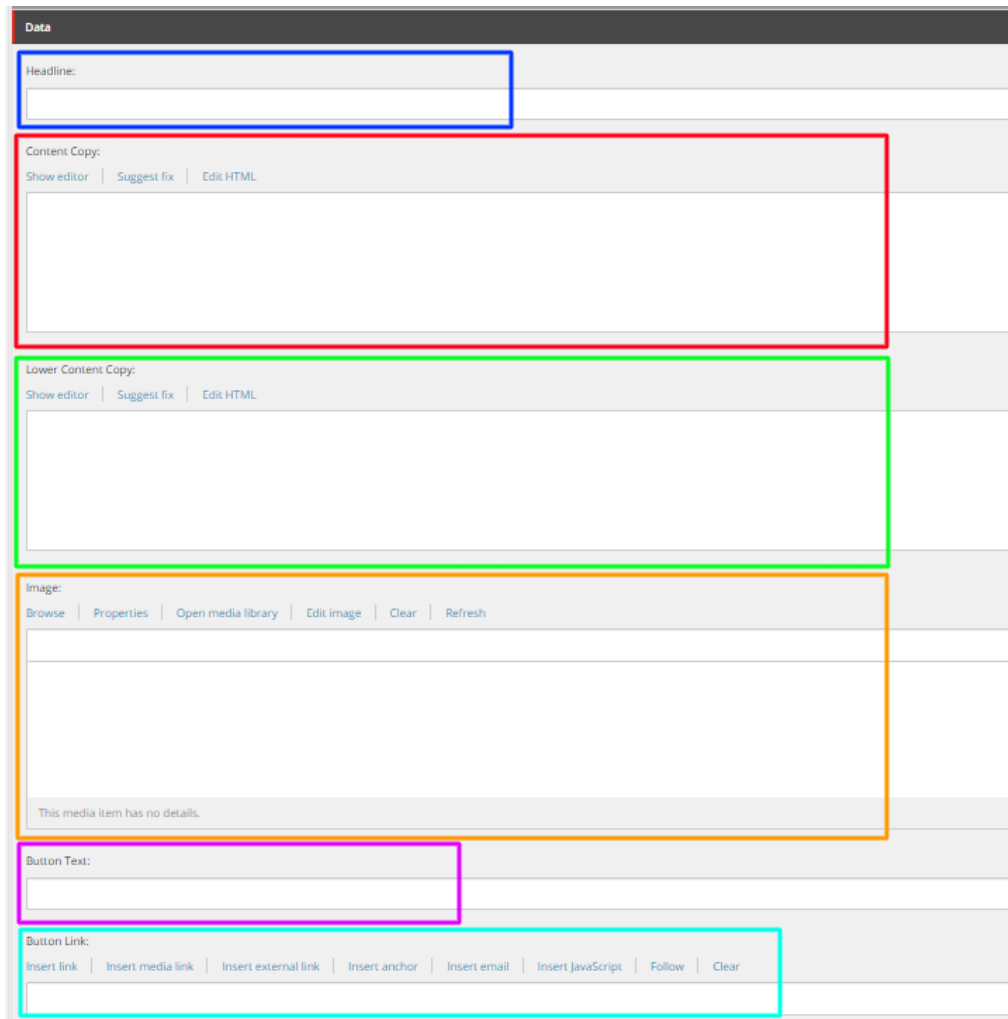
[Read More](#)

d.

Creating the Flexible Full Width CTA Component

Under the Full Width CTA folder in Global, go to the following folder:

- /sitecore/content/Global/Callouts/HenryFord/Full Width CTA/Flexible CTA Component
1. Right click the folder mentioned above and Insert the Full Width CTA Flexible item at the bottom of the dropdown.
 2. Enter the name of the new item in the Message window and select Okay.
 3. Create the content for your CTA by entering your content into each of the following fields.



The screenshot shows a form for creating a Flexible CTA Component. The form is divided into several sections, each with a colored border:

- Headline:** A text input field with a blue border.
- Content Copy:** A rich text editor area with a red border. It includes links for "Show editor", "Suggest fix", and "Edit HTML".
- Lower Content Copy:** A rich text editor area with a green border. It includes links for "Show editor", "Suggest fix", and "Edit HTML".
- Image:** A media selection area with an orange border. It includes links for "Browse", "Properties", "Open media library", "Edit image", "Clear", and "Refresh". Below the selection area, it says "This media item has no details."
- Button Text:** A text input field with a purple border.
- Button Link:** A text input field with a cyan border. It includes links for "Insert link", "Insert media link", "Insert external link", "Insert anchor", "Insert email", "Insert JavaScript", "Follow", and "Clear".

1. **Headline (Blue)**
 - a. Enter the text that will appear in the Headline section of the CTA.
2. **Content Copy (Red)**
 - a. Double click the field or select the Show editor link.
 - b. Enter the content copy that you want to appear in the callout into the RTE.

3. Lower Content Copy (Green) - Optional

- a. Double click the field or select the Show editor link if you want to add this optional text.
- b. Enter the content copy that you want to appear in the callout underneath the CTA's Button.
- c. **Note:** If you add enough content resulting in the content copy wrapping multiple times, you will need to add a photo with a larger height.

4. Image (Orange) - Optional

- a. If adding an image, select the Browse link.
- b. Add a photo from the Media Library.
 - i. Recommended dimensions for the component image:
450 x 300 pixels (or a similar aspect ratio)
- c. If the Image is not added, the Content Copy and Headline will be centered in the component.

5. Button Text (Pink) - Optional

- a. Will dictate the text shown in the components button.
- b. Button is optional, leave blank if you do not want a button to appear.

6. Button Link (Light Blue) - Optional

- a. Will determine where the button navigates the user to when selected.
- b. Button is optional, leave blank if you do not want a button to appear.

Inserting the Flexible Full Width CTA Component into a Page

1. On the page you want to insert the Full Width Flexible CTA Component select the Presentation Details by going to the Banner in the Content Editor and selecting the Details button under the Presentation Tab.
2. Select Controls in the Device Editor Window.
3. Select Add.
4. Under Renderings go to Henry Ford/Callouts and select the Full Width CTA Flexible rendering.
5. Add the placeholder:
 - a. Content Panel
 - i. Applicable to:
 1. 2 Column Wide Right
 2. 1 Column Generic
 3. All Campaign Landing page templates
 - b. Main
 - i. Applicable to:
 1. Blog
 - c. 2 Col Container Bottom
 - i. Applicable to:

1. Microsite Homepages
 2. Home Page
6. Select Okay.
7. In the Device Editor Window select the new Full Width Flexible CTA rendering you just created and select the Move Up or Move Down button and place it between other renderings based on where you want to display the item on the page.
8. Select Save and Publish the page.