



International Union for Conservation of Nature
Basic guide to the Forum's
Web-spaces

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Web-spaces

Your proposal has been selected to be part of the IUCN World Conservation Congress, Jeju 2012. Congratulations, and welcome to Jeju!

In order to further develop your proposal, and promote it to ensure maximum exposure during the Congress, IUCN has put in place a system of web-spaces that will form the on-line library of the IUCN World Conservation Congress, Jeju 2012 until the Congress and beyond.

The platform is powered by Drupal, an open source content management platform powering millions of websites and applications, built, used, and supported by an active and diverse community of people around the world (see www.drupal.org for more information on the platform).

If you need assistance, the IUCN Forum team is ready to help you at any time. Do not hesitate to contact us at: congressforum@iucn.org.

What should I use the web-spaces for? (and what should I not use them for?)...

Think about a place where you can publish information about your session, discuss this information with others, upload documents and share them with all participants, start virtual discussions, get feedback from people, connect to social media networks and promote your session... This is just a glimpse of what you will be able to do with your web-space!

Your web-space is your window to the world. It is your personal advertising wall where you can show the rest of the participants how great your session is and how vital the issue(s) you are dealing with are. Your web-space is also the window through which the rest of the world will be staring at you! Think of it as a show-room where people will be able to find what they are looking for and convince themselves that your session is worth their time and attention during the Congress.

You can use your web-space to:

- Update the information you provided during the Call for Contributions
- Update and confirm your partners
- Finalise your session and develop its contents
- Finalise the title and abstract of your session, to be published in the official Congress Programme
- Upload all presentations and files related to your session (speakers list, agenda, etc.)
- Upload the report from your session (after the Congress)
- Be part of the on-line IUCN library that will compile all the information and outputs generated by the Congress

You shouldn't use the web-spaces to:

- Publish anything not related to your session or to the Congress
- Campaign for any person running for IUCN elections during Congress
- Publish content from external sources without previous consent of their author or due reference to the source.

Where do I start?

All you have to do to access the Forum web-spaces is to click on the following link (or copy/paste it into your web browser if your computer doesn't redirect you automatically):

www.iucn.org/2012forum

And that's it! You're in!...

You should see a page similar to the one below:

The screenshot shows the '2012 World Conservation Forum sessions' page. It includes a search bar on the left, a user login section, and a table of sessions. The table has three columns: 'Forum Session Title', 'Type', and 'Organizer'. The sessions listed are:

Forum Session Title	Type	Organizer
0001 - Biodiversity Conservation through Environmental Education for Sustainable Development - A Case Study from Puducherry, India	Poster	
0002 - International legal fora available to individuals and NGOs to protect environmental and human rights	Knowledge Cafe	
0003 - PRESERVATION OF AGROBIODIVERSITY AND COMMUNITY ADAPTATION TO CLIMATE CHANGE IN TAJIKISTAN	Poster	-
0005 - Myth of invincibility shattered: evaluation of current trends in the conservation status of marine species	Workshop	
0006 - Towards a common approach to measuring business impacts on biodiversity	Workshop	
0007 - Leaders for Nature - a global network for joint action between business and conservation organizations	Knowledge Cafe	
0008 - ISEA - Standardizing the Effective Management of MPAs in Italy	Poster	Riserva Naturale Marina di Miramare
0011 - Intensive course on geoheritage and geodiversity: new concepts and applications in nature conservation	Conservation Campus	Sociedad Geológica de España
0013 - Contribution of geoconservation to nature resilience	Knowledge Cafe	Sociedad Geológica de España
0017 - Peatland restoration: a nature-based solution to climate change	Workshop	Scottish Environment Link
0019 - Long-term Monitoring on Marine Ecosystem before/ after Hebei Spirit Oil Spill	Poster	Korea National Park Service
0020 - From Good Intentions to Action: National Implementation on Gender and Climate Change	Workshop	Regional Office for Meso America and Caribbean Initiative

This is the home page of the Forum web-spaces, from where you can:

- Browse all accepted proposals:
 - o By simply scrolling through the list
 - o By filtering the list (by session type or topic)
- Consult any proposal in detail by clicking on its title
- Search the web-spaces for any specific word (through the search box on the left)
- Login to activate additional functions (see further below)

How can I see the detail of a proposal?

Once you have located the proposal in the list (by filtering the list or searching by keyword), just click on the proposal's title to see more details about it. You will see a screen similar to this one:

The screenshot shows the IUCN Forum sessions interface. The main content area displays the title and abstract of a session. The left sidebar contains a navigation menu, a search box, and a login module. The top right corner features a session data pane, and the bottom right corner features a Twitter feed. The page is branded with IUCN and nature logos.

In the centre of your screen, you will find the **title** and **abstract** of the session, as provided by its organizers. At the end of the abstract, you will also find the **keywords** most related to this session, as well as its geographical scope. Finally, you will be able to see how other users have rated this proposal.

Note: you might see a green area between the Search box and the Login module. This is an area for the IUCN Forum Team to publish important announcements related to all proposals. If you don't see this area, it simply means there is no active announcement at the moment.

- “Session data” pane
On the top right corner of your screen, you will see additional data about the proposal you are viewing. This information relates to the proposal number (code), the type of event (workshop, knowledge café, conservation campus, poster), the language the session will be held in, and the **main focal point** and partner organizations for this session. You can contact this focal point by clicking on the envelope located next to his/her name.
- Twitter feed
If you are familiar with Twitter, you already know this little box. All “tweets” related to the session you are viewing will be displayed here. You can join the conversation by clicking on the link at the bottom right of the blue box. You will have to login to your Twitter account in order to do this (see [Twitter section](#) in Annex).
- Search box
This is the same box you saw before on the [Home page](#). Enter any word here to start a search on the entire website for this word.

- “Navigation” pane

From the navigation pane, you have access to:

- Home: go back to the [home page](#) of the session you are viewing (the current page if you can see the title and abstract of the session).
- Announcements: click here to see any announcement related to this session, published by its organizer.
- Documents: click here to see all documents uploaded by the organizers, in relation to this session.
- Discussions: click here to access all the forum discussions related to this session
- Contact the session organizer: click here to get in touch with the main [Focal Point](#) of this session. You will be redirected to a web-form where you will be able to send your message to the person in charge of the session.

Note: If you are accessing the web-spaces as a guest, you will have access to all the functionalities of the platform, but you won't be able to join a forum discussion, or add comments to the proposals, for example. In order to enable these options, you will need to login, through the [login module](#).

- Login module

The login module enables additional features of the platform. Once logged in, you will be able to post comments or participate in the discussions related to a proposal. You can use the web-spaces without logging in, but if you want to make use of the full functionalities of the platform, you will need to [login](#), in order for your comments and inputs to be fully traceable.

Why and how should I login?

The web-spaces are available to any user on a “read-only” basis. This means that if you only want to browse through proposals and see where you will go during the Forum, you don't necessarily need to login.

On the other hand, the web-spaces have been designed to allow full interactivity between the session organizers and the participants of the Congress. Through the platform, you have the possibility to discuss with session organizers, share ideas and documents, comment on a session's contents or even rate it. To enable all these features, and to avoid any abuse of the site, we ask you to register/login, so your inputs to the web-spaces are fully traceable.

If you already have a login and a password for any of the IUCN portals, you don't need to create a new one! Just use your existing username (usually your email address) and password, to login to the web-spaces.

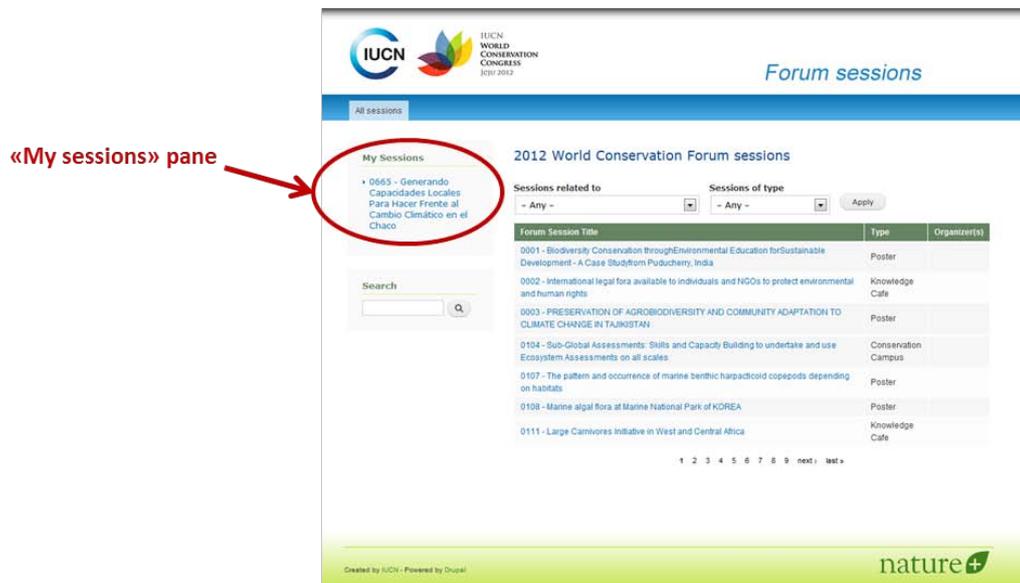
If you have forgotten your password, just enter your e-mail address and click on the “Login” button. This will display a notice box where you can access the “Have you forgotten your password?” page.

- 
- Password field is required.
 - Sorry, unrecognized username or password. [Have you forgotten your password?](#)

If you are new to the IUCN platforms, you will need to register in order for your user account to be created. Click on the “Create a new account” link, at the bottom of the login box, fill in the simple form with your personal information, and you will receive your password to access all IUCN portals within 24h.

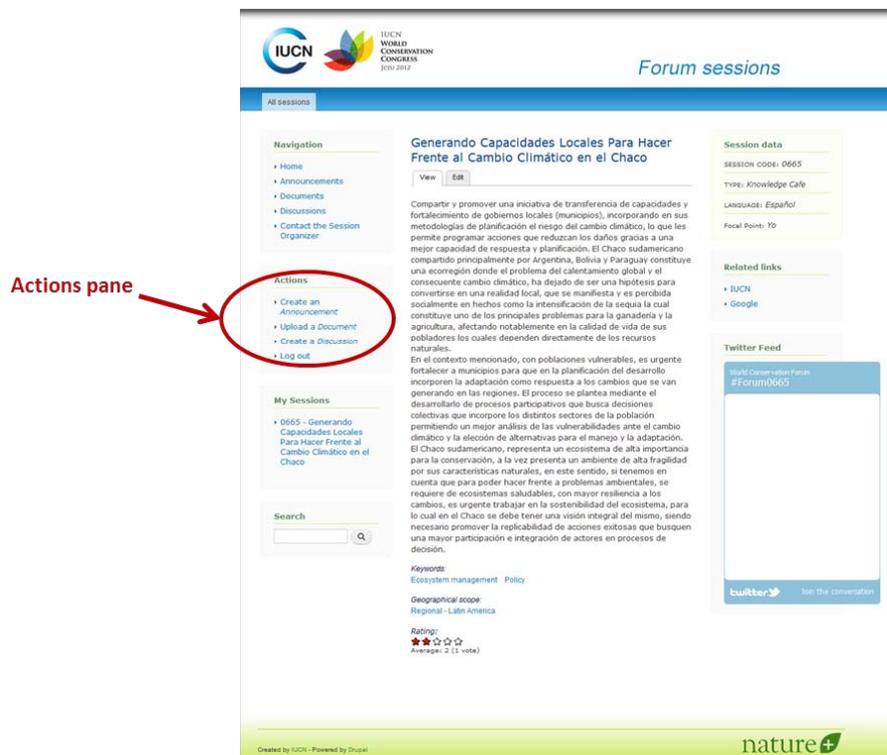
Once logged in, you will see some additional boxes and options on your screen like:

- “My Sessions” module



You will see here all sessions you are linked with, as an organizer (main Focal Point). This module will allow you to easily access your proposals, without having to go through the entire list.

- “Actions” pane



The “Actions” pane allows you, as a session organizer, to:

- *Create an announcement*: to publish any important information you want all Congress participants to know about your session.
- *Upload a document*: to upload any file or document related to your session. This might include a more in depth document on the topic of your session, some background documents, or more practical files like the list of speakers, the agenda, or the PowerPoint presentations of your session. All the most frequent file formats are accepted (.txt, .doc, .docx, .xls, .xlsx, .pdf, .ppt, .pptx, .jpg, .gif, .png, .jpeg), but make sure your file is smaller than 5Mb in order to be able to upload it. You can also add any additional information or description of the file when uploading it.
- *Create a discussion*: use this option to start a forum discussion with your co-organizers, or with all Congress participants. You can discuss any topic related to your session, any way you want. As the organizer of the session, you are also the moderator of these discussions and therefore in charge of ensuring the *netiquette* of the conversation.
- *Add co-Administrators*: see section “[Sharing the administration of your proposal](#)” below for more information on this option.
- *Log out*: just click here if you want to disconnect yourself and keep on browsing the web-spaces anonymously (or login as someone to access other proposals).

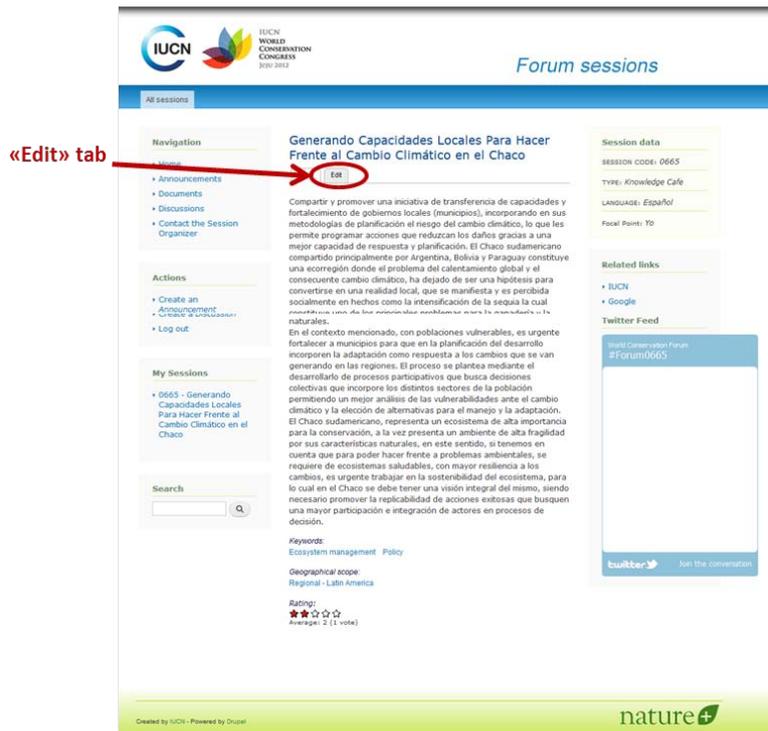
Important note regarding the Session Codes: when uploading a document, starting a discussion or posting an announcement, you will notice that the platform will ask you to specify which of your proposals this file/discussion/announcement is related to. If you are organising only one event, you don’t need to worry about this, but if you are the owner of several proposals, please *make sure the right proposal number appears in the field “Session code” before confirming any upload or post.*

If you inadvertently posted a message or uploaded a file in the wrong proposal, you will have to access this proposal, delete the message or file you have just posted/uploaded, and then redo the process with the correct proposal number.

Editing the basic information of your proposal

Your proposal was the basis for selecting your contribution to the World Conservation Forum, but it now needs to be refined, and in some cases refocused or sharpened to make sure **all sessions at the Congress feature the best conservation science and practice**. The information you entered on the system has been migrated to this web-space, and it will allow you to work further, together with your partners, on the development and fine-tuning of your session. As you will notice, all of the information you provided during the Call for Contributions has been converted to a PDF file and uploaded in your web-space (in the “[Documents](#)” section of the Navigation pane). This pdf document is private and only you and the co- administrators of your proposal can see it.

Part of the information you provided has also been directly integrated to your web-space, namely: the [title](#), [abstract](#), [keywords](#), geographic scope, language, and [main focal point](#) of your session.



You can edit all this information (once [logged in](#)) by clicking on the “Edit” tab, just below your session’s title. Please note that you can only edit the session/s you are [Focal Point](#) for.

Sharing the administration of your proposal

The web-spaces will allow you to work with your [partners](#) on developing your proposal; but in order for this to be possible, you will need to invite the people you want to work with, in order for them to so they have access to your proposal. By doing this, you will be, in a way, sharing the administration of the web-space of your proposal with them.

To do so, you only need to click on “Add co-administrators” in the “Actions” pane. You will then see the screen below:



- Add people: click here to add co-administrators to your session
- People: click here to manage the people co-administrating your proposal
- Roles: click here to check everybody’s role (not editable)
- Permissions: click here to view your co-Administrators’ access rights (not editable)

The people you add as co-Administrator will be able to upload files, start discussions, post announcements, etc. on your session’s web-space. These people will also be the only ones able to see the files, announcements and discussions threads you choose to keep “private”. You should generally add your partners as co-Administrators of your web-space, but you can also invite any other person you want.

To add co-Administrators, click on “Add people”, then:

- Enter the first letters of the person’s username and select the right person in the list the system returns
- You don’t need to worry about the “Membership state” or “type”, just click on the “Add user” button, at the bottom of the form

The screenshot shows a web interface titled "People in group 0008". Below the title is a breadcrumb "Home > 0008 > Group". The main content area is titled "ADD A GROUP MEMBER TO 0008" and contains a form with the following fields:

- User name**: A text input field with a red asterisk indicating it is required.
- Membership state**: A dropdown menu currently set to "Active". Below it is the instruction "Select the state of the membership."
- Membership type**: A dropdown menu currently set to "Default". Below it is the instruction "Select the group membership type of the membership."
- Request message**: A large text area for entering a message.

Below the form is a small note: "This is the text a user may send to the group administrators." At the bottom left of the form area is a button labeled "Add users".

Important note: if you cannot find the user you are searching for, it might be because this person doesn’t have an account with IUCN yet. In this case, you won’t be able to add him/her as a co-Administrator until his/her user account is created. The person will have to register first (through the “Create a new account” link, in the login module), and once his/her user account has been validated, you will be able to add him/her as a co-Administrator.

To manage the people co-administrating your web-space, click on “People”, select the person you want to manage, and then select an action from the dropdown menu above the list. Click on the “Update” button to confirm.

The screenshot shows the "UPDATE OPTIONS" section of the "People in group 0008" interface. It includes a dropdown menu with the text "Approve membership of the selected users" and an "Update" button. Below this is the "Group manager" section, which shows "Anonymous (not verified)".

	USERNAME	STATE	ROLES	MEMBER FOR
<input type="checkbox"/>	[REDACTED]	Active	• administrator member	2 hours 12 min

One word about public/private information

The system allows you to choose if the information you are posting or uploading will be accessible to the general public, or limited to a group of users (your Partners/co-Administrators). Any information you tag as “Public” will be available, as read-only, to any person browsing the web-spaces (independent of whether this person is registered to the platform or not). If you choose to make your information private, only the co-Administrators of your web-space will be able to see and access this information. It will remain invisible to other users.

By default, any content you publish on your web-space (i.e. an announcement, a new discussion thread, or a file) will be tagged as “public”. You have the possibility to change this to “Private” before confirming/uploading the information. You can always change the privacy setting of a content once published by editing this item.

What information should I update?

The rule of thumb (and easy answer) is: everything you can! When Congress participants look for more or updated information about your session, your web-space will be the place they will be redirected to. Having your web-space updated is a good way for you to make sure they remain interested in your session.

Besides the promotional aspects, your web-space will also be the place from where the Forum Team will extract the information needed for the on-line and printed Congress programmes. Before extracting this information, we will send you a reminder so you have time to do a final update, but to make sure you don't miss the deadline, ensure the following fields are updated as soon as possible (and then, regularly) on your web-space:

- Title of your event

In reviewing your session's title consider how important it will be in terms of attracting people's attention during the Congress. Try to be catchy, original and clear. Your title cannot be longer than 20 words and should express the content of your session. The title will be translated into the three IUCN official languages in the final Congress programme.

- Abstract

This is a more detailed description of what your session will be about. Be short (no more than 300 words) but make sure the expected outcomes of your session are clearly identified. The abstract will be translated into the three IUCN official languages and published on the Congress website.

- Session's language

Please indicate here the language your session will be held in. This information will appear on the Congress programme to make sure participants can choose the sessions they attend according to the language/s they can understand.

- Key issues (keywords) addressed by your workshop:

Please review the list of keywords you checked for the submission of your proposal. Select the keywords that are most clearly and directly related to your session, to allow participants to identify events of interest and build thematic journeys through the Forum. You can select up to 4 keywords, but you don't necessarily need to have that many. If the focus of your workshop is clear enough, one or two are probably more than enough!

- Main organizer (Focal Point) & Partners

It is entirely up to you (and your partners) to decide who the main organizer of your session will be. The designated person will also be the **main focal point** for the Forum Team, for any correspondence or issue related to the Congress. Make sure the email address you provide is the one you want to use for any correspondence on your session.

Partners are all the institutions involved in the development of your session (the list of organisations who actually contributed to its development). For space and cost reasons, a maximum of 5 partner organisations can be associated with your session and will appear on the Congress printed and on-line programmes.

You will notice all sort of fields and information associated with your event on the web-spaces. As a general rule, try to keep this information as accurate as possible, at all time. This is the only way for participants to find updated and reliable information about your session. Remember that your web-space and the way you manage it, use it, and keep it up to date also says a lot about you and your session.

Our advice would be to start right now by updating:

- The **focal point** details and contact information (this is actually vital for us to be able to contact you)
- The **partner** organisations of your proposal, so you (and they) can see their names on the list of proposals

Then you can start adding your partners as co-Administrators of your web-spaces, and together, work on the content of the proposal. In a little while, you may want to update:

- The **title** and **abstract** of your session
- The **keyword**, language and scope

And now, a few hints on participants engagement...

Think of social media like meeting someone new. You've got to start with an introduction (your title and abstract) and deliberately work your way up towards building a sound relationship so people continue to visit your web space and, finally, attend your event.

If you want to build a web space that incorporates rich, engaging user content, you've got to ease those participants into your community. Good contributors listen before they post, so you'll need to offer them something to hear. Start, then, by writing engaging, original reports on your web space. Your words and tone indicate the type of communication you want others to offer on your space.

How then will you convert some of these non-logged-in readers into contributors or active participants liking your proposal and discussing issues with you and your partners?

- Rating

The easiest way for a reader to begin adding to the content on your web-space is by rating. With one click, the reader has altered the content on your web space, in a way that all other readers can see.

Rating your proposal is anonymous, allowing a reader to participate but not in a way that puts him or her "out there" publicly. As a result, it's the perfect first step toward active participating in online publishing.

Make sure your partners rate your session and also take the time to look for other proposals you like and rate them as well.

- Tweeting/retweeting

A tweet shows that someone thinks enough of your content to spread the word to their followers, under their own feed. A tweet or retweet can happen with one click now, but often readers write their own message about the link, making this the first step where readers actually create their own content in response to yours.

- Writing

When you start writing for a discussion, adding questions within the first paragraph will encourage your readers to continue reading because they will seek for the answer of that question. For example, enter a question such as: "What is your opinion about your country's economic development at the cost of ecosystem and environment?" into the first paragraph and then guide your debate by pointing out facts and opinions.

It is also important to always give factual examples because this will encourage your reader to look out for more of these examples. An example of an announcement could be: "Did you know that Forests provide a home to more than 300 million people worldwide?"

- Get visual!

It is very important that you incorporate attractive pictures on your web-space. Pictures will aid your readers' imaginations and encourage engagement with the topic. Try to illustrate your topic or show your previous work on your session's specific issue. Upload your pictures with some simple sentences and it will hold interest for longer and persuade readers to return to your web-space.

Youtube is another way of placing visuals within your writing: use it. Then post the link directly into your announcement or discussion.

- Comments

Here, a reader is actually reacting, in words, to content on your web space. Make sure you take the time to respond to this comment or most probably this person won't comment again.

- Discussion responses

There is a distinction between a document or announcement comment and discussion responses because a discussion thread is a more equitable environment. In a discussion, the respondents and original poster sit on the same social level. This brings the respondent one step closer to originating, rather than reacting to, content in your web space.

Your primary role here should be to promote interaction. As the discussion moderator, you should be posting new threads and adding new content to the site. You should be helping out participants with their queries and they should be keeping threads alive by asking questions.

I'm still lost! What should I do?

Ok, no problem! Just send us an email at congressforum@iucn.org and we will work on this together. Don't forget to tell us as much as possible about what you are trying to do and the kind of problem or error message you are getting. In particular, it might help us to know which internet browser you are using and which operating system (Windows, MacOS, etc.), and, of course, a Print Screen of the error.

You might also want to check these little details:

- Check if you are correctly **logged in**. You should see your username on the top right corner of your screen, just next to the "Log out" button. If you can't see the "Actions" pane, for example, it might be because you are not properly logged in.
- The "All session" button, just below the IUCN logo, will always bring you back to the **home screen** of the platform, where the list of all sessions is.
- Are you the owner (**main Focal Point**) of the session you are trying to edit? Remember you can only edit your sessions. You can browser them all, but you can only modify yours.

Oh! And... before you go and play with the web-spaces, why don't you have a look at these two important documents?...

Privacy Policy

All session organizers are to adhere to standards and criteria for the collection and maintenance of personal data as set forth in the following [Privacy Policy](#) for the use of the Forum web-spaces for the IUCN World Conservation Congress, Jeju 2012.

Disclaimer

Please read the following document carefully: [Cancellations policy and Disclaimer 2012.pdf](#).

Annex 1 –Social media

Twitter

Your web-space features a [Twitter feed](#) that will display all the tweets tagged with your session hashtag.

Your session hashtag is #Forum+four-digit-event-number: for example if your session number is 0123, your personal hashtag will be #Forum0123. Content from this Twitter feed is not managed by IUCN and is governed by Twitter's [Terms of Services](#).

We also recommend that you include the congress hashtag in your tweets : #iucn2012 [Sebastia, please note that there is a different hashtag for **French: #uicn2012fr** and **Spanish:#uicn2012es**].

To add content to your Twitter feed, just go to www.twitter.com, login to your usual Twitter account and start tweeting, using the hash tag provided for your session.

You can also disable the Twitter feed in your web-space if you don't want to use it. Just scroll to the bottom of the page, when [editing the details of your proposal](#).

Check the [Twitter Help Centre](#) for more information on how to use Twitter.

IUCN supports and encourages the respect of the [netiquette](#) in all web usages.

You can find more information on the *netiquette* or on the use of Social Media at:

- [Netiquette home page](#)
- [The five pillars of Social Media optimization](#)
- 10 tips on how to be a social media superstar ([Part 1](#) & [Part 2](#))
- Five social media don'ts