

A guide to all your site's Content Types

When you go to Content -> Add Content in your admin menu bar, you'll see a list of all the available content types. Here's a quick overview of each type. If a content type is not listed here, it can be safely ignored.

These three primary content types on your site are all relatively similar, but there are a few key differences that tailor each to a specific purpose on your site.

Articles

The primary difference between an article and a static page is that an article has a byline (ie, it's written by a specific person on a specific date). Stories are more effective if the person telling it is known, thus for project updates, success stories, and conservation news from your community—most new content pieces—an article is the best choice.

It also allows you to easily associate birds with the article, linking them to audubon.org's bird guide with bird cards in the sidebar.

Science

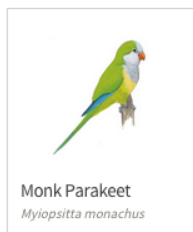
How Monk Parakeets Pick Their Battles

New research shows that these social birds use logic to choose whom to bully.



By Sarah Gilman
September 10, 2015

Birds in This Story



Remember middle school? Well . . . maybe you don't want to. It turns out, humans aren't the only ones who go through agonizing rounds of teasing and torment to find their place in the pack. Other primates and mammals create social hierarchies, too, as do fish, hermit crabs, and birds.

A study published today in *PLOS Computational Biology* shows how one species of bird forms its pecking orders. The researchers focused on the Monk Parakeet, a bright green South American native that has invaded parts of the southern and eastern United States [over the last 40 years](#).

Lead author Elizabeth Hobson, a postdoctoral fellow at the National Institute for Mathematical and Biological Synthesis, was studying social relationships among brand new groups of captive parakeets in Florida when she noticed how often the birds brawled. "We think about aggression as being fights between pairs of individuals," Hobson says, "but it often takes place in a social context, with all of these other

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Static Pages

Static pages look similar to articles, but they do not have a byline or publication date. Thus static pages are best for your more permanent organization content that users should always be able to find on your site, but that won't change very often. An overview of your state's advocacy work, for instance, or a set of pages on specific IBAs that your state is actively protecting. You can update this content as often as you'd like, but without a publication date on the page, it's OK for this content to stay relatively static but remain effective.



Important Bird Areas

Adopt an IBA

Local groups can play a vital role in furthering the goals of the IBA Program.

Photo: Eric Lind, Audubon New York

GET INVOLVED BY ADOPTING AN IMPORTANT BIRD AREA!

Local community members play a vital role in furthering the goals of the Important Bird Areas (IBA) program. Through the Adopt an IBA initiative, a local group (such as an Audubon chapter, local land trust, bird club, school group, etc.) adopts an IBA and energizes a collaborative effort to get others involved at the site in an environmentally sensitive way. Involvement can include organizing an education program, monitoring effort, clean-up day, or habitat improvement project. Adopting an IBA helps conserve, restore and protect the site and helps raise awareness of the importance of the IBA effort at a local level.

BENEFITS

- Participate in and assist an international bird conservation program
- Promote a community-based program that adds to a region's quality of life
- Participate in bird and habitat conservation through meaningful citizen science efforts

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Save birds and their habitats with a donation to Audubon New York today.

[Donate to Save Birds](#)



Landing Pages

Both Articles and Static pages can have up to three Related Content links added to them via the References tab, so it's easy to interlink related content on your site. But if a page's primary purpose is to direct users to additional content, then a Landing Page is the appropriate choice. Landing Pages can have brief text introductions to contextualize your state's work protecting Seas & Shores, for instance, but these should not be the dominant element of the page. Their primary focus is to drive users to articles with the latest Seas & Shores program updates in a News Stream, or a set of static pages with in-depth information linked to with Editorial Cards.

Important Bird Areas

Identifying and protecting the habitat birds need to thrive and survive is the key to conservation.

Onondaga Lake Photo: Victoria, Flickr

The Important Bird Areas (IBAs) program is one of Audubon New York's flagship conservation programs. This program, part of an international effort in 130 countries, identifies, monitors, and protects habitats critical to the success of bird populations. Across New York, more than 130 IBAs have been recognized as significant places for birds to survive and thrive.



[Important Bird Areas](#)

The Important Bird Area Program

What it means to be an Important Bird Area (IBA).

[Read more »](#)



[Advocacy](#)

Saving Important Bird Areas

The power of Important Bird Areas (IBAs) cannot be overstated.

[Read more »](#)

Saving Important Bird Areas Across Audubon



As the U.S. partner for BirdLife International, Audubon spearheads an ambitious effort to identify, monitor, and protect the most important places for birds.

[Learn more »](#)



[Important Bird Areas](#)

Adopt an IBA

Local groups can play a vital role in furthering the goals of the IBA Program.

[Read more »](#)



[Important Bird Areas](#)

Seneca Meadows Wetland Preserve is an Important Bird Area

Vital wetlands and grasslands habitat



[Important Bird Areas](#)

The importance of Onondaga Lake as an IBA

A tremendous story of recovery and revitalization

Additional Content Types

Slideshows

There are two ways to get slideshows onto your site. One is to embed them inside the body text area of an existing static page or article using the [body text editor](#). This is the method we use most often on the national site, as it gives you the chance to embed a slideshow inside of a larger story to add additional context. So to create a slideshow in this manner, first create a static page or an article, and embed it into the body.

Example: as seen on the story [A Very Bad Plan](#)



Lake Nicaragua's Ometepe Island, which was declared a Biosphere Reserve in 2010, boasts a variety of crops, including plantains and rice, as well as birds like the Three-wattled Bellbird and Yellow-naped Parrot. Photo: Ivan Kashinsky

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The second type of slideshow is a standalone content type that should be used only if you can't come up with a few paragraphs to introduce the photos. It's a more conventional slideshow experience that feels a little bit dated on today's web, but still has some utility in some cases.

Taking a Stand

Whooping crane recovery has been a conservation success in recent years.

▶ View Slideshow

Share this [🐦](#) [f](#) [p](#) [✉](#)

Contact

A contact is used to add a byline to an Article. For instance, if John Mahoney is writing articles for your site, first create a contact for John Mahoney, and then his name will show up in the Byline field on the article when you start typing it. If you click the byline of any article's Author, you'll see that person's page with a listing of his/her articles.

Example contact page: <https://www.audubon.org/authors/noah-strycker>

Engagement Cards

Engagement cards appear on every page of your site, and are used to offer contextual engagement opportunities to your users. We have a pretty sophisticated (but easy to use!) system that you can use to pair relevant engagement prompts to each page's content. For instance, you can create an engagement card with a donation ask tailored for each of your primary projects, which can then appear whenever those projects are mentioned.



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FAQs

An FAQ is a content type dedicated to questions and answers. This handles allows you to create multiple categories of questions, arrange the questions by dragging and dropping, and handles all the formatting, creating a dedicated link for each question. They're very useful!

Press Release

A press release is an alternate variation of a standard article with a few layout options specific to press releases. You should create a special Contact with your press contact info listed, and add it to the byline field of any press release.

Short articles

Short articles are intended to give you a way to quickly create short, blog-like articles for your News section, or anywhere else. They can consist of a quick link to an article you find interesting elsewhere on the web, an image, a video, or an embedded tweet. They're very similar to content types provided by Tumblr, if you are familiar with that platform.

California uses these post types often in their news section. For examples, check them out: <http://ca.audubon.org/audublog>