

To log in to CORE go to <https://core.us.army.mil/login/>.

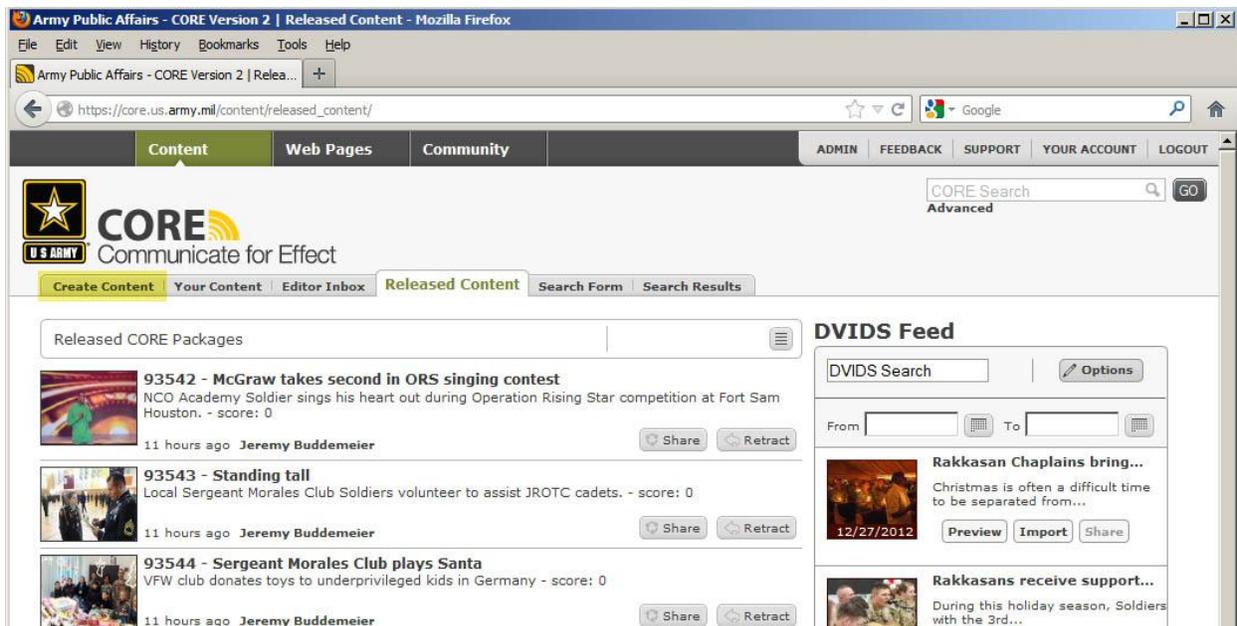
When you first log into CORE you will land in the Released Content section.

To create and place content on a CORE-powered page, remember the mnemonic phrase, “**M.A.P.** it out,” which stands for: **M**ake it, **A**pprove it, and **P**lace it.

Make it, Approve it, Place it

1. To create content you can click on the words “Create Content” at the top left corner, or the bottom left, of the window/page. See the highlighted text in the two images below.

At the top of the page here:



The screenshot displays the CORE (Communicate for Effect) interface in a Mozilla Firefox browser. The page title is "Army Public Affairs - CORE Version 2 | Released Content". The browser address bar shows the URL "https://core.us.army.mil/content/released_content/". The page features a navigation menu with "Content", "Web Pages", and "Community" tabs, and a search bar labeled "CORE Search Advanced". Below the navigation, there are tabs for "Create Content", "Your Content", "Editor Inbox", "Released Content", "Search Form", and "Search Results". The main content area is titled "Released CORE Packages" and lists three items:

- 93542 - McGraw takes second in ORS singing contest**
NCO Academy Soldier sings his heart out during Operation Rising Star competition at Fort Sam Houston. - score: 0
11 hours ago Jeremy Buddemeier [Share] [Retract]
- 93543 - Standing tall**
Local Sergeant Morales Club Soldiers volunteer to assist JROTC cadets. - score: 0
11 hours ago Jeremy Buddemeier [Share] [Retract]
- 93544 - Sergeant Morales Club plays Santa**
VFW club donates toys to underprivileged kids in Germany - score: 0
11 hours ago Jeremy Buddemeier [Share] [Retract]

On the right side, there is a "DVIDS Feed" section with a search bar and "Options" button. It displays two items:

- Rakkasan Chaplains bring...**
Christmas is often a difficult time to be separated from...
12/27/2012 [Preview] [Import] [Share]
- Rakkasans receive support...**
During this holiday season, Soldiers with the 3rd...

Or at the bottom of the page here:

12/27/2012 | Pr

93558 - A Rakkasan Christmas
- score: 0
11 hours ago **Abram J Pinnington** [Share](#) [Retract](#)

93559 - Faces of the Force: Newly minted engineer tracks environmental regs for JAMS
"Faces of the Force" is an online feature highlighting members of the Army Acquisition Workforce. Produced by the U.S. Army Acquisition Support Center Strategic... - score: 0
11 hours ago **Tara Clements** [Share](#) [Retract](#)

Thu, Dec 27 | [Wed, Dec 26](#) | [Tue, Dec 25](#) | [Mon, Dec 24](#) | [Sun, Dec 23](#) | [Sat, Dec 22](#) | [Fri, Dec 21](#) [Next](#)

Content
[Create Content](#)
Your Content
Editor Inbox
Released Content

Web Pages
Approve Content
Place Content

Community
Core Talk
Core Blog
User Directory
Add User
Support
Feedback

2. Type in a headline

3. Type in an author's name (Rank, name, and organization). Ranks are not needed for civilians. Please remove any courtesy titles that CORE may insert. Also, remove the parenthesis from around the organization. See examples below.

This is incorrect.

[Create Content](#) [Your Content](#) [Editor Inbox](#) [Released Content](#) [Search Form](#) [Search Results](#)

Package Information

Headline *

Creator **Max Maxfield, Army.mil**

Author ✕ +

Description (News Lead)

Current Status
 Draft Submitted Released

Shared With

Media Assets

This is correct.

[Create Content](#) [Your Content](#) [Editor Inbox](#) [Released Content](#) [Search Form](#) [Search Results](#)

Package Information

Headline *

Creator **Max Maxfield, Army.mil**

Author ✕ +

Description (News Lead)

Current Status
 Draft Submitted Released

Shared With

Media Assets

4. Write a description for your news story.

If this is a hard news story it is recommended that you use a hard news lead that includes who did what, when and where. This may not work for feature stories. Keep in mind, a limited amount of text in the description will show up on the news page. Do put DATELINES from the story into the description.

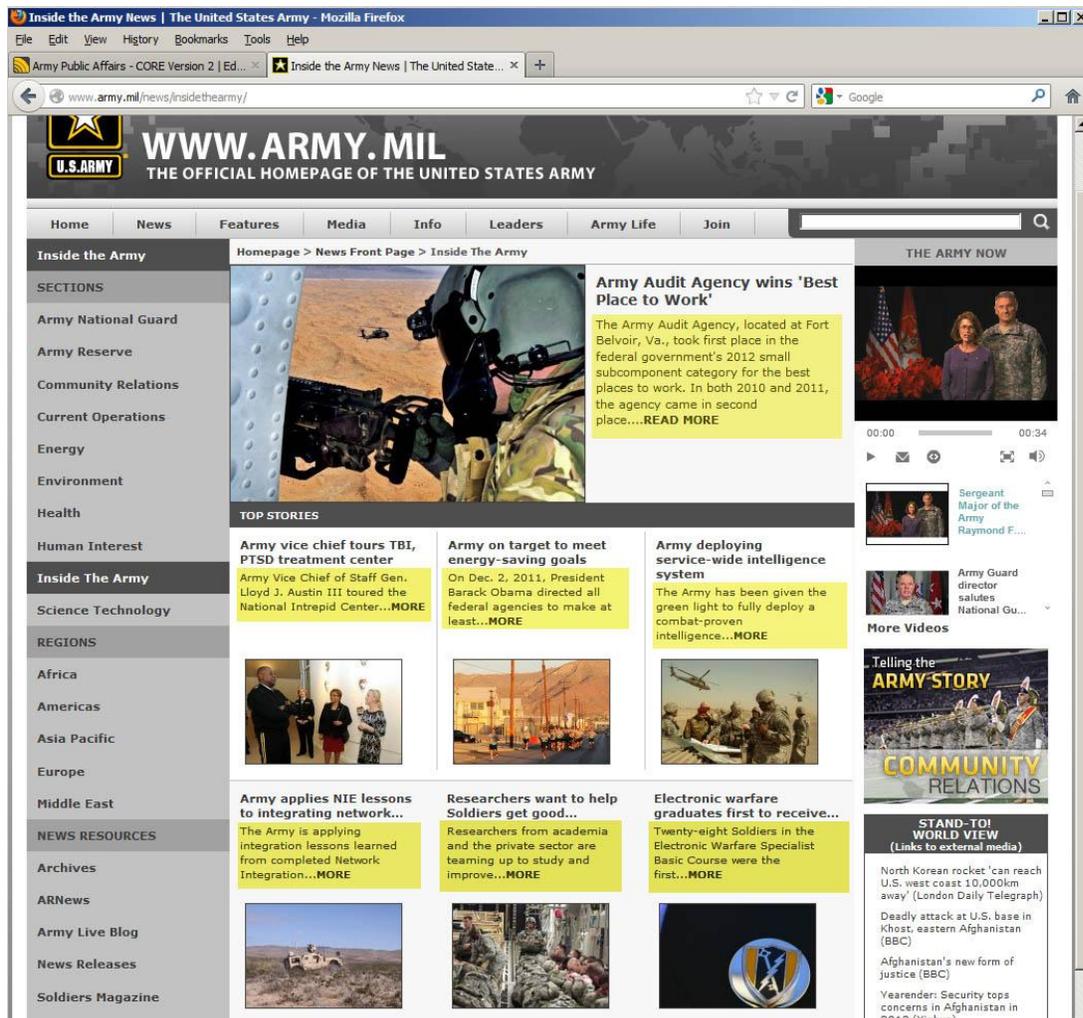
This may require you to include state names and dates that are not in stories written for external release. For example, an external-release news lead from Fort Meade, Md., might start off with:

FORT MEADE, Md. (Jan. 1, 2013) – Some people here did something today.

That would have to be rewritten for the description as:

Some people at Fort Meade, Md., did something here, Jan. 1, 2013.

Use common sense when deciding what to put in the description. See the image below. The descriptions in the CORE packages are what Army.mil readers see in the areas highlighted in yellow.



5. Insert the body text of a story.

Note that all stories on Army.mil are written as externally released stories. This is because they are often picked up by civilian news agencies. For that reason, please include a properly formatted DATELINE in all stories.

This may mean that you can delete state names and certain parts of a date, if they are included in a DATELINE. See example below.

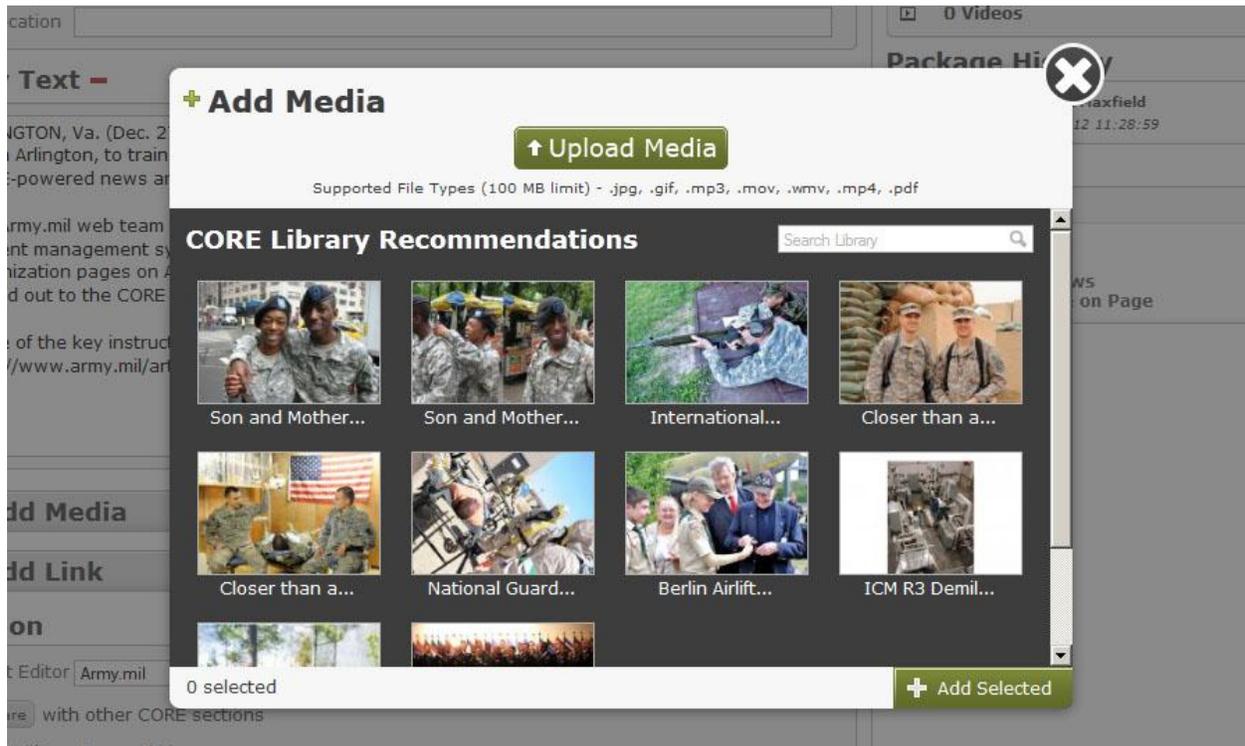
The screenshot shows the 'Edit Content' interface for a CORE package. The browser title is 'Army Public Affairs - CORE Version 2 | Edit Content - Mozilla Firefox'. The URL is 'https://core.us.army.mil/content/edit_content/93563/'. The page has a navigation bar with 'Content', 'Web Pages', and 'Community' tabs, and a search bar for 'CORE Search Advanced'. Below the navigation is a 'Package Information' form with fields for 'Headline' (Army.mil content team creates CORE training package), 'Creator' (Max Maxfield, Army.mil), 'Author' (Max Maxfield, Army.mil), 'Description (News Lead)' (The Army.mil web team created a CORE training package Dec. 27, 2012, in Arlington, Va., to train new CORE users on all aspects of creating and placing content on CORE-powered pages on Army.mil.), 'Keywords', and 'Location'. To the right of the form is a 'Current Status' section with radio buttons for 'Draft', 'Submitted', and 'Released'. Below that is a 'Shared With' section with 'Army.mil' listed. Further down is a 'Media Assets' section showing 0 Characters, 1 Words, 1 Paragraphs, 0 Images, and 0 Videos. A 'Package History' section shows the package was created by Max Maxfield on December 27, 2012 at 11:28:59. At the bottom right is a 'Statistics' section showing 0 Visits, 0 Page Views, 0 Unique Page Views, and < 15 Average Time on Page. The 'Body Text' area contains the following text: 'ARLINGTON, Va. (Dec. 27, 2012) -- The Army.mil web team created a CORE training package Dec. 27, in Arlington, to train new CORE users on all aspects of creating and placing content on CORE-powered pages on Army.mil. The Army.mil web team noticed that many news stories, or packages as they called in the CORE content management system. To ensure consistency across all CORE-powered news and organization pages on Army.mil, instructions for the correct formatting of CORE packages were mailed out to the CORE community. Some of the key instructions were also included in a CORE training package, which can be found at http://www.army.mil/article/93563.'

6. Upload images.

The instructions below will help you insert multiple images. You may, of course, insert one image, or no images at all. If you do not insert an image in a CORE package, CORE will automatically place an Army seal on the page where the package is placed. NOTE: CORE does not place the Army seal in the package itself. It simply places an Army seal on the page when you use a story without a photo.

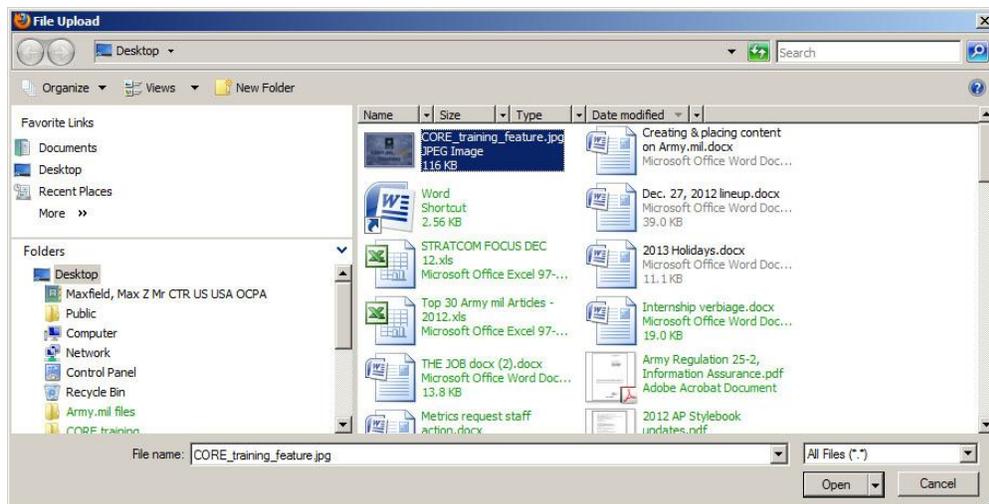
To insert photos in a CORE package, click on the “Add Media” button just below the Body Text. You will get a pop up window that looks like the image below. **NOTE:** It can take up to two minutes for the pop-up box to appear, depending on the processing capacity of your computer and the speed of your internet connection.

Once the pop-up box appears, click on the green button titled “Upload Media.”



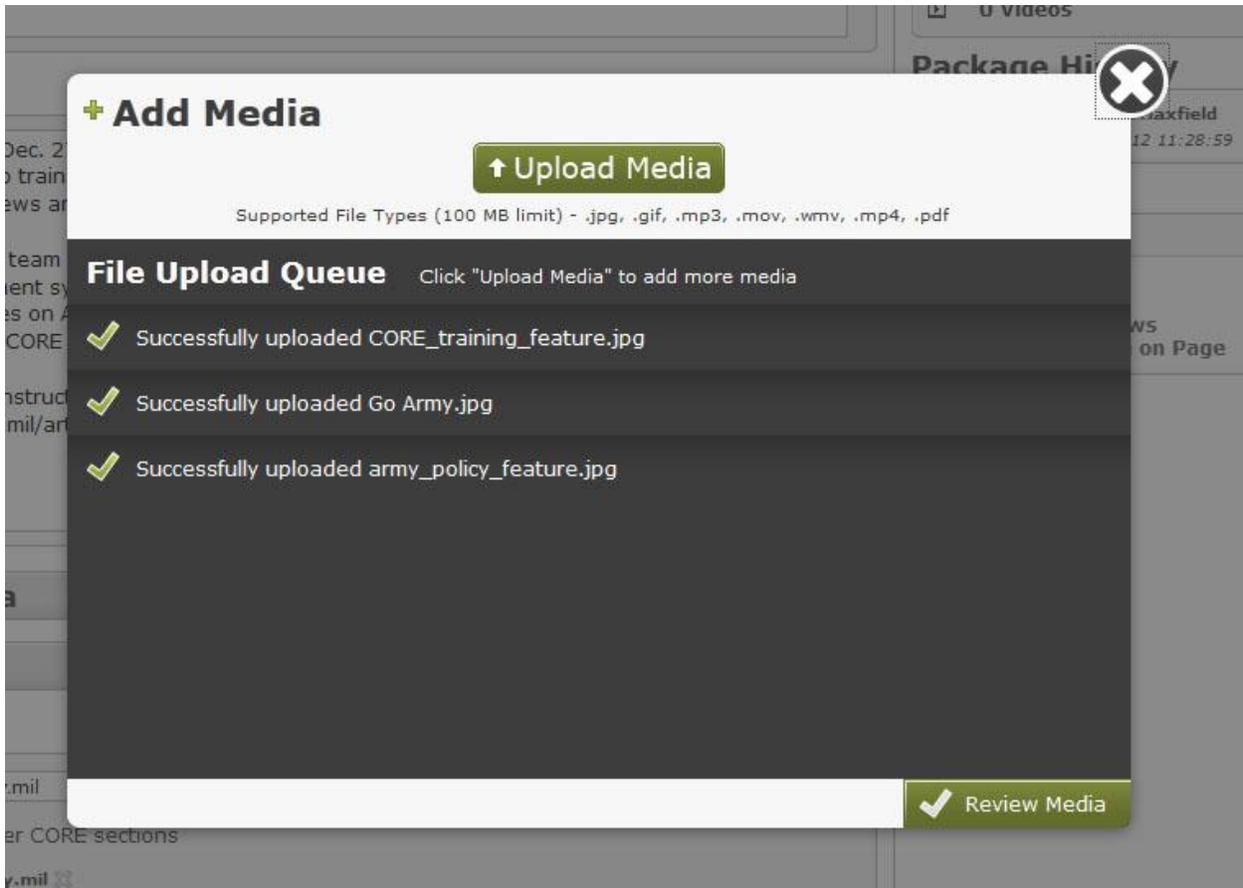
You will get another pop-up window that will allow you to select which location you want to select the photo from. This is the same as any Windows program.

Once you’ve clicked on an image you’d like to upload click the button labeled “Open.”



While you are waiting for the first image to upload, you can click on the green “Upload Media” button again to select another photo. There is no specific limit to the number of photos you can put in a CORE package. However, CORE packages cannot exceed 100mb. So, you may only put 10 photos sized 10mb. If the photos are smaller in (file) size, you may use more.

When all of your images are ready successfully uploaded, click on the “Review Media” button. See image below.



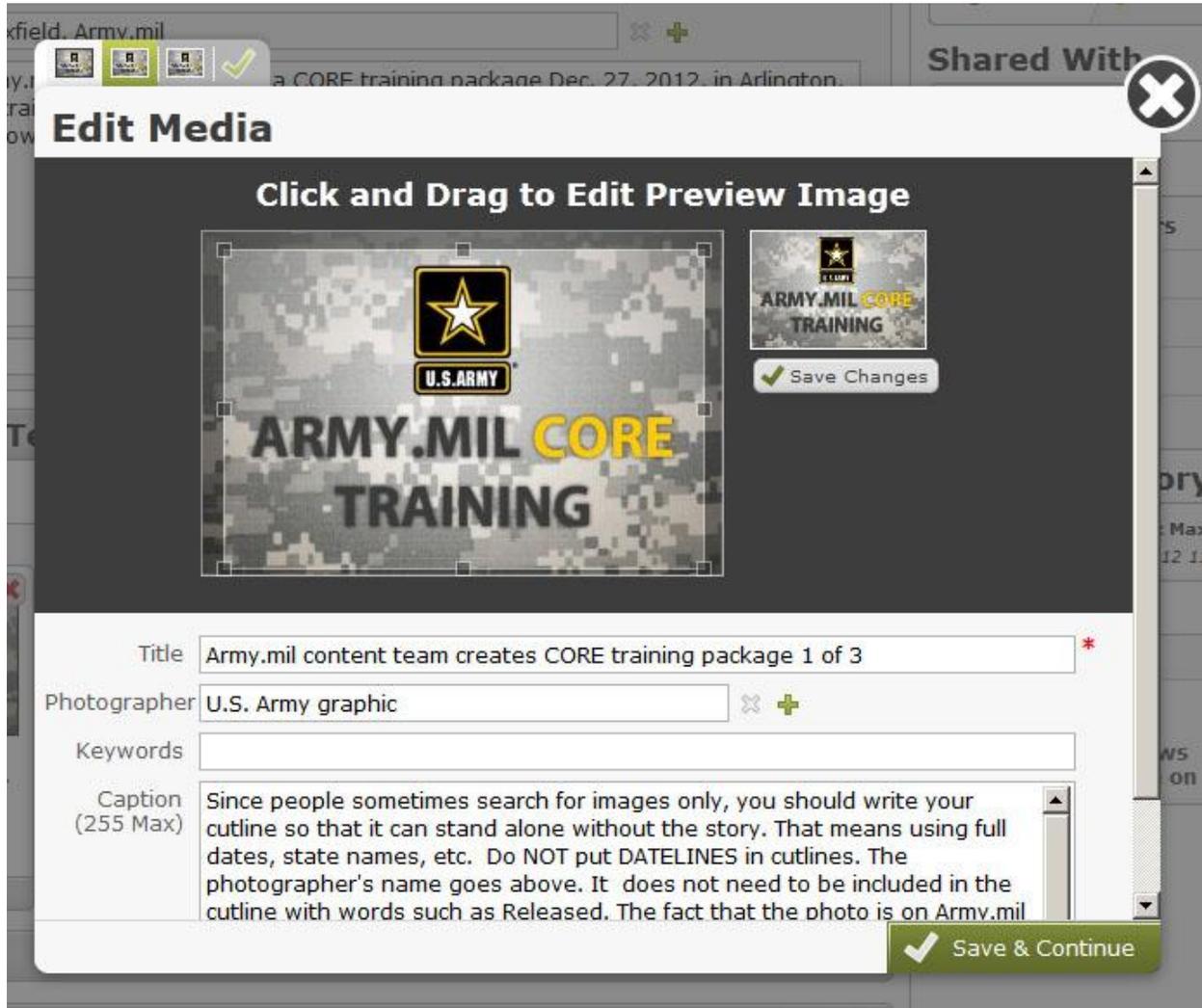
7. Add information to images.

Include a title, photographer and cutline for each photo. NOTE: Do not put internal tracking numbers in the title box. Either write a simple description, or use the headline from the story.

Since people sometimes search for images only, you should write your cutline so that they can stand alone without the stories they accompany. That means using full dates, state names, etc. Do not put DATELINES in cutlines. The photographer's name does not need to be included in the cutline with words such as Released. The fact that the photo is on Army.mil means it has been released. Also, you may use the headline from the story as the Title above, if you want to make it easier for people searching for images to find the related story.

8. Cropping images.

After you've added in a Title, Photographer and Caption (cutline) for a photo, place the cursor near the photo. You will get a cross-haired looking cursor similar to a plus sign. This is your cropping tool. Use the cropping tool to zoom in to a specific part of the image you want displayed when the package is placed on a page. Once you've selected a portion of the photo, you will see a box with "handles" for zooming. It will look like the image below.



Once you are done cropping the image, click on the Save & Continue button to move on to the next image. After you've added the information to each photo, and cropped each image, click the "Finish and Add to Package" button. Once you are done, you will see the photos in the package, like below.

Location

+ Show Body Text

Media

Images

1  ✕

ARMY.MIL CORE TRAINING

.jpg
Army.mil content team...
December 27, 2012
Since people sometimes...

 Edit Details

2  ✕

ARMY.MIL CORE TRAINING

.jpg
Army.mil content team...
December 27, 2012
Since people sometimes...

 Edit Details

3  ✕

ARMY.MIL CORE TRAINING

.jpg
Army.mil content team...
December 27, 2012
Since people sometimes...

 Edit Details

+ Add Media

+ Add Link

Section

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+ Crei
Deci

Statisti

Combine

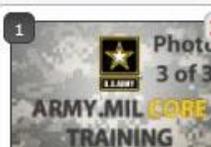
0 Visits
0 Page V
0 Unique
< 1s Ave

The photo in the Number 1 position will be the photo that shows up on the page. If you decided that you like one of the other photos better, you can rearrange them simply by dragging them with the mouse.

See below.

Media

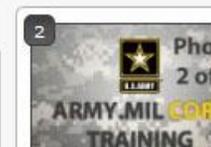
Images

1  ✕

ARMY.MIL CORE TRAINING

.jpg
Army.mil content team...
December 27, 2012
Since people sometimes...

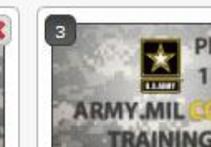
 Edit Details

2  ✕

ARMY.MIL CORE TRAINING

.jpg
Army.mil content team...
December 27, 2012
Since people sometimes...

 Edit Details

3  ✕

ARMY.MIL CORE TRAINING

.jpg
Army.mil content team...
December 27, 2012
Since people sometimes...

 Edit Details

+ Add Media

Pacl

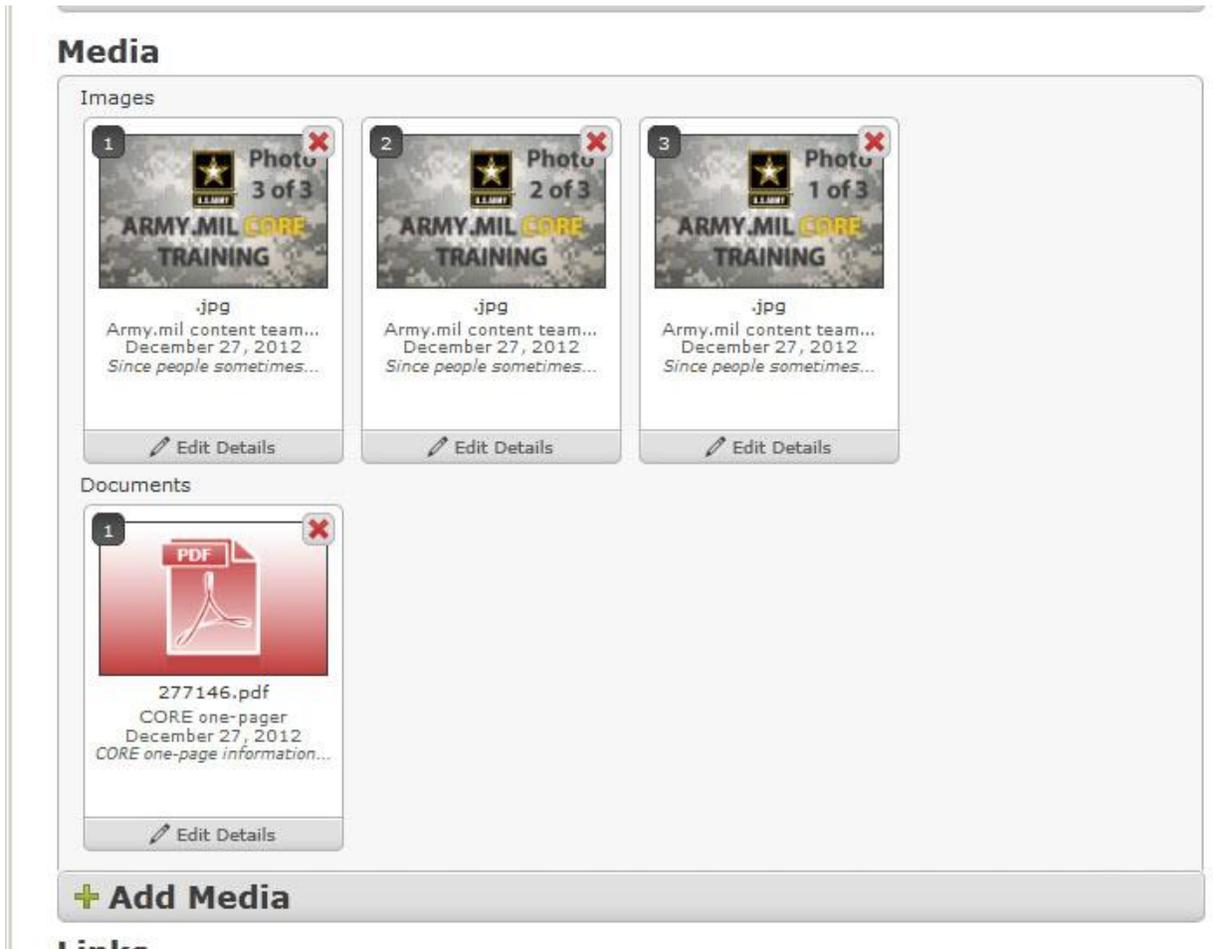
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NOTE: You can add PDFs to CORE packages the same way you added in photos. Keep in mind, they will not show up as images in a CORE package. You can save the PDF as an image and load it into CORE as well, if you'd like the front of the PDF to show up. You will not need to crop PDFs loaded into the package.

The will look like the image below, if you add them in.



9. Add related links to your package.

Click on the "Add Link" button to add related links to your package. You may add links to a package from any of the following domains:

.mil
.gov
.org
.edu

Official .com address such as www.GoArmy.com or www.armytenmiler.com

Official unit or command pages on social media such as www.facebook.com/USArmy, <http://www.flickr.com/photos/soldiersmediacenter> or <http://www.youtube.com/user/soldiersmediacenter>

Do not add links to commercial entities, even if they are partners with the Army, such as Lockheed Martin, L3, or Boeing.

NOTE: Your links must include the http://. This should not be a problem, as CORE automatically adds that in for you when you go to add in a link. You would have to type over it or delete the http:// to break the link.

The screenshot displays the 'Edit Content' interface for 'Army Public Affairs - CORE Version 2' in Mozilla Firefox. The browser address bar shows the URL: https://core.us.army.mil/content/edit_content/93563/. The interface includes a 'Show Body Text' button and a 'Media' section with three images and one document. The 'Links' section contains four entries, and the 'Section' dropdown is set to 'Army.mil'. A 'Share' button is also visible.

Media

Images

- 1. Photo 3 of 3: ARMY.MIL CORE TRAINING. .jpg. Army.mil content team... December 27, 2012. Since people sometimes...
- 2. Photo 2 of 3: ARMY.MIL CORE TRAINING. .jpg. Army.mil content team... December 27, 2012. Since people sometimes...
- 3. Photo 1 of 3: ARMY.MIL CORE TRAINING. .jpg. Army.mil content team... December 27, 2012. Since people sometimes...

Documents

- 1. 277146.pdf. CORE one-pager. December 27, 2012. CORE one-page information...

Links

URL	Title
http://www.army.mil/news/insidethearmy	Army.mil: Inside the Army News
http://www.GoArmy.com	Learn more about the U.S. Army
http://www.facebook.com/USArmy	U.S. Army on Facebook
http://www.flickr.com/photos/soldiersmediacenter	U.S. Army photostream on Flickr

Section

Default Editor: Army.mil

Share with other CORE sections

Sharing with: Army.mil

10. Share you package.

In order to place a package on a particular page in CORE, or to help increase its visibility with other editors in CORE, you can share a package with other sections where you think it might be of interest.

DO NOT SPAM other editors. Sharing your content with every other section in CORE often makes those editors view you as a spammer. Over time they will simply ignore your content when they see who put the package in CORE.

Be realistic about who else might want to use your content. For example, a public affairs NCO with the 1st Brigade Combat Team, 2nd Infantry Division, at Joint Base Lewis-McChord, Wash., might want to share his or her content with the 2nd Infantry Division, the 7th Infantry Division, I Corps, and the Americas news page.

To share a package with other editors, click on the “Share” button, just below the “Add Link” button. Look at the button highlighted in the image above

When you are done selecting locations/editors in CORE to share your content with, click the “Share Content” button. See below.



11. Release Content.

Click on the green “Release” button in the lower left corner of the page. See below.

The screenshot shows a 'Section' configuration panel. At the top, there is a 'Default Editor' dropdown menu set to 'Army.mil'. Below this is a 'Share' button with a checkmark icon and the text 'with other CORE sections'. Underneath, it says 'Sharing with:' followed by four items: 'Front Page', 'Inside the Army', 'Science and Technology', and 'Army.mil', each with a close icon. Below the sharing section is a '+ Reference' header. Underneath this header are four buttons: 'Release' (highlighted in yellow), 'Save as Draft' (with a checkmark icon), 'Preview Package', and 'Discard'. At the bottom of the panel is a navigation menu with three main categories: 'Content', 'Web Pages', and 'Community'. Under 'Content' are 'Create Content', 'Your Content', 'Editor Inbox', and 'Released Content'. Under 'Web Pages' are 'Approve Content' and 'Place Content'. Under 'Community' are 'Core Talk', 'Core Blog', 'User Directory', 'Add User', 'Support', and 'Feedback'.

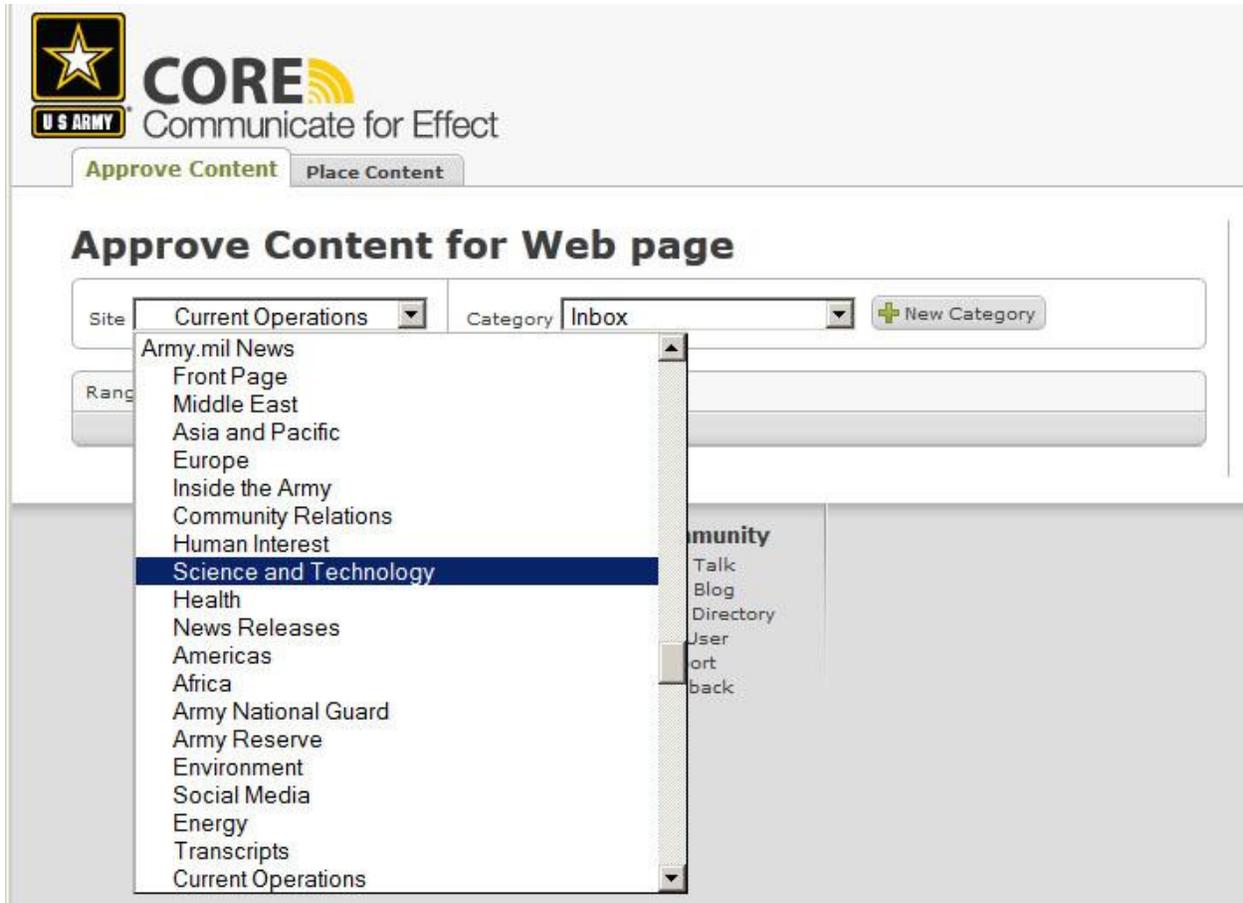
Make it, Approve it, Place it

12. Approve your package.

Click on the text “Approve Content” at the bottom left of the page. See the words highlighted in yellow in the image below.

The screenshot shows a 'Comments' section. At the top, it says 'Date December 27, 2012'. Below this is the word 'Comments'. Underneath are two buttons: 'Edit' and 'Retract'. At the bottom of the page is a navigation menu with three main categories: 'Content', 'Web Pages', and 'Community'. Under 'Content' are 'Create Content', 'Your Content', 'Editor Inbox', and 'Released Content'. Under 'Web Pages' are 'Approve Content' (highlighted in yellow) and 'Place Content'. Under 'Community' are 'Core Talk', 'Core Blog', 'User Directory', 'Add User', 'Support', and 'Feedback'.

Depending on your CORE permissions, you will likely have only one site in CORE to choose from when approving content. If you have admin privileges for multiple pages on Army.mil you can use the drop down menu to choose which section you want to approve the content for. See the image below for reference.



NOTE: If you started creating the package a day or more before you are trying to approve it, you may not see it. This also occurs if you are approving content for your subordinates who do not have the authority to release their own packages in CORE. You may need to change the date range of the packages you want to look at. In the first image below you can see that there are no Science and Technology stories that were released today.


CORE  Communicate for Effect

[Approve Content](#) [Place Content](#)

Approve Content for Web page

Site: Category: [+ New Category](#)

Range: **Day** [Week](#) [Month](#) [All](#)

Content	Web Pages	Community
Create Content Your Content Editor Inbox Released Content	Approve Content Place Content	Core Talk Core Blog User Directory Add User Support Feedback

By increasing the date range from Day to either Week or Month, you should be able to locate the package you want to approve. Once you locate the package you want to approve, simply click the "Approve" button highlighted below.


CORE  Communicate for Effect

[Approve Content](#) [Place Content](#)

Approve Content for Web page

Site: Category: [+ New Category](#)

Range: [Day](#) **Week** [Month](#) [All](#)



Army.mil content team creates CORE training package
 The Army.mil web team created a CORE training package Dec. 27, 2012, in Arlington, Va., to train new CORE users on all aspects of creating and placing content on CORE-powered news and organization...
 December 27, 2012 | **Max Maxfield**

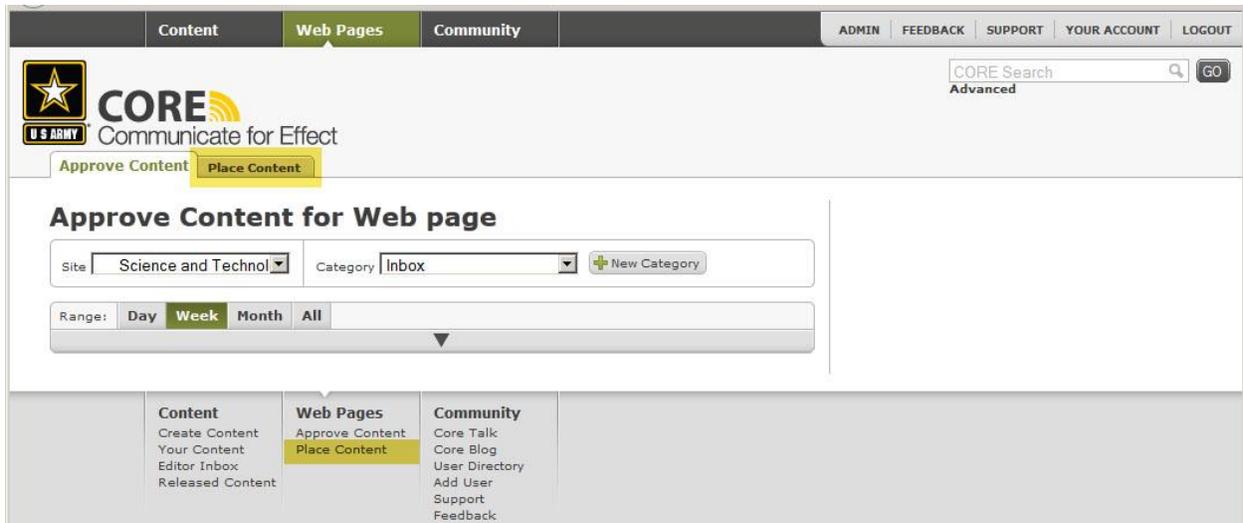
Content	Web Pages	Community
Create Content Your Content Editor Inbox Released Content	Approve Content Place Content	Core Talk Core Blog User Directory Add User Support Feedback

Once you approve the package it will disappear from the Approve Content page. You can then Place it on a page.

Make it, Approve it, Place it

13. Place the content

Click on the “Place Content” tab to the right of the “Approve Content” tab, or click on the words Place Content and menu at the bottom of the page. See highlighted areas in the image below.



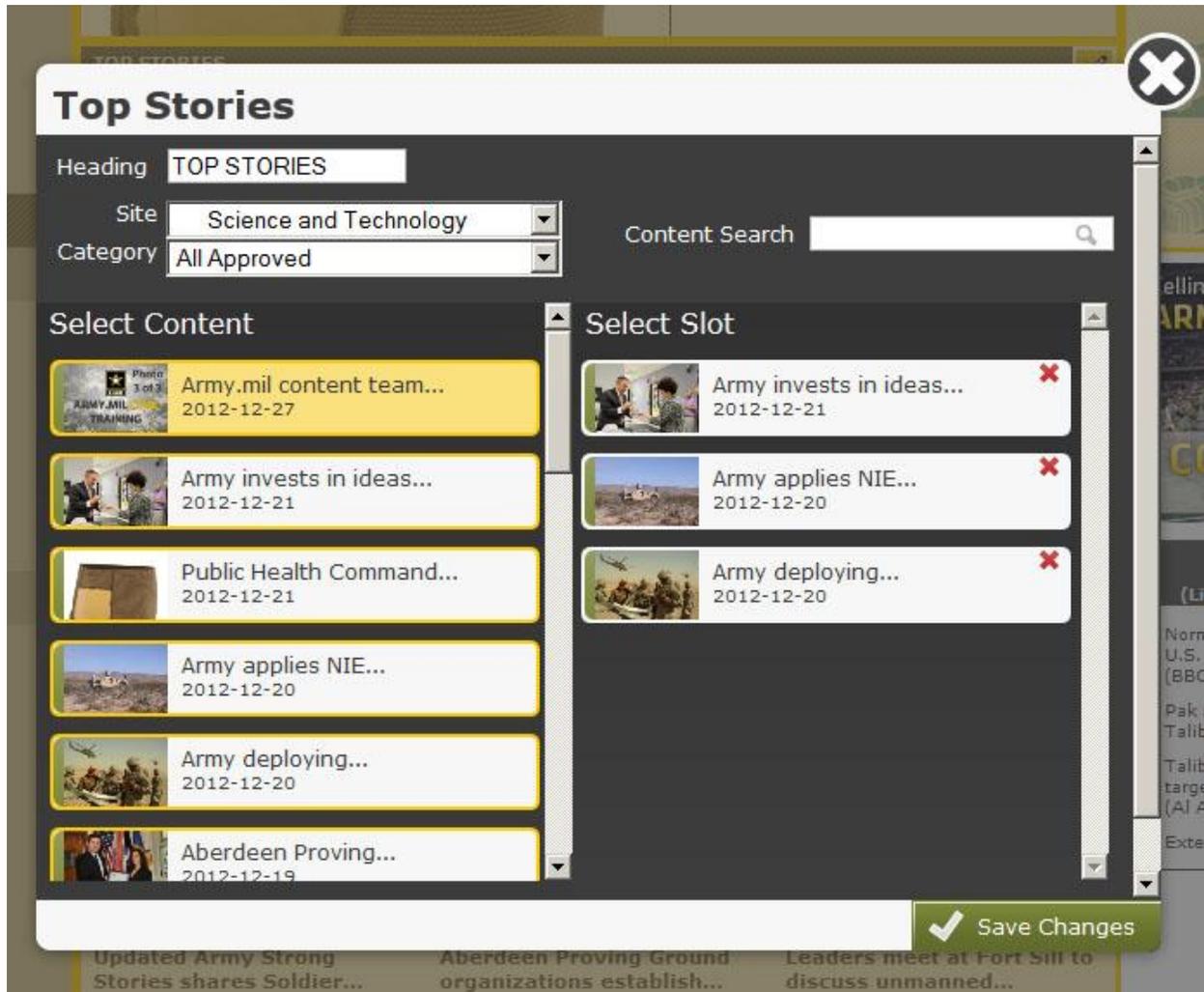
Similar to approving content, most users will likely only have one choice of pages to place content on. Use the same dropdown menu to choose where to place a story.

Once you are on the page you want to place content you will see areas shaded in yellow. If you hover the mouse over a box you will see the word Edit appear in the top right corner of any box you have permissions to edit. See image below.



Once you click on the area of the page you want to place your package in, you will see a pop-up window. On the left side of the pop-up window is the content that is available to be placed on the page. On the right side of the pop-up window are slots(places) on the page within that section that you can place the content.

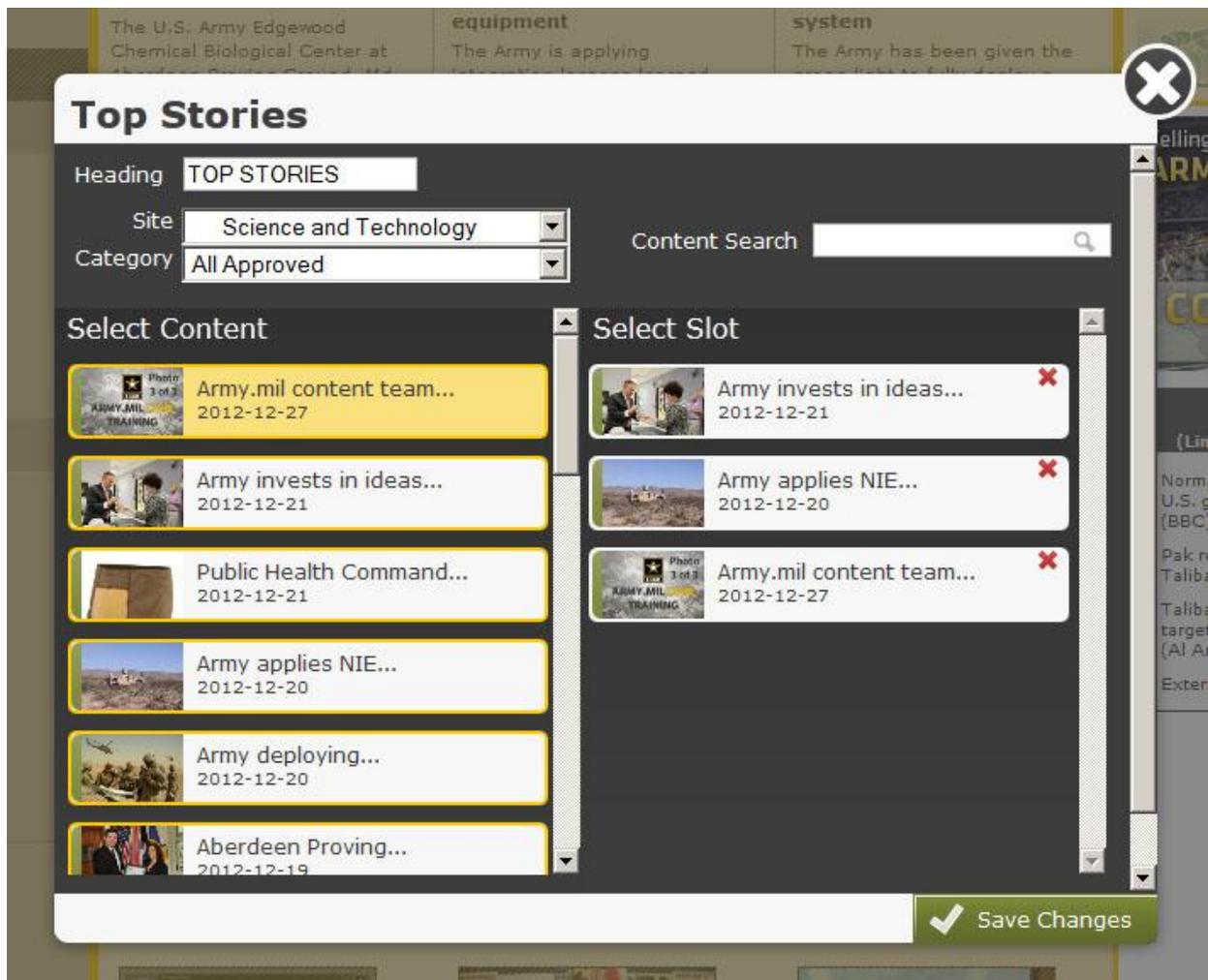
To place an approved package on the page, click on the package you want on the left side of the pop-up box. The background color should shift from white to yellow, indicating that is the package you are working with. See image below.



Next, click on a package on the right side of the window that you want to replace. You will then see the package you wished to place on the page appear where the “old” content was.

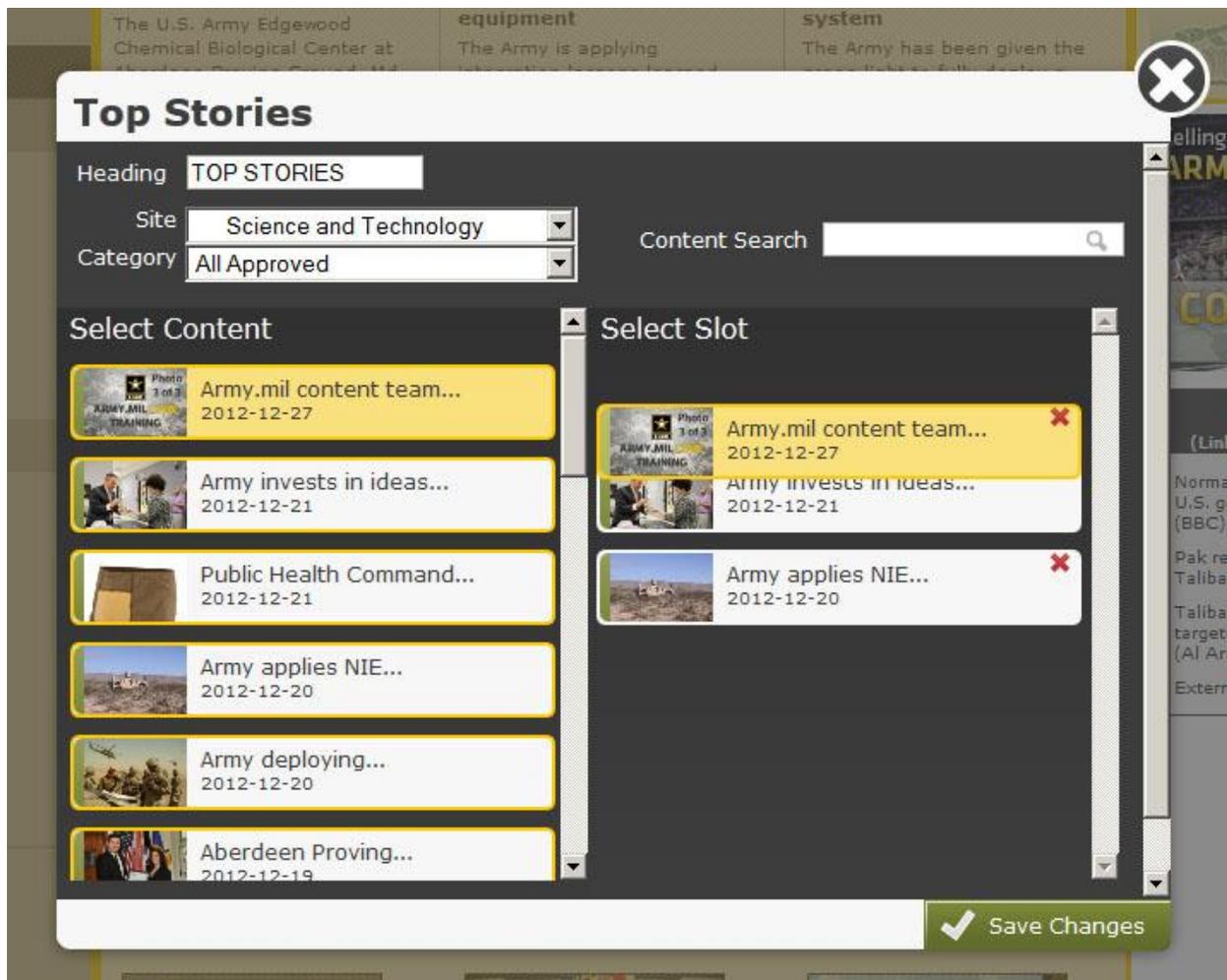
14. Rearranging content

If you want to rearrange packages within a section on a page, simply drag and drop them within the pop-up. In the image below, the Army.mil content team package has been placed in the #3 slot in that part of the page.



To move it into the #1 slot in this area you can just drag it up to that slot and the other content will automatically shift down.

The image below shows this move as the drag is about 90 percent complete.



When you are done arranging your content, simply hit the green “Save Changes” button. If you can’t remember what a specific package is, hover over it with your mouse. The package number, headline and description will pop up.

Once you’ve placed your new content, publish the page by clicking on the “Publish Page” button at the top center of the page. See yellow highlighted area of image below.



Once the page has successfully been published, you will get a pop-up box that reads, “The page has published successfully.” Click OK and you are done. See below.



Unmake it, Unapprove it, Unplace it

If you need to retract a piece of content for any reason you can retract and discard it. **Retracting** it will leave it in CORE if you plan on making corrections, re-proving and re-placing it on a page. After you’ve retracted a story you can **Discard** it if you want it to be permanently removed from CORE. This is usually done when something in a CORE package violates Operational Security regulations.

To retract a released package click on the “Retract” button in the lower-left corner of the window, to the right of the “Edit” button. See area highlighted in the image below.

Highlights
Date December 28, 2012
Comments

Edit **Retract**

Content	Web Pages	Community
Create Content Your Content Editor Inbox Released Content	Approve Content Place Content	Core Talk Core Blog User Directory Add User Support Feedback

Once the package has been retracted you can edit and re-release it, or discard it completely. Once a package has been retracted the word Discard shows up at the bottom of the page near the green "Release" button. See area highlighted in yellow in the image below.

Section

Default Editor

Share with other CORE sections

Sharing with:

+ Reference

→ Release **✓ Save as Draft** **Preview Package** **| Discard**

Content	Web Pages	Community
Create Content Your Content Editor Inbox Released Content	Approve Content Place Content	Core Talk Core Blog User Directory Add User Support Feedback

It can take CORE up to two minutes to discard a package. While the package is discarding you will see the words Discarding Content at the very bottom of the package. See area highlighted in yellow in the image below.

Section

Default Editor

with other CORE sections

Sharing with:

+ Reference

Discarding Content...

Once a package is discarded people who type the former URL will see an error message. This is how you can confirm a package has been successfully discarded.

If that story was placed on a page somewhere, CORE automatically fills in that slot with the last package that was approved for that page that is not already placed on the page.

The error message will look like the image below.

