

STANDARD OPERATING PROCEDURE: Authoring and Publishing News Stories in Omnia for MCC Thrift Managers / Staff

- **Target Audience:** Thrift Coordinators, Thrift Shop Managers, Designated Content Creators
- **Applies To:** Omnia Intranet
- **Last Updated:** February 2026

1. OVERVIEW & PURPOSE

This standard operating procedure outlines the end-to-end workflow for creating, formatting, and publishing news stories on the Omnia intranet portal. Following this guide ensures consistent visual formatting, proper media optimization, correct link attribution, and reliable cross-portal syndication across regional shop pages.

2. PERMISSIONS & ACCESS CONTROL

The ability to author stories is restricted to role-based security groups to maintain content quality and governance.

- **Thrift Coordinator / Admin:** Full Creation & Direct Publish (Organization-wide & Regional Shop Pages)
- **Designated Content Creators (directed by Thrift Coordinators):** Full Creation & Direct Publish (Organization-wide & Regional Shop Pages)
- **Thrift Shop Managers / Designated Thrift Staff:** Full Creation & Direct Publish (Shop only pages)
- **General Staff:** Read-Only / Draft access upon request (Requires Coordinator approval for elevated permissions)

Note: If you navigate to the Stories tab and the "Create an MCC Thrift Story" button is missing, contact your local Thrift Coordinator to verify your permission assignment.

3. STORY SYNDICATION & DISPLAY LOCATIONS

When a story is published, Omnia automatically syncs and displays the content across three primary site regions:

1. **Homepage Carousel:** Displays as a rotating featured image card with the title and summary text.
2. **Central Communications Hub:** Appears on the global "Communications -> Stories" directory page.
3. **Regional Shop Pages:** Automatically surfaces under the "What's Going On" feed for specific shop locations (e.g., Future Thrift Shop page).

4. STEP-BY-STEP TASK EXECUTION

Step 1: Initiate Page Creation

1. Log into omnia.mccthrift.com.
! For help with this please refer to the *How to Log In* document.
2. From the primary left navigation sidebar, select **Communications**, then click **Stories**.
3. Click the **+ Create an MCC Thrift Story** button in the top action bar.
4. Complete the initial page metadata:
 - **Title:** Enter a concise, descriptive title (e.g., "Spring Donation Drive Kickoff").
 - **Page Summary:** (Optional) Enter a 1–2 sentence overview. *Note: This text populates the preview card on the homepage and shop feeds. While technically optional, visually it is highly recommended.*
 - **Article Date:** Defaults to the current date; backdate manually if publishing legacy content.
 - **Scheduled Publish Date:** Select a future date/time if delay-publishing; leave blank for immediate release.
5. Click **Create** to initialize the page editor.

Step 2: Configure Header Media

1. On the canvas layout, locate the central **Media** component and click **Add Media**.
2. Select your image source:
 - **Upload:** Choose a local file from your workstation (*Recommended: Use horizontal/landscape orientation photos of actual shop locations*).
 - **Swift Media Library:** Select an approved organizational asset.
 - **Pexels Integration:** Search and select royalty-free stock photography for testing or general topics. *Note: While royalty-free stock photography can be used, it should be used as a last-resort. Pictures of staff, volunteers, and shops is by far our preferred visual. Since this is primarily an internal network, content of the photo is by far preferred over the quality of it.*
3. Select file resolution: Choose **Medium** quality. *Technical Note: Avoid uploading "Large" or "Original" camera files. High-resolution uncompressed assets degrade page load times for mobile users across shop networks.*
! For help with this refer to *How to Resize Images* document.
4. **Framing & Focal Point:** Adjust the cropping grid to align the focal point (Center/Right/Left) and click **OK / Update**.
! For help with this refer to *What Makes a Good Photograph* document.

Step 3: Author & Format Body Content

1. **Paste Body Text:** Insert your article content. To avoid inline style pollution from word processors, paste using plain-text shortcut (Ctrl + Shift + V or Cmd + Shift + V).
2. **Apply Typography Hierarchy:** Highlight section headers and assign structural styles via the paragraph menu (e.g., Heading 2 for main sections, Heading 3 for sub-sections). Use standard controls (Bold, Italics, Underline) to highlight key terms.
3. **Insert Lists:** Use bulleted or numbered list controls for multi-item procedural steps.

4. **Insert Inline Media:** Click the inline **Images** icon within the toolbar, select/upload an image (Square or vertical aspect ratios work best within body text), and confirm placement.

Step 4: Configure Sidebar Links & Attachments

1. In the right sidebar, click **Add Link**.
2. Select the destination type:
 - **Custom Link:** Enter an external URL.
 - **Internal Page:** Search and link directly to another internal page (e.g., a specific Shop Page).
 - **Document:** Browse the shared M365 document repository (e.g., Operations -> Canada -> Guidelines).
3. Select the target file by toggling its radio button and click **Save**.
4. **Organize Link Categories (Optional):** Click **Add Header** to create category dividers (e.g., "Related Images", "Policy Documents"), then drag and drop headers and links to establish logical display order.

Step 5: Review & Publish

1. Click **Next** at the bottom of the editor canvas to enter the staging view.
2. Review the **Page Summary** text and **Scheduled Publish Date**.
3. Click **Next** again to generate the live **Draft Preview**.
4. Inspect the layout, typography, and media alignment.
5. Click **Publish** (or **Close** to leave in draft state for later editing).

5. VERIFICATION & POST-PUBLISHING CHECKLIST

After clicking Publish, verify the content live in production:

- **Homepage Check:** Confirm the story appears in the rotating header card with the correct summary text and cropped media.
- **Directory Check:** Navigate to Communications -> Stories and verify thumbnail rendering.
- **Shop Feed Check:** Open the targeted local Shop Page (e.g., Future Shop) and confirm the post appears at the top of the "What's Going On" feed.

6. TROUBLESHOOTING & COMMON ISSUES

- **Issue:** Header image appears distorted or blurry.
 - **Cause:** Aspect ratio mismatch or over-cropped focal grid.
 - **Resolution:** Re-open media settings and upload a horizontal asset (16:9 ratio). Adjust crop frame anchors.
- **Issue:** Story not showing on local Shop Page.
 - **Cause:** Site-tagging or regional filter delay.

- **Resolution:** Verify shop taxonomy settings in page properties. Allow 5–10 minutes for background search indexing.
 - **Possible Cause:** Scheduled publication for a future time or date.
 - **Resolution:** Verify the publication date was not scheduled in advance and set to publish immediately (the site will default to your own timezone and publish accordingly).
- **Issue:** Uploaded document link returns 403 error.
 - **Cause:** Inherited permission mismatch on source folder.
 - **Resolution:** Ensure the target file resides in a public shared library (e.g., Operations Canada) rather than a restricted private folder.