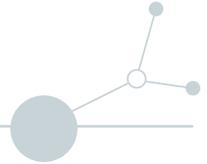




USER MANUAL

Project Websites



Version 1
09 2023





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1. INTRODUCTION



The project websites are integrated into the Interreg CENTRAL EUROPE programme website and built in WordPress. This manual provides you with steps and tips on how to edit your project website.

In case you cannot find answers to your questions in this manual, feel free to contact us at info@interreg-central.eu.



2. WEBSITE CONTENT



Your project website is the backbone of your digital communications and few seconds determine whether visitors spend more time on your website or leave. Interesting content is a prerequisite for returning visitors, so before you start writing, think about the messages you want to pass on. Promote your project and work you do, but also think of the visitors and their needs. Why would they want to visit your website?

Use “inverted pyramid” style

Put essential information first. This helps the reader to get your point and the purpose of your website fast.



Words matter, keep texts short

Use short and simple sentences. Aim for content that is easy to read and understand. Focus on nouns and verbs. Use adverbs and adjectives sparingly.

Structure your content

Use clear headlines. They help to structure your website and make the text “scannable”.



Use active voice

Active voice creates reader-friendly sentences. It is also more direct.

Keep it fresh

The website is not a one-time job. It is a continuous effort. Get your partners to contribute with contents.



Avoid jargon and abbreviations

The web is for everyone, not just technical experts. Avoid insider language and explain technical terms.

Show, do not tell

Videos and images reinforce texts on your page.



We look forward to your project website

Remember that a good website is not about functionalities but about engaging content that you provide.



3. HOW TO USE THIS MANUAL



This manual is a reference guide for working with your project website. The manual is split into two parts.

The first part introduces you to the user profile and interface for editors.

The second part introduces you to the various tabs in the interface, which provide the same structure for all Interreg CENTRAL EUROPE project websites:

- Home
- Roadmap
- News
- Events
- Outputs
- Media



4. ACCESS AND INTERFACE



4.1. User profile

Your user rights are automatically linked to your user profile. These are pre-assigned and define in how far you can edit your project website. Please note that there is only one user account per project and only one editor can be editing the website at a time. Always remember to log out of the dashboard after editing.

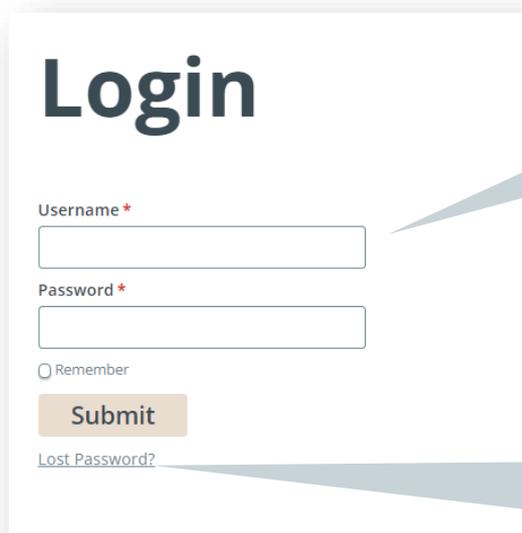


The user login is connected with the email address of the project communication manager. If there is a staff change, please inform us, so we can update the login information.

4.2. Access

You can access your dashboard with the following login link:

<https://interreg-central.eu/login/>



The screenshot shows a login form with the following elements: a large 'Login' title, a 'Username *' label above a text input field, a 'Password *' label above a password input field, a 'Remember' checkbox, a 'Submit' button, and a 'Lost Password?' link.

Enter your username and password into the login mask

If you forgot your password, you can reset it here. The confirmation link will be sent to the email address of the project communication manager



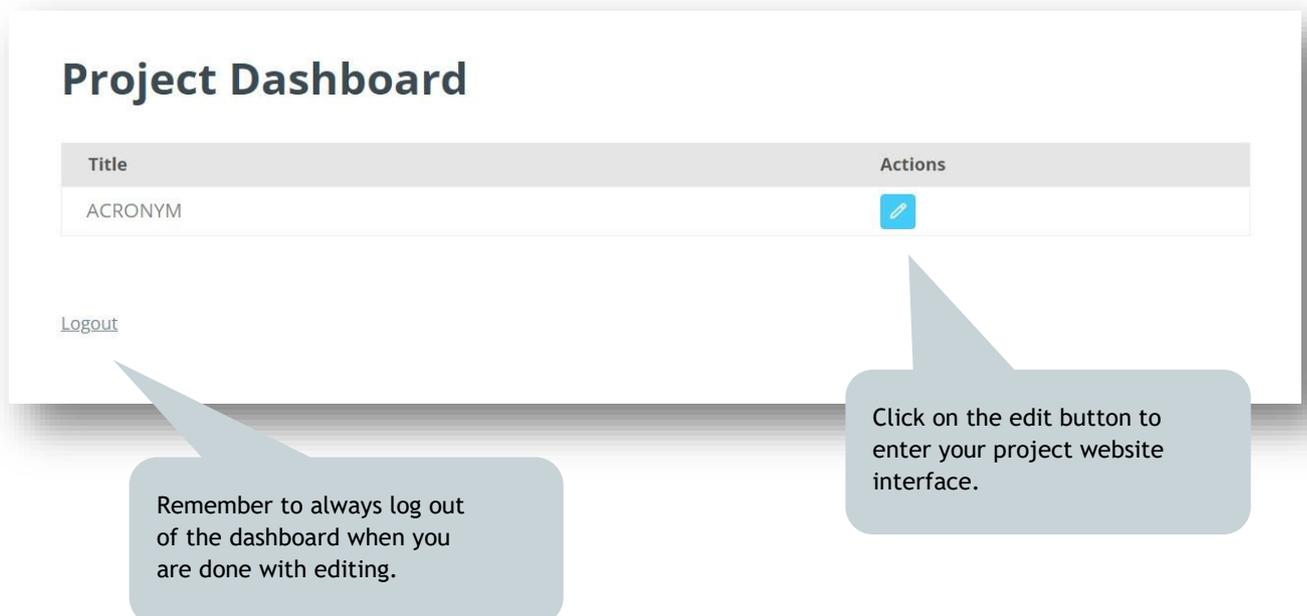
We provided login information via email to the project communication coordinator. If you are the website editor and did not receive it, please contact us at info@interreg-central.eu.



4.3. Interface for editors

We created a simple, user-friendly interface that is intuitive and easy-to-use. We hope it will make the job of editing your project website straightforward.

Once you have logged in, you can access your project website from the project dashboard.



Project Dashboard

Title	Actions
ACRONYM	

[Logout](#)

Remember to always log out of the dashboard when you are done with editing.

Click on the edit button to enter your project website interface.

Let's now take a brief look at the start page of the interface on the next page.



Edit project

[View Project](#)

The project has been successfully saved

Basic Information | Roadmap | News | Events | Outputs | Media

Project ID

Project acronym

Project title

Project overview

About the project

Header image

Project logo [+ Add Media](#)

PARTNERSHIPS
Automatically imported from Jems

SOCIAL MEDIA

Facebook

Instagram

LinkedIn

X

YouTube

PROJECT CONTACTS
Automatically imported from Jems. Changes possible in jems (Contracting >> Project Managers)

[Save project](#)

This offers a real-time view of your project website. Check it regularly to see the changes you have made after each saving.

Use the tabs to navigate through the various parts of your website.

Fields with a coloured background are automatically imported from Jems. These cannot be edited.

Fields with a white background can be edited by you.

Changes will instantly show on your project website after saving. Always finalise your texts before saving them! If you want to switch between tabs, make sure to save your changes each time before leaving a tab.



General recommendations

→ We do not recommend to copy text directly from another website or software. This might lead to broken formatting. If you do so, make sure to paste without format (Ctrl+Shift+V) and after saving the changes check immediately what it looks like in the live preview (“View project”).

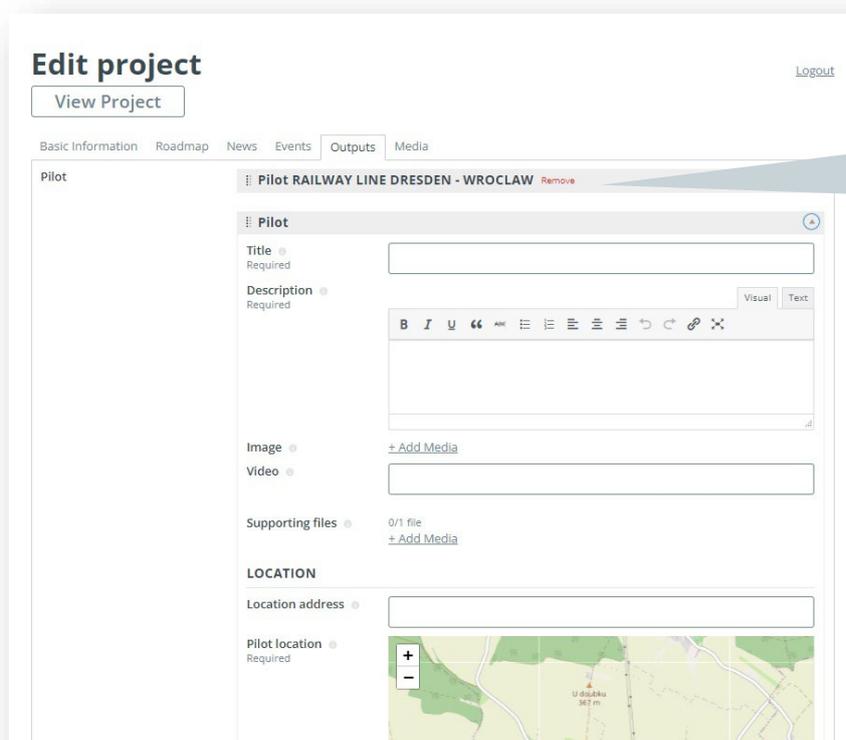
→ The partnership and project contacts sections are automatically imported from Jems. The partnership section can only be updated when the project application form is reopened. The project contacts section can be updated anytime in Jems (go to Jems and edit the section Contracting >> Project Managers).



Your changes will instantly appear on the website. Finalise your texts before saving them and check your changes in the real-time view regularly to ensure that they meet your expectations. If you work in different tabs, make sure you save every time before switching to another tab.

Removing of the content blocks

If you want to remove all content from the tab, create a new empty content block (i.e. add news, output, pilot etc.) and then remove all content blocks above by hovering over the headline and clicking “remove”. The empty block will not be visible on the frontend.



To remove the content block, first add a new empty content block and then you can remove all above content blocks.



File upload into the media library

You have the possibility to use drag & drop to include your images and documents, or select files by browsing through your computer file structure.

Please wait until your files have been uploaded. Once the upload is finished, you will see a preview picture.

Uploading images

With images, it is important to find the right balance between file size and resolution. The higher your resolution, the better the image looks, but larger file sizes might slow down your website.

The **header section** images should have a high resolution (but no more than 72dpi) and measure at least 1920 px in width.

Smaller images in the roadmap, outputs, media or news and events overview cards should measure at least 600 px in width.

We recommend using the following formats: **.jpg, .gif or webp**

Remember to provide the metadata of each image, including copyrights. It improves SEO and makes your content more accessible.

To remove an image from the interface, hover over the image and click the “x” in the top right corner.

Uploading documents

While you can upload different document types to your website, such as MS Word or Excel, we recommend uploading PDF files as they don't need to be downloaded and can be viewed directly in the browser.

By default, the name of your file will be displayed on the website. You can, however, rename your file in the media library by filling in the title field in the metadata section.

Please make sure that you only publish documents in finalised versions, i.e. without track changes and comments.

Use **.zip** files where documents can be grouped meaningfully (e.g. multiple action plans).

To remove the document from the interface, click on “Remove” underneath the document.



The screenshot shows a file management interface. On the left, there is a gallery of three images. The middle image, which is an art palette, is selected and highlighted with a blue border and a blue checkmark in its top right corner. To the right of the gallery is a search bar and an 'ATTACHMENT DETAILS' panel. The panel shows the selected image's name 'Website-Photos-16.jpg', its date 'September 12, 2023', size '273 KB', and dimensions '1920 by 1080 pixels'. Below this, there are fields for 'Alt Text', 'Title', 'Caption', and 'Description'. The 'Alt Text' field contains the text 'Palette with various colours and word art painted in white'. The 'Title' field contains 'Art Palette', the 'Caption' field contains 'Getty Images', and the 'Description' field is empty. At the bottom of the panel, there is a 'File URL' field containing 'https://ice.artindustrial-it' and a 'Copy URL to clipboard' button. A 'Select' button is located at the bottom right of the interface.

Selected files are marked with the blue border and blue check box in the right corner. To deselect the file simply uncheck it.

Remember to provide the image metadata, include the copyright and an alt text description. It improves SEO and makes your content accessible.

Insert your file into the website by clicking "Select" button.



Search



01_Newsletter.docx

ATTACHMENT DETAILS

 01_Newsletter.docx
September 12, 2023
178 KB
[Delete permanently](#)

Title:

Caption:

Description:

File URL:

Required fields are marked *

You can also rename your documents in the media library. The title, as inserted here, will be displayed as the name of your document on the website.



5. WEBSITE TABS

5.1. Home



The home tab is the first thing that your visitors see. Make them interested in your website. Remember that on the web it is about turning what you want to say into what your audience wants to read. Start with putting yourself in the shoes of your visitors.



Edit project

[Logout](#)

[View Project](#)

The project has been successfully saved

Basic Information Roadmap News Events Outputs Media

Project ID

Project acronym

Project title

Project overview

About the project

Header image

Project logo

PARTNERSHIPS

Automatically imported from Jems

SOCIAL MEDIA

Facebook

Instagram

LinkedIn

X

YouTube

PROJECT CONTACTS

Automatically imported from Jems. Changes possible in Jems (Contracting >> Project Managers)

[Save project](#)

Project overview is automatically generated from the project factsheet. For changes contact info@interreg-central.eu.

Introduce your project in more detail. Describe your objectives, activities, and expected results. Recommended length: max. 500 words.

Here you can replace the header image of your website. Click on "x" to remove the existing image. For best results use a high-resolution image in 16:9 landscape format (1920 px wide).

If you are using social media, you can insert the web links here.



ACRONYM

Project overview

Demo Project
Cultural and creative industries (CCI) are under pressure to change. Acronym fosters cultural and creative industries as a key transformative force for economy and society in metropolitan industrial regions, bringing solutions to industrial regions through awareness raising, strategic work and targeted pilot actions. Acronym increases capacities of both public and private sectors, unleashing their creativity.

2,40 m. €
Project Budget

80%
of the budget is funded by ERDF

8 Countries
9 Regions
11 Partners
2 Pilots

Duration

Start date: **03.2023**
End date: **02.2026**

Project progress
18%

This is how your home tab will look.

About the project

Our project is all about creating levers for industrial and cultural innovation and bringing these to the attention of policymakers and stakeholders. We aim to increase the lever power, also after the project ends. We aim to reach a broad network of stakeholders during our forum, group meetings and national dissemination events. Together with them, we bring strong policy messages to the regional and national decision-makers. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas elementum commodo posuere. Aenean ut elementum sapien. Mauris rhoncus orci a sapien pharetra. id bibendum urna gravida. Morbi quis arcu ipsum. Nunc faucibus pellentesque ex sit amet scelerisque. Nam commodo turpis enim, in condimentum ante convallis vel. Praesent venenatis egestas sapien quis feugiat. Aenean at faucibus justo, quis ultrices lectus. Pellentesque id feugiat massa, sit amet aliquet justo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas elementum commodo posuere. Aenean ut elementum sapien. Mauris rhoncus orci a sapien pharetra. id bibendum urna gravida. Morbi quis arcu ipsum. Nunc faucibus pellentesque ex sit amet scelerisque. Nam commodo turpis enim, in condimentum ante convallis vel. Praesent venenatis egestas sapien quis feugiat. Aenean at faucibus justo, quis ultrices lectus. Pellentesque id feugiat massa, sit amet aliquet justo.

Project partnership

Lead partner

Organisation

Address line 1
Address line 2
City
Postal code
Web address

Total partner budget
402,980 €

Project partners

Lead partner	Project partner
<p>Organisation</p> <p>Address line 1</p> <p>Address line 2</p> <p>City</p> <p>Postal code</p> <p>Web address</p>	<p>Organisation</p> <p>Organisation</p> <p>Organisation</p> <p>Organisation</p> <p>Organisation</p> <p>Organisation</p>

ACRONYM
The project lead partner is responsible for the content of this project website.

Project Contacts

Project Manager	Finance Manager	Communication Manager
Name	Name	Name
Email	Email	Email



5.2. Roadmap



The roadmap tells the story of your project. This section gives you an opportunity to present your project in a storytelling format, from the challenge you are tackling to the solution you are developing.

Here are some tips on how to write it.

Context

Describe in one or two sentences where the project takes place, and in which sector we are.

Specific problem

Describe in one sentence the specific problem within the context.

Idea

Suggest in one question what could be done to address the problem.

Solution

Announce in one sentence the “big solution” that you will develop

How it works

Provide details of how your solution works in three sentences.

Proof

Explain in one or two sentences what you achieved in terms of performance, numbers and testimonials. The results must have a clear connection to the problem, as you framed it.

Impact

Inspire people about what you have achieved in one sentence, and (if applicable) what you intend to do in the future.

Call-to-action

Provide your call-to-action. For example:
Subscribe to our newsletter

There is no limit in the number of steps you can create in your roadmap and if you feel that more or less steps are needed, feel free to adapt it.



Basic Information Roadmap News Events Outputs Media

Roadmap

1 Our challenge

Title Required

Description Required

Image Optional

Video Optional

Link

Title

URL

Enter a short title to capture this step of your project roadmap: max. 10 words.

Upload an image that captures this step of the roadmap (600 px wide).

Add information on each step, from your project starting point to the solutions you develop. Recommended length: max. 50 words for each step.

You can also link to a YouTube video (<https://youtu.be/...>). If both an image and a video are uploaded, the video will be shown.

You can also include links to any supporting documents or pages in your roadmap. This will be the title to the link you provide below.

Insert a web link starting with <https://www...>

Add another step to your roadmap.



This is how your roadmap will look.

ACRONYM

Home | **Roadmap** | News | Events | Outputs | Media

Roadmap

1 Our challenge



Creative companies in middle-sized cities across central Europe face a similar problem: skilled workers rather move to nearby capital cities like Berlin and Budapest.

[Report on creative brain drain](#)

2 Main problem



Middle-sized cities do not offer enough creative spaces and career opportunities for the creatives to stay there. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam laconia odio ut ex mollis accumsan. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse est sapien, luctus at enim ut, consequat tempor lectus. Curabitur interdum aliquet ipsum, quis sodales tellus.

3 Our solution



One solution to keep creative people in smaller cities is the establishment of creative clusters.

[Concept for creative cluster](#)



5.3. News



Writing your news **headline** deserves attention. If you make it too long readers might lose interest, if you make it too short there might not be enough information to trigger an interest. Tease the most important fact and convey what the news is about.

A news **excerpt** will be displayed in the news overview card. It is an opportunity to catch readers' attention and make them want to read on. A good starting point would be to answer the 5Ws: What, Why, Where, When, and Who.

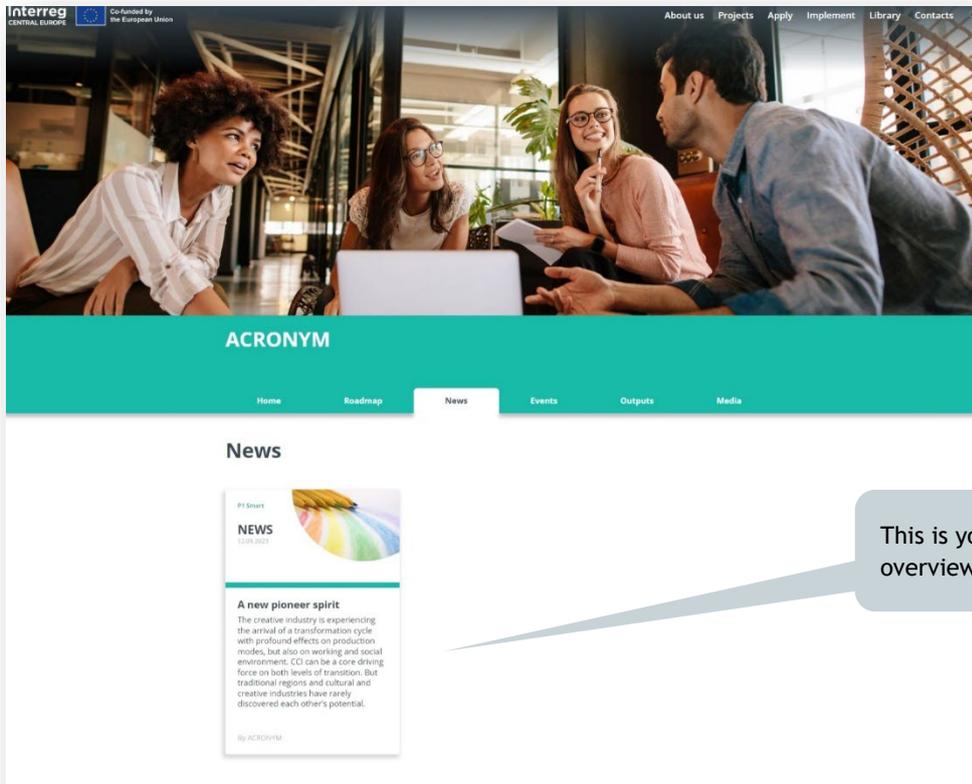
Overall, the **full news story** should not exceed 600 words to keep the reader interested. Use the "inverted pyramid" style: Put the most newsworthy information at the top, with the background or smaller details of the story nearer the bottom. Remember to avoid jargon and technical language.



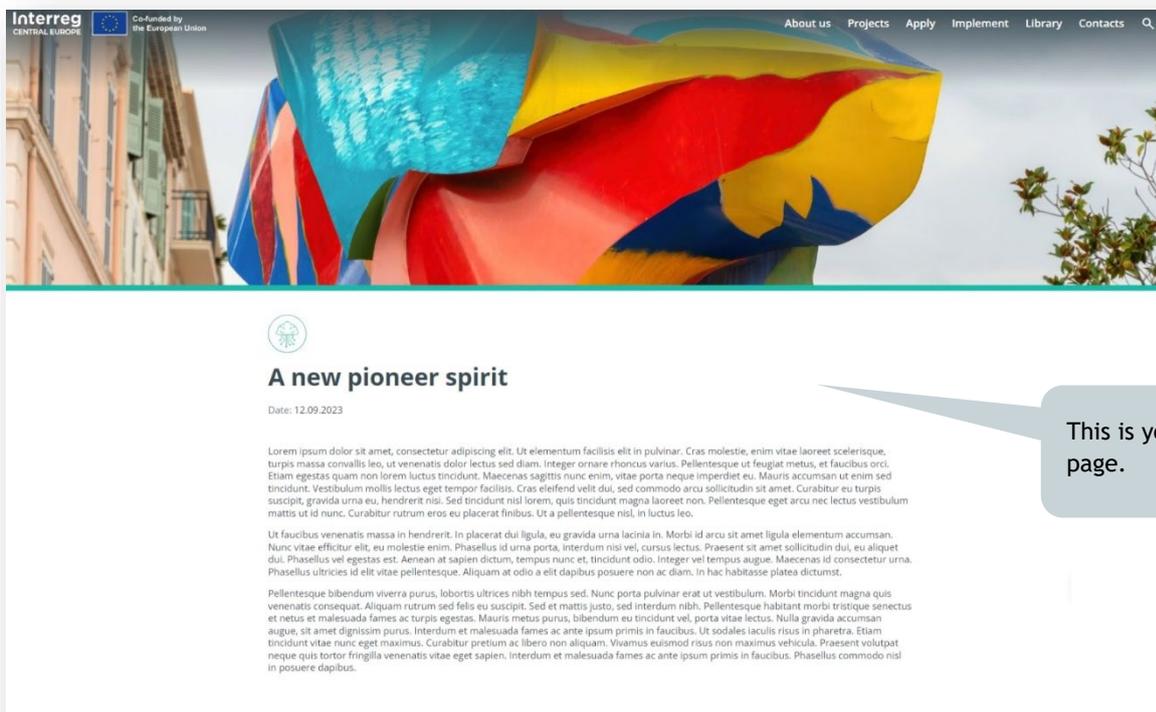
The screenshot shows a 'News' form with the following fields and callouts:

- Title:** A new pioneer spirit. Callout: Enter your news headline. Keep it short: max. 10 words.
- News post ID:** 7622. Callout: Identifier for the news post. This will be filled automatically.
- Excerpt:** The creative industry is experiencing the arrival of a transformation cycle with profound effects on production modes, but also on working and social environment. CCI can be a core driving force on both levels of transition. But traditional regions and cultural and creative industries have rarely discovered each other's potential. Callout: Enter a short abstract of your news. The excerpt will show on the news overview card. Keep it short: max. 50 words.
- Overview image:** A square image of colorful pencils. Callout: Upload a high-resolution image (600 px wide) for the news overview card.
- Header image:** A landscape image of a colorful kite. Callout: Upload a high-resolution landscape image (1920 px wide) for the full news page.
- External link:** An empty text field. Callout: Enter a web link here only if the news card should directly lead to an external page.
- Date:** 12.09.2023. Callout: Enter the publication date of the news.
- Full text:** A rich text editor containing Lorem Ipsum text. Callout: Enter your complete news text. Recommended length: max. 600 words.

At the bottom of the form are two buttons: 'Add news' and 'Save project'. A callout for 'Add another news.' points to the 'Add news' button.



This is your news overview card.



This is your full news page.



5.4. Events



Promoting your events on your website is one way of attracting potential attendees. Remember, that if your event is open to the public, it will be displayed in the event calendar on the programme website among many other events, so the visitor needs to have a good reason to attend yours.

Write a short compelling description that captures most important details about your event. Tell your visitor what will happen at the event and what is interesting about it.



Basic Information Roadmap News Events Outputs Media

Events

Event Arts Meet Technology

Title Required

Event post ID
Identifier for the event post. This will be filled automatically.

Excerpt Required

Overview image

Header image

External link

Start date

End date

Country

Type Hybrid In Person Online

Add to calendar

Full text

Enter your event title. Keep it short: max. 10 words.

Upload a high-resolution image (600 px wide) for the events overview card.

Upload a high-resolution landscape image (1920 px wide) for the full events page.

Enter the start and end dates of your event.

Select the type of event.

If ticked, your event will also appear in the programme event calendar. Please do not tick for project internal meetings or restricted workshops.

Add another event.

Enter a short abstract of your event. The excerpt will show on the event overview card. Keep it short: max. 50 words.

Enter a web link here only if the event card should directly lead to an external page.

Select a country in which your event is taking place.

Enter your full event text. Include registration link, contact details, venue address etc. Recommended length: max. 600 words.



The screenshot shows the ACRONYM website's 'Events' page. At the top, there is a navigation menu with links for 'About us', 'Projects', 'Apply', 'Implement', 'Library', and 'Contacts'. Below the navigation is a teal header with the word 'ACRONYM' and a secondary menu with 'Home', 'Roadmap', 'News', 'Events', 'Outputs', and 'Media'. The main content area features an event overview card for 'Arts Meet Technology'. The card includes a small image of a person, the event title, the date '08 - 09.11.2023', and a brief description: 'Join us for a series of cross-over workshops for artistic and technological innovators and learn how they both experiment and explore new directions. Results will be exhibited in a public roadshow in order to intensify public discourse on the future of industry and industrial societies.' The card is attributed to 'By ACRONYM'.

This is your event overview card.

The screenshot shows the full event page for 'Arts Meet Technology'. The header features a large, colorful abstract painting. The navigation menu is consistent with the previous page. The event title 'Arts Meet Technology' is prominently displayed, followed by a 'In Person' tag. Below the title, the location 'Germany' and the date 'Date: 08.11.2023 - 09.11.2023' are listed. A detailed description follows, starting with 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elementum facilisis elit in pulvinar. Cras molestie, enim vitae laoreet scelerisque, turpis massa convallis leo, ut venenatis dolor lectus sed diam. Integer ornare rhoncus varius. Pellentesque ut feugiat metus, et faucibus orci. Etiam egestas quam non lorem luctus tincidunt. Maecenas sagittis nunc enim, vitae porta neque imperdiet eu. Mauris accumsan ut enim sed tincidunt. Vestibulum mollis lectus eget tempor facilisis. Cras eleifend velit dui, sed commodo arcu sollicitudin sit amet. Curabitur eu turpis suscipit, gravida urna eu, hendrerit nisi. Sed tincidunt nisi lorem, quis tincidunt magna laoreet non. Pellentesque eget arcu nec lectus vestibulum mattis ut id nunc. Curabitur rutrum eros eu placerat finibus. Ut a pellentesque nisi, in luctus leo.'

This is your full event page.



5.5. Outputs



In this tab, you have the opportunity to present your outputs and results. You have been working tirelessly to accomplish them. Let them be discovered and taken up!

In the [map of pilots](#), you can present all your pilot actions. Use the description to promote what each pilot action was about and what it helped you to achieve. Be concrete. You can also add related documents here.

In the [outputs section](#) of this tab, you can upload all your outputs. Choose a self-explanatory title and insert a clear description to present the main key features of your output. Have potential users in mind, what will they be searching for? Visitors should be able to quickly understand what the output is about and how they can benefit from it or make use of it.

Use as little jargon and technical language as possible to make this section as interesting and accessible as possible.



Pilot actions map

Basic Information Roadmap News Events Outputs Media

Pilot

Pilot Connecting industry with creatives in the "Nightshift" concept

Title Required
Connecting industry with creatives in the "Nightshift" concept

Description Required
Visual Text
During Industrial Heritage Days industrial companies open their doors to visitors. The "nightshift" has grown now to more than 80 companies and also opened up the city limits towards the region. So far, the format has focused on industrial companies, companies of the CCI were not present. The Schönherrfabrik is an exception as a location with...

Image

Video

Supporting files
 CCI Nightshift In Chemnitz
CCI-Nightshift-in-Chemnitz.docx
Edit Remove
1/1 file

LOCATION

Location address
Schönherrfabrik, Schloßchemnitz, Chemnitz, Saxony, 09113, Germany

Pilot location Required

Add another pilot

Enter your pilot title. It does not have to be the same as in the application form. Keep it short and concrete: max. 10 words.

Upload image that illustrates your pilot (600 px wide).

Enter a short text that describes your pilot. Focus on the 5Ws: What, Why, Where, When, and Who. Keep it short: max. 100 words.

Add a video by using a short YouTube link in the format <https://youtu.be/...>

Upload supporting documents. Use .zip file if you want to upload more than one document. You can rename your file in the media library.

Enter the postal address of the pilot location. You can also move the pin manually to the desired location.

Add another pilot.



Outputs

Enter your output title. It does not have to be the same as in the application form. Keep it short and concrete: max. 10 words.

Select output type. Refer to [the output typology](#).

If your output is in development, tick this box. Once your output is finalised, untick the box.

Insert a web link to your solution (e.g. platform, database, web application).

Upload the most relevant deliverables related to the output. Use .zip files where deliverables can be grouped meaningfully (e.g. multiple action plans). You can rename your files in the media library.

Add another output.

Enter a short text that describes your output. Focus on the 5Ws: What, Why, Where, When, and Who. Keep it short: max. 50 words.

Upload an image that illustrates your output (600 px wide).

Outputs

Output Policy recommendations for promoting cultural and creative industries as a driver for change of industrial regions

Title Required

Description Required

Type Required

In development

Image Required 

Solution

Key deliverables Required

 Policy Recommendations
Policy-recommendations.docx
Edit | Remove

[+ Add Media](#)



The screenshot shows the website's navigation menu with 'Outputs' selected. Below the navigation is a section titled 'Pilot actions' featuring a map of Europe with a red pin in Germany and a video thumbnail titled 'Why #cooperationface... COVID-19 Test Kit...'. A callout bubble points to the map area with the text: 'This is what the map of your pilots and the list of outputs will look like.'

Below the 'Pilot actions' section is a 'Key outputs' section. It includes a thumbnail image of a road with colorful light trails and a text block:

Policy recommendations for promoting cultural and creative industries as a driver for change of industrial regions

The policy recommendations map what is needed to reinforce the position of Cultural and Creative Industries (CCI) in the long term and describes the cooperation network that is needed to reach this ambition. It addresses the main challenges for CCI and proposes actions that allow a more coordinated approach for cooperation and innovation, both in the economic and social segments of the region.

Type of output: [Strategies and action plans](#)

[Policy Recommendations](#)





5.6. Media



In this tab, you can present your communication materials such as newsletters, leaflets, press releases etc. Documents in the following formats are supported: Word, Excel, PDF and Zip.

In addition, you can display multimedia files here.

As the saying goes, a picture is worth a thousand words. Use this section to give visitors a glimpse into your project and the work you do. Use the best selection of images that capture the essence of your project and your cooperation.



Add a video by using a short YouTube link in the format <https://youtu.be/...>

Basic Information Roadmap News Events Outputs Media

Videos

<https://youtu.be/PsIXozjyMUM?feature=shared>

Creative City Leipzig: Die Buchbinderin
Grafik Florian Göthner

Watch Later Share

Add another video

Documents

Documents Newsletters

Group title Newsletters

Files Newsletter January 01_Newsletter.docx

Edit Remove

+ Add Media

Add another document group

Images

Website Photos (15)
Website-Photos-15.jpg
Edit Remove

Website Photos (14)
Website-Photos-14.jpg
Edit Remove

Header image
Website-Photos-13-1.jpg
Edit Remove

3/15 files
+ Add Media

Save project

Add another video.

Create a document group and give it a short title (e.g. Newsletters).

Add another document group (e.g. Studies).

Upload files to a document group. You can rename your file in the media library.

Upload a selection of high-resolution images that capture your project activities: max. 15 images! Remember to add information about each image, including copyrights, in the media library.



Interreg CENTRAL EUROPE Co-funded by the European Union

About us Projects Apply Implement Library Contacts

ACRONYM

Home Roadmap News Events Outputs **Media**

Project videos

Creative City Leipzig: Die Buchbinderin
by Florian Göhner
Watch later

Watch on YouTube

Project documents

Newsletters

Newsletter January

Project images

This is what your media tab will look like.