

WordPress Manual for Clubs & Organizations

Guidelines and Instructions for Your Club's Web Blog

Created by
the Student Activities Office
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Welcome!

This guide will provide you with an overview of how to set-up and maintain your club's web blogs. Whether you are tech savvy or just starting out, you will be able to create a great page for your club!

Before You Get Started

Why Do You Need a Web Blog?

There are several reasons to have a web blog for your club or organization. They include:

1. It allows members of the Stevenson community to be updated on what your club is doing.
2. It gives you another means by which to communicate with your members other than email and Facebook. Students can check your page and see when your meetings and events are.
3. Your web blogs are visible to prospective students and gives them a sneak peek into the life of a Stevenson University student leader.

Guidelines for Your Web Blog

Please note that the club web blogs hosted by WordPress are owned by Stevenson University. While they are provided for club use with the ability to customize them, the Student Activities Office and the web blog administrator(s) reserve the right to edit or remove inappropriate content.

Below you will find guidelines set up by the Student Activities Office in order for your club web blog to be properly maintained:

1. There must be one club officer who is committed to updating and maintaining the club web blog. There may be several users who can edit the content, but one person must take on the primary responsibility for the site.
2. Those club officers who are committed to updating and maintaining the club web blog must attend a training session provided by the Student Activities Office.
3. The content on the web blogs must be appropriate in upholding the good reputation of Stevenson University. Content includes language, blog posts, photos, and external links.
4. In order for a club website to be linked to the Stevenson University website, it must be a web blog provided by the school's host site, WordPress. Other outside websites can be used for contact purposes and put on flyers, emails, etc. but will not be linked off of the SU website. (pending)

If you have any questions regarding these policies, please contact the Student Activities Office at (443) 342-4300.

Basics

Your Web Address

Your club's web blog URL will be <insert club name>.clubsatsu.org.
Example: Active Minds' URL is activeminds.clubsatsu.org

Who Should Update the Web Blog?

That is up to you! While Student Activities requires that at least one person be responsible for updating the site, there is no maximum. However, I would keep the amount of people who have access to update the blog to a minimum. The more people you have updating, the harder it is to keep track of information posted.

What Should We Put on the Web Blog?

There are two types of posts that you can make on your web blog based on the type of information you want to put up.

The first type is a **blog post**, which allows you to create entries that are shown in chronological order on a page of your site . The blogs can be categorized making it easier for people to find certain information. For example, if you posted an entry for each event your club hosted, each meeting hosted, and for general announcements, you could make three categories: events, meetings, and announcements. That way if someone wanted to see posts of all of your past events, they can click on the "events" categories and the site will search the posts and show the viewer all of the posts tagged in that category.

Listed below are examples of information that can be placed in blog entries:

- Upcoming Events: You can put reminders up a day or two before your events or meetings to let everyone know more information.
- Reviews of Past Events: Take pictures at your events and then post them on your site and let everyone know how much fun those who attended had.
- Meeting Minutes: You can give everyone an overview of what was talked about at your meetings to keep them in the loop.
- Post Links: If you have nothing to update students on, you can always find a video, article, or website that relates to your club, post a link, and tell everyone to check it out.
- Other Ideas: You can always post "Happy Birthday!" to your members or officers on their special day, wish everyone good luck on their exams during midterms, or even ask a question. What's good about the blog feature is that people can comment on your posts so you can always ask a question and have students discuss a topic relevant to your club.

What Should We Put on the Web Blog? (con'td)

The second type of post you can make is a **static page**. The pages are shown at the top of the screen and resemble an ordinary website. These pages are mainly for information that will not change, such as a listing of your club officers or the schedule of meetings for the semester.

Listed below are examples of information that can be placed on static pages:

- Club Mission Statement/Purpose: This lets other people know what your club is about and what it does. Having a mission statement or purpose available to students gives them an opportunity to see if their interests and that of your club are aligned.
- Officers: You want to have your executive board members listed so people know who is leading the club. You might want to think about putting email addresses for them as well so students have a contact person if they need help or have a question about something. If you don't want to give out student email addresses, you can always put up a general club Yahoo or Gmail account just so people have an outlet to contact you if necessary.
- Meeting Times and Locations: This is important information to have available to students because they need to know when and where you are meeting. If they don't have this information, they can't attend your meetings!
- Events: Your website will be a great way to publicize your events, and without publicity no one will know what's going on with your club. If your events are listed here, students can check your site from the comfort of their rooms and find what's going on.
- Pictures: You can post pictures from all of your events to show examples of what you do. In another section, I will show you what the best way to post pictures is.

Log-in Information

You will need to email Jen Brechin to gain access to your blog as a user.

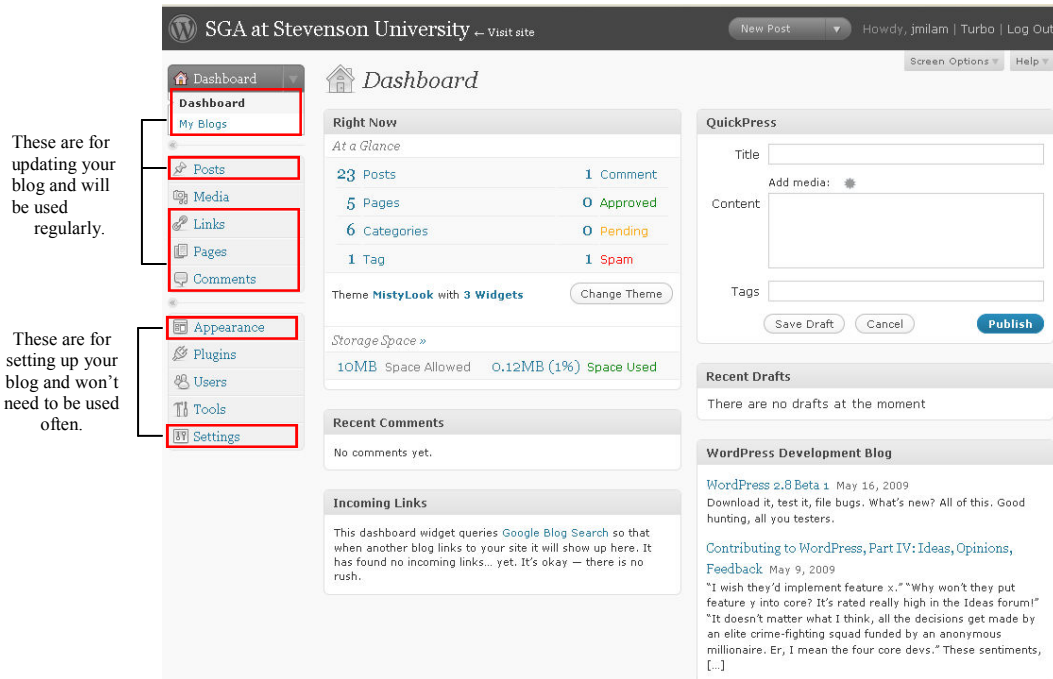
The web blog log-in page is <http://<your club name>.clubsatsu.org/wp-login.php?>.
Example: Active Minds' log-in page is activeminds.clubsatsu.org/wp-login.php?

The log-in page looks like this:



The Dashboard and It's Elements

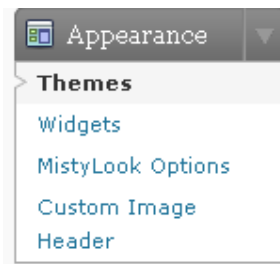
When you log-in to your club's web blog, it will look like this:



There will be a lot of buttons and text on the dashboard, but do not let it scare you. Some of it you won't (and shouldn't) use. The most important things you will use are boxed in above. The "Right Now" and "QuickPress" boxes will prove useful as well, but I'll get to those later.

Setting Up Your Blog

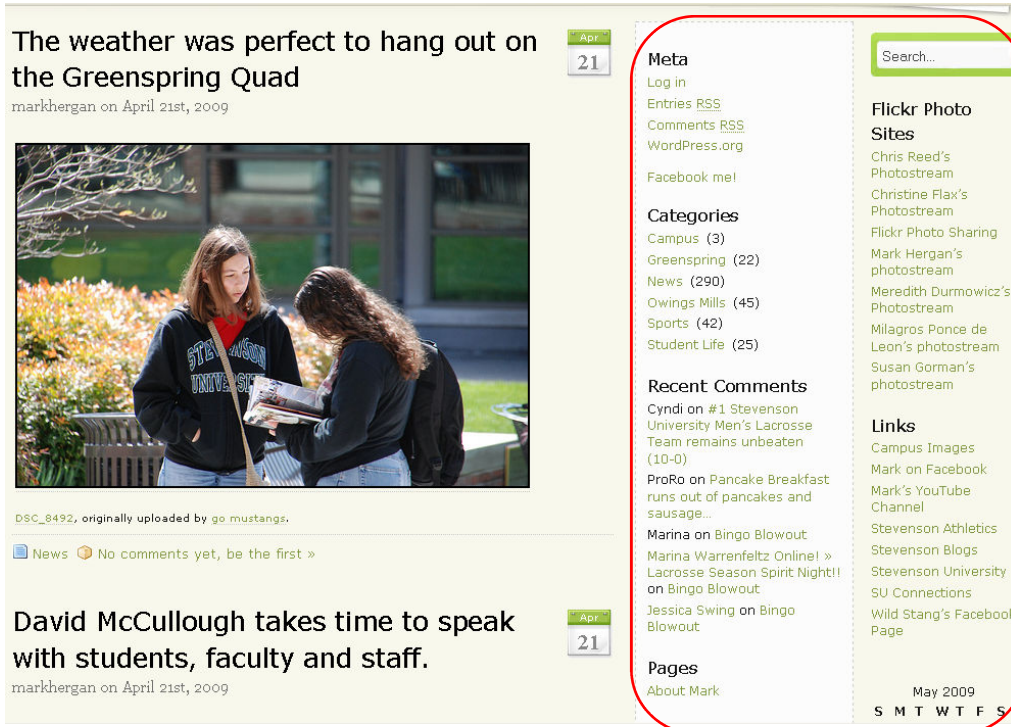
The "appearance" and "settings" buttons allow up to change how your web blog looks and runs. Once you click the "appearance" button you will get a drop-down menu that looks like the one shown below. I'll go through the buttons here one-by-one to explain to you what they are for.



Themes: The "themes" button gives you the option to change the layout (or set-up) of your web page. Themes on WordPress are similar to lay-outs for Myspace pages. There are only two themes that the SU web blogs use, however, there are hundreds and hundreds of themes! If you want to change your theme, you can email Jen Brechin the link to your new theme.

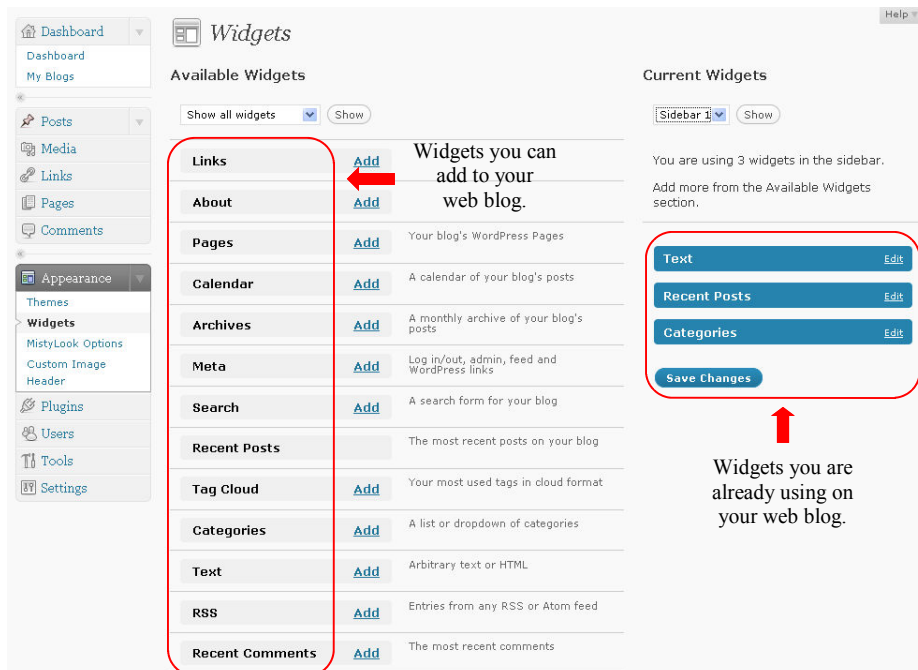
Setting Up Your Blog (cont'd)

Widgets: Widgets are portable chunks of code that can be added to any HTML-based page. If you have a Myspace, you have probably used them before. Examples of widgets are on-screen tools like clocks, event countdowns, daily weather, RSS feeds, etc.



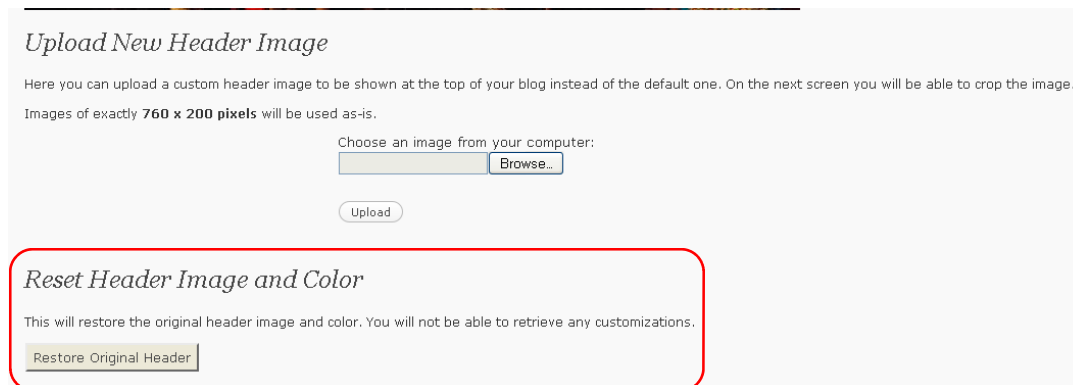
These are all widgets that Mark Hergan, VP for Enrollment Management, has on his WordPress web blog.

Once you click on the “widgets” tab, you will see a list of available widgets as well as the widgets that you are currently using on your blog. You can customize your page with any widgets listed. To add a widget simply click “Add.”

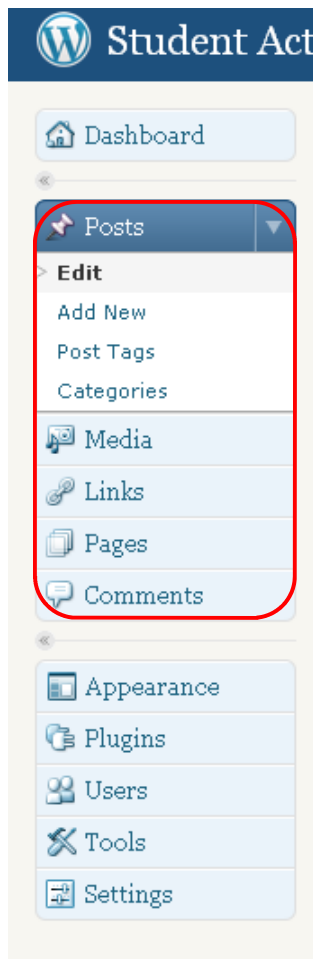


Setting Up Your Blog (cont'd)

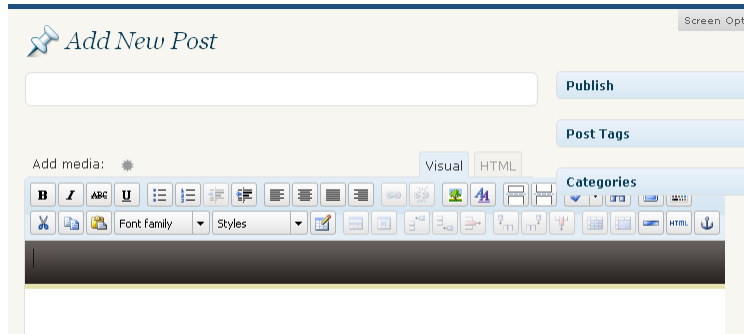
Custom Image Header: This option will allow you to change the picture at the top of your blog page. Please note that the picture should be large enough to fit the actual size of the header or it will be stretched to fit. After you upload the picture, you will be asked to crop the photo to the header image size. Please note that if you do not like the new header image, you can restore the original by clicking the “restore original header” button that will be below the upload image prompt as shown below.



Posting on Your Blog: There are several things you can do to edit previous posts made or add new posts to your page. The side picture shows you all the options you will have for your blog as far as posts are concerned. However, you will mainly use the area circled in red.



Add New: To add a new post you first want to click on the “Add New” link. It will then take you to a page that looks like the following:



In this window you can do basically the same exact thing you would do in Microsoft Word. There is also a way to title each post, though that is not always required, however it is a good idea to always title each new post so your readers will know exactly what you’re writing about before they even read the post.

Posting on Your Blog (cont'd)

Publishing: There are three different options you can choose before you publish, however the **Draft** and **Public** options really don't matter to your blog. The **Publish immediately** is a tool you may want to use. In this box you can change the date to which your post will be put on your blog site.



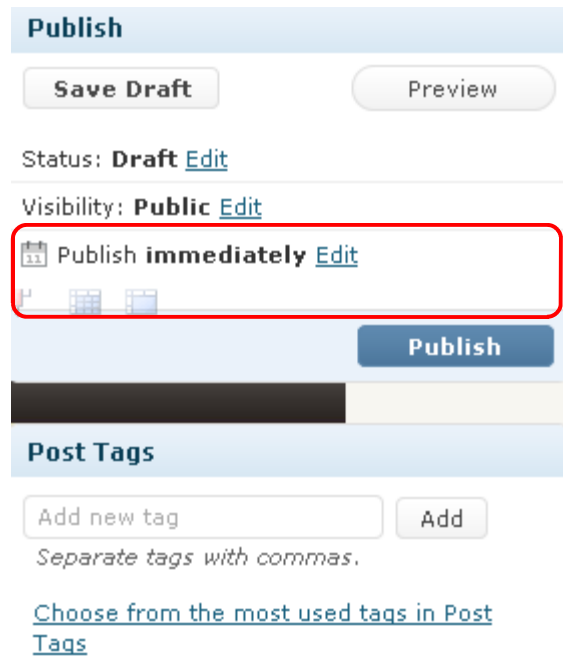
Publish immediately
Jan 29, 2010 @ 11:51
OK Cancel

Post Tags: This is an option to where if your readers want to read all the blogs that have to do with a specific event or presenter your club is having, this will be easier to achieve that. However, there is an easier way to do that.

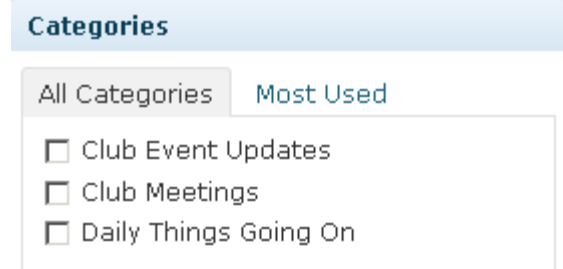
Categories: Using a category to keep all your blogs together for readers to easily access if they are looking for something specific about your club is the best way to do that. While publishing your post you can add a category to your list or choose one that you have already created.



+ Add New Category
New category name
Parent category
Add

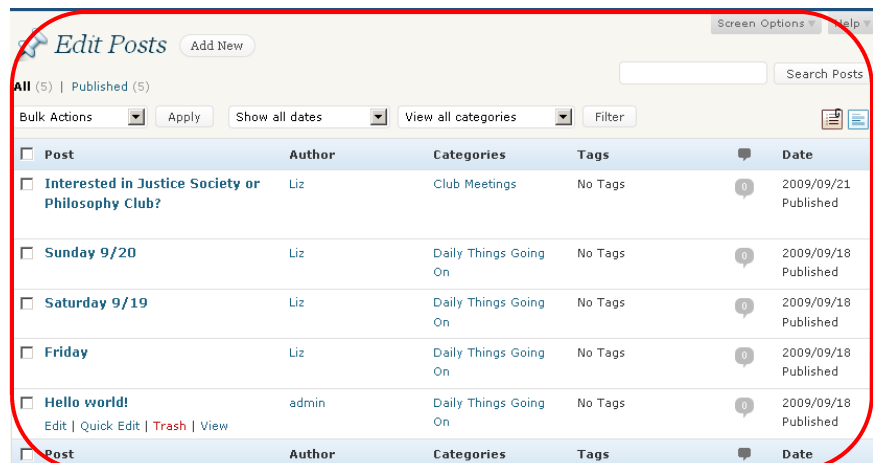


Publish
Save Draft Preview
Status: Draft Edit
Visibility: Public Edit
Publish immediately Edit
Publish
Post Tags
Add new tag Add
Separate tags with commas.
Choose from the most used tags in Post Tags



Categories
All Categories Most Used
 Club Event Updates
 Club Meetings
 Daily Things Going On

Editing Posts: You will also have the ability to edit old posts you have made. By clicking on the link **Edit** you will be taken to a screen like the one on the right side of the page. This page will list all your posts, published and unpublished. Click on the post you wish to edit and you will be taken to a screen like the one you saw to publish a new post. Here you can make all your corrections/additions and then click **Update** to have the post updated.

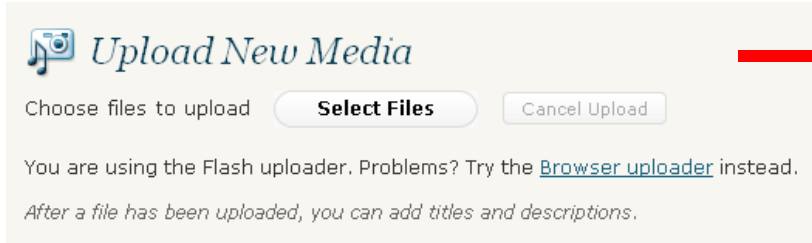


Edit Posts Add New
All (5) | Published (5)
Bulk Actions Apply Show all dates View all categories Filter Search Posts

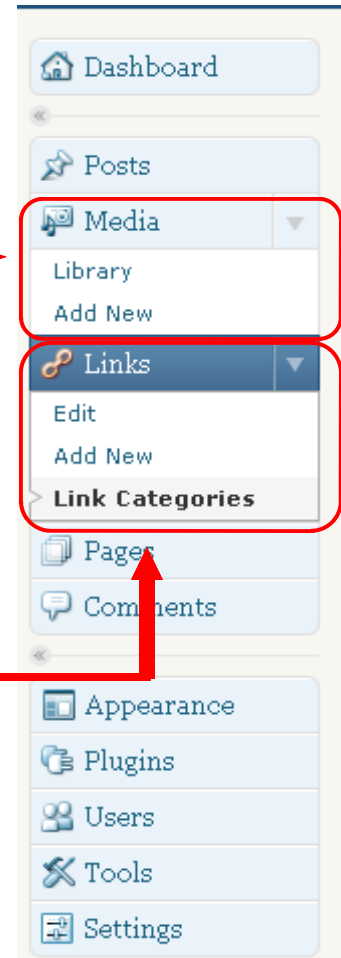
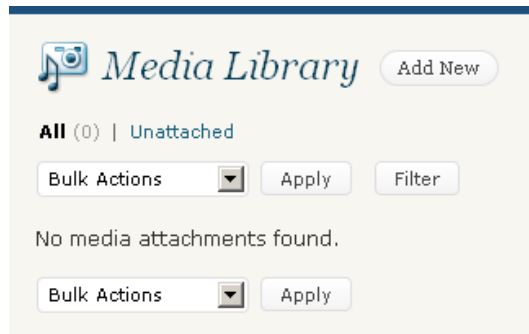
Post	Author	Categories	Tags	Date
<input type="checkbox"/> Interested in Justice Society or Philosophy Club?	Liz	Club Meetings	No Tags	2009/09/21 Published
<input type="checkbox"/> Sunday 9/20	Liz	Daily Things Going On	No Tags	2009/09/18 Published
<input type="checkbox"/> Saturday 9/19	Liz	Daily Things Going On	No Tags	2009/09/18 Published
<input type="checkbox"/> Friday	Liz	Daily Things Going On	No Tags	2009/09/18 Published
<input type="checkbox"/> Hello world!	admin	Daily Things Going On	No Tags	2009/09/18 Published
<input type="checkbox"/> Post	Author	Categories	Tags	Date

Posting on Your Blog (cont'd)

Upload New Media: You also have to ability to add media to your blogs. My clicking the **Media** link it will take you to the **Add New** screen. Here you can choose the files you would like uploaded to your page. Then you can add titles and descriptions.



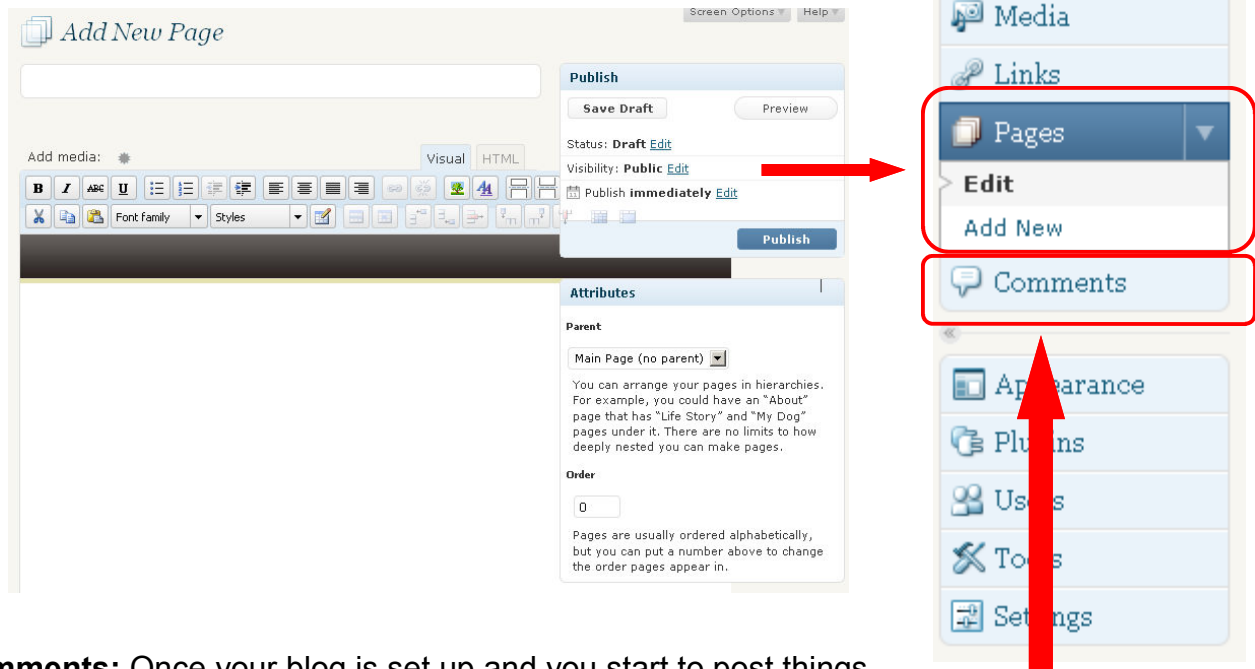
Or you can go to your **Media Library** to see what media you already have posted and reuse that media.



Links: To add a new link, click on the links tab and click on **Add New**. This will take you to a page that has all the information that you will need to add the new link to your blog. On this page you can name the link, give the web address, describe what it is, categorize it, and other things. You also have the ability to **Edit** your links and **Link Category** names.

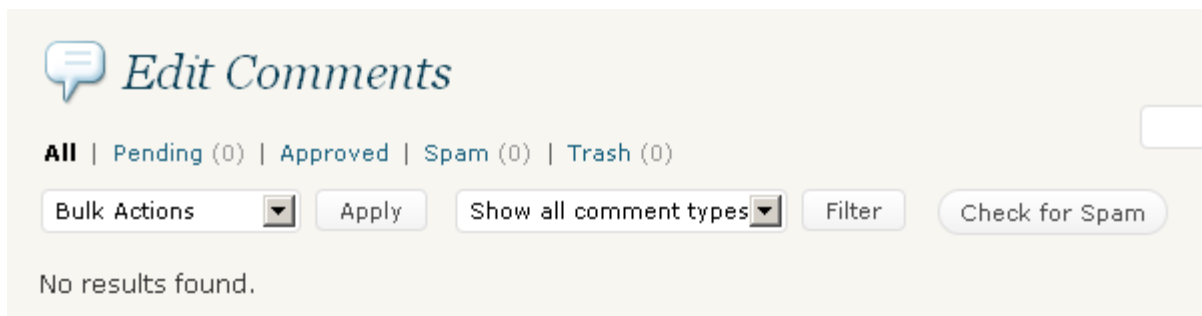
Posting on Your Blog (cont'd)

Pages: Adding a new page to your blog is just as easy as creating a new post. It is the same screen as the new posts page and allows you to do the same things as the new post page. You also have the ability to edit the pages after you create them.



The image shows two parts of the WordPress interface. On the left is the 'Add New Page' editor, which includes a title field, a rich text editor with 'Visual' and 'HTML' tabs, and a 'Publish' sidebar with options like 'Save Draft', 'Preview', 'Status: Draft', 'Visibility: Public', and 'Publish immediately'. On the right is the WordPress dashboard sidebar, which contains menu items for Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The 'Pages' menu item is highlighted with a red box, and its sub-menu options 'Edit' and 'Add New' are also highlighted with a red box. A red arrow points from the 'Publish' sidebar in the editor to the 'Pages' menu item in the dashboard. Another red arrow points from the 'Comments' menu item in the dashboard to the 'Comments' section in the text below.

Comments: Once your blog is set up and you start to post things about your club and upcoming events that your club will be holding or just general things that your club is up to, students will start to make comments about the activities. The figure below shows you all the comments made to each post. Here you will see that there are pending comments, ones that need your approval before actually appearing on the site, ones that you have approved in the past, spam, and ones that you trashed because they were not appropriate to your club or the activities they were commenting on.



The image shows the 'Edit Comments' interface. At the top, there is a speech bubble icon followed by the text 'Edit Comments'. Below this, there is a navigation bar with the following options: 'All', 'Pending (0)', 'Approved', 'Spam (0)', and 'Trash (0)'. Underneath the navigation bar, there are several buttons: 'Bulk Actions' with a dropdown arrow, 'Apply', 'Show all comment types' with a dropdown arrow, 'Filter', and 'Check for Spam'. At the bottom of the interface, the text 'No results found.' is displayed.

January 29, 2010

Dear Student Clubs,

We hope this manual helps construct your blog and keeping it up to date as this is a part of your responsibility as a Stevenson University club. Always remember to post appropriate things about your club whether it be photos, videos, etc. The Student Activities Office looks forward to seeing what you do with you blog page and will be checking in every once-in-a-while to make sure you are keeping it up to date. Thank you for your patients with this manual. Good luck and have fun with your blog because that is what it is there for. If you have any questions or concerns please contact Dan Barnhart or Jen Brechin in the IT department who over sees all Word press blogs.

Sincerely,

The Student Activities Department