

Doors Open Days

get into buildings!

Social Media Guides



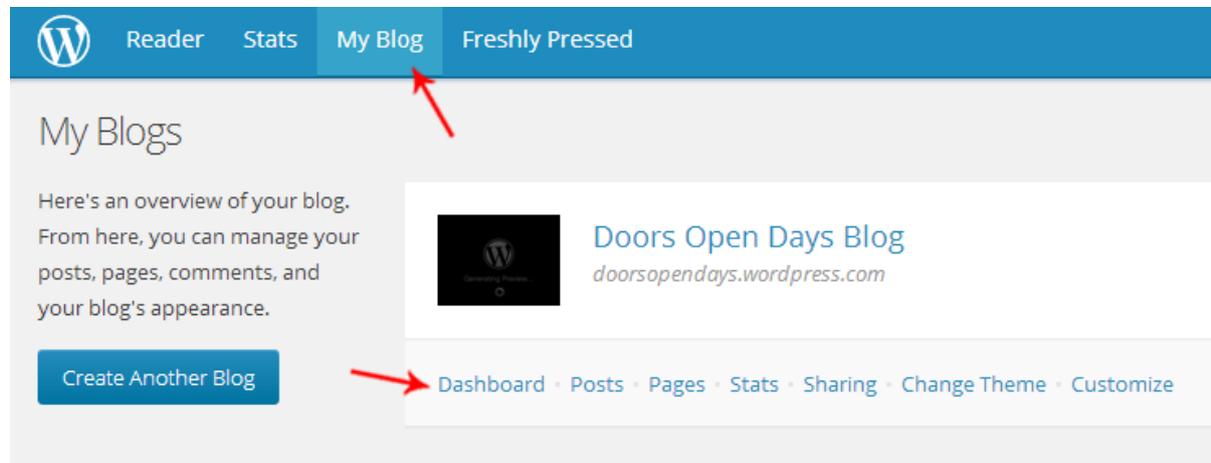
Guide to Wordpress

Wordpress (<http://wordpress.com>) is a blogging platform which allows you to post regular articles on a blog. Blogging is great for bringing news and updates to your audience, and supporting the information you display on your website in a slightly more informal manner. Blog posts can expand on the information you discuss on your other social media platforms, and can include text, images and links. Topics covered:

- [Getting Started](#)
- [Writing a Post](#)
- [Adding Media to Posts](#)
- [Commenting and Sharing](#)
- [General Tips](#)

Getting Started

Once you have set up your Wordpress account and created your blog, click on **My Blog** from the top menu bar, then **Dashboard** to see the main menu for your blog.

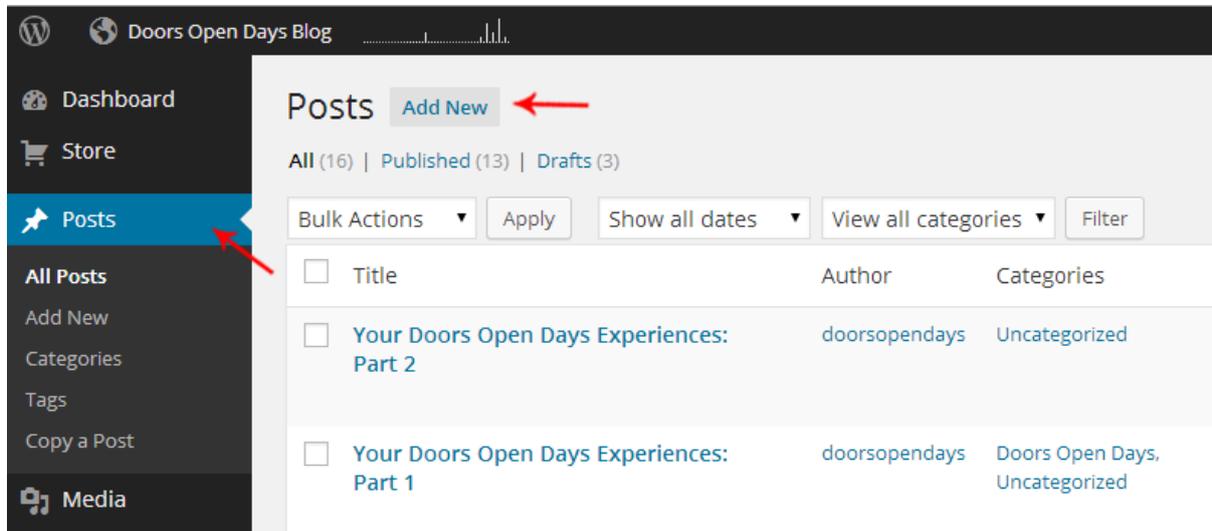


This will then show you a quick glance at recent activity and stats for your blog, and the main menu down the side will take you to other parts of the Dashboard. The most important parts of the menu are **Posts** and **Comments**, and whilst you are setting up your blog you will also need to use the **Pages** and **Appearance** sections:

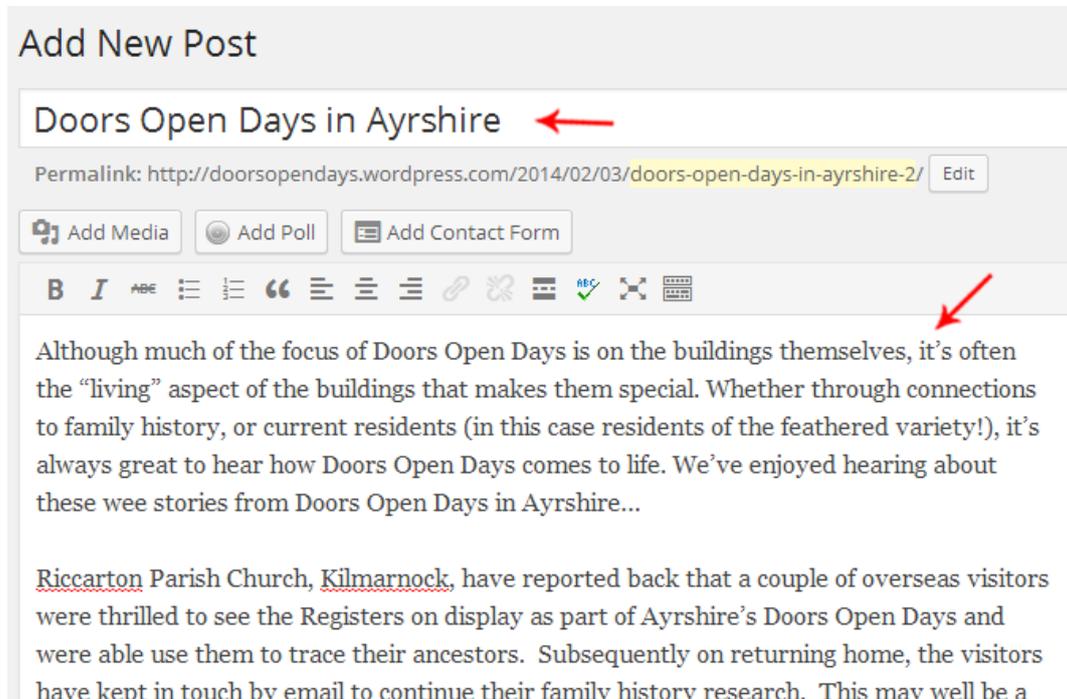
- **Posts** – shows you all the posts on your blog (both published and drafts), along with their tags, categories, stats etc. This is also the page where you can add in new posts.
- **Comments** – shows you all the comments on your posts along with information about the author. You can manage comments here i.e. approving moderated comments for publication
- **Pages** – posts appear in your blog's main feed on the homepage, but pages are static web pages which are usually used to display important information. When setting up your blog it is a good idea to include an **About** page and a **Contact** page giving details about your organisation and how to get in touch. You may wish to add in additional pages too.
- **Appearance** – here you can edit the theme and layout of your blog. Choose one of the premade templates supplied by Wordpress, and then click on **Customize** to add in your own header image/colour scheme etc. You may also wish to edit the **Widgets** displayed in the blog's sidebar – it's a good idea to add in social media icons/feeds and links so users can subscribe to your blog.

Writing a Post

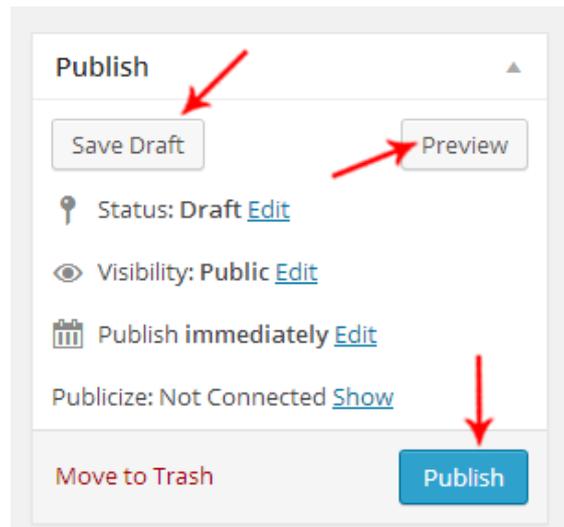
Click on the **Posts** section from the right hand menu, then click on **Add New** to start creating a new post.



A blank post template will then open and you can begin typing your post. Make sure to give the post a meaningful title which lets readers know what the post is about. The text editor allows you to format the text easily e.g. bold, italic, centred etc.

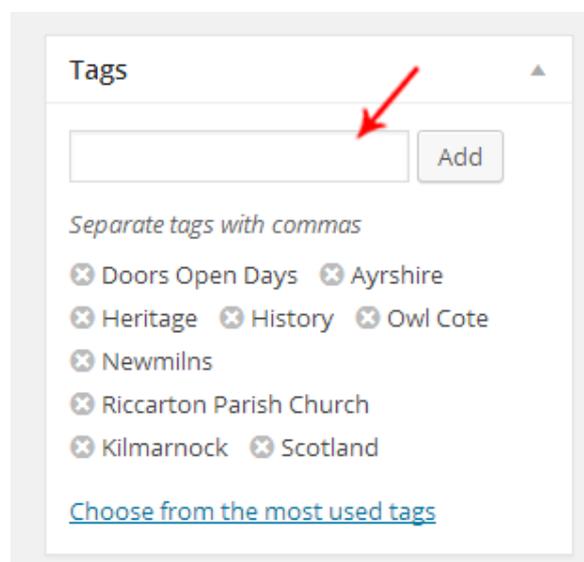


Once you are happy with the post, click the **Preview** button to the right to see how the post will look once published. Make sure to check for any errors, then click the **Publish** button once you're ready for it to go live. If you want to save a post as a draft so you can come back and edit it later on, just click the **Save Draft** button.



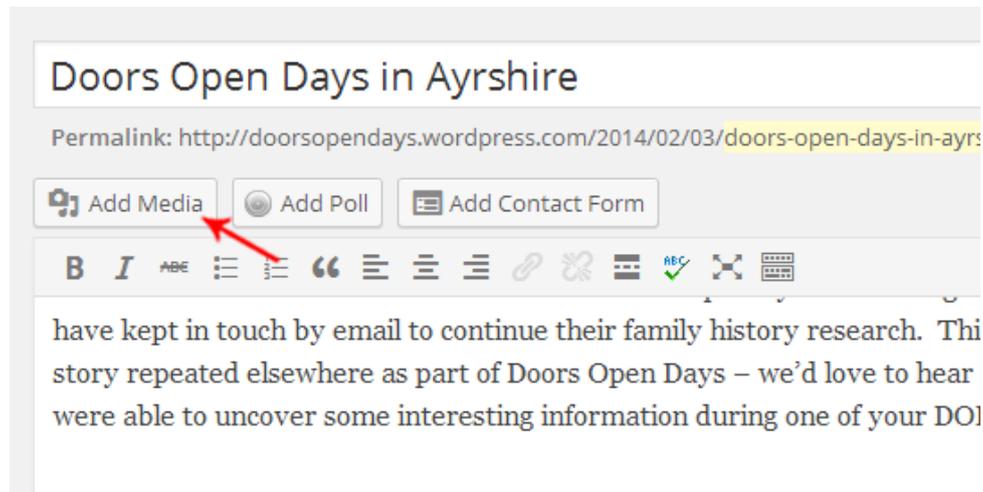
If you want a post to go live at a specific time or date, click **Edit** next to the **Publish Immediately** icon. You can then choose when you would like to schedule the post for. Click **Schedule** to finalise the post.

It is a good idea to add relevant tags to your post so people browsing through your blog, or those searching keywords in search engines, can find your posts easily. Scroll down through the menu on the right until you come to the section titled **Tags**. Add in some relevant keywords which describe the content of the post. You can also add in a **Category** to help organise posts.

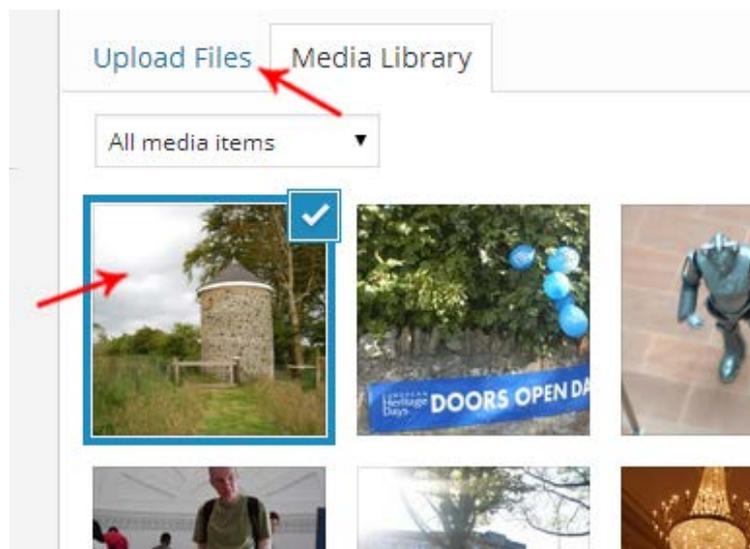


Adding Media To Posts

Blog posts work best with a mixture of text and images, so it's always a good idea to add in a few photos to break up the text and make posts more interesting. Whilst in the post editor, click the **Add Media** button.



Your **Media Library** will then open, showing all the images you have previously uploaded to Wordpress. To upload a new photo, click the **Upload Files** tab. Once the file has uploaded it will then appear in your **Media Library**.



You can also edit the **Title**, **Caption**, **Alt Text** and **Description** of the photo. Make sure to fill out this information as it allows people to search for your photos and posts more easily. Remember to include to copyright information crediting the creator of the image. Once you have added all the relevant information, click **Insert into Post** to add the image to your blog post.

Title: Owl Cote Newmilns DOD

Caption: Owl Cote (c) M. Hitchon

Alt Text: Owl cote, Newmilns DOD

Description: The Owl Cote at Newmilns, Ayrshire, open as part of Doors Open Days 2013

Insert into post

This image will then be saved to your **Media Library** so you can add it quickly and easily to any future posts.

You should also include links within your posts so readers can easily visit your website (or the websites/blogs of other organisations you are discussing) to find out more information. To add a hyperlink, highlight the text which you would like to be linked then click the link button in the text editor.



Paste the link to the webpage in the **URL** box, and add a **Title** which describes the link. Then click on **Add Link** and the highlighted text will now link directly to the webpage.

Insert/edit link

Enter the destination URL

URL:

Title:

Open link in a new window/tab

Or link to existing content

Cancel Add Link

Commenting and Sharing

Once you have published a blog post, it will appear on your blog's homepage and your followers will be able to read the post. Readers can then leave a **Comment** on your post or **Like** it (anyone can leave a comment but only Wordpress users can like a post). You can also leave comments on the post, if you need to reply to an existing comment or question.

Readers can subscribe to your blog through their email address if they don't have a Wordpress account, but the majority of people usually prefer to keep up to date with blog using social media. Therefore it's always a good idea to update your social media accounts when you publish a new blog post.

General Tips

Use a chatty and informal tone of voice when writing blog posts. Blogs work well as an extension of your social media presence, so use the same type of voice as you would on Facebook/Twitter. Don't be afraid to put a bit of personality into your blog posts, but make sure they still remain professional and are suitable for your audience.

Don't just copy and paste articles from your website or newsletter. Make sure the content on your blog compliments the content you have elsewhere, but don't copy it directly. A blog is a good chance to expand on topics mentioned elsewhere at the same time as giving a different perspective or approach to traditional "news" articles.

Try to end your blog posts with a relevant question to encourage readers to leave a comment or engage with the post. Remember to also add links to your website or links to previous blog posts where relevant.

Connect your blog with social media – make sure your social media links are easily visible on your blog, and make sure your social media followers are aware of any new blog posts. Each time a new post is published, it's a good idea to send out a couple of updates on all your social media accounts to let your followers know.

Whilst there is no word limit for blog posts, it's a good idea to keep them relatively short so readers don't get bored reading a post that's too text-heavy. Around 500 words is usually a good length. Make sure to add in a few relevant images to break up the text too as posts with photos are often more interesting and easy to read.