Digital Inclusion for Social Good

Empowering Organisations with Digital Tools for Impact & Efficiency

MANAGING WEBSITE FOR CIVIL SOCIETY & NON-PROFITS

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MANAGING WEBSITE FOR CIVIL SOCIETY & NON-PROFITS

Digital Inclusion for Social Good

Empowering Organisations with Digital Tools for Impact & Efficiency

Managing Website for Civil Society & Non-Profits

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DEF is a not-for-profit organization with an aim to find solutions to bridge the digital divide with Information Communication and Technology.

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INTRODUCTION

The first of our WordPress User Guides was originally written for non technical users who had registered a website using WordPress under any of our eNGO programme.

This guide doesn't cover WordPress installation – installation is well documented on wordpress.org, and if you wish you can go for a hosted solution on wordpress.com. If you need help installing, migrating or upgrading your WordPress installation you should get in touch with us for a quote. You'll need to contact us through our website's contact form at http://www.interconnectit.com/contact/ We may well add installation information at a later date, but time, at the moment, doesn't allow.

The guide also doesn't cover configuration of WordPress – all those lovely options in the settings page. However, we're planning to add something about them – perhaps more a 'frequently asked questions' section, with simple answers.

If you want further, personal training, we run training programmes regularly where you'll be able to learn a range of WordPress skills – from beginner to advanced

GUIDE METHOD

This guide covers the basics in each section, trying to take a progressive approach so that each section builds on knowledge and skill acquired earlier in the guide.

Our screenshots and usage all come from WordPress installed on a local computer, but they apply equally to WordPress installed on normal web server.

One new change in this version is to include a series of exercises which are aimed at developing the reader's skills.

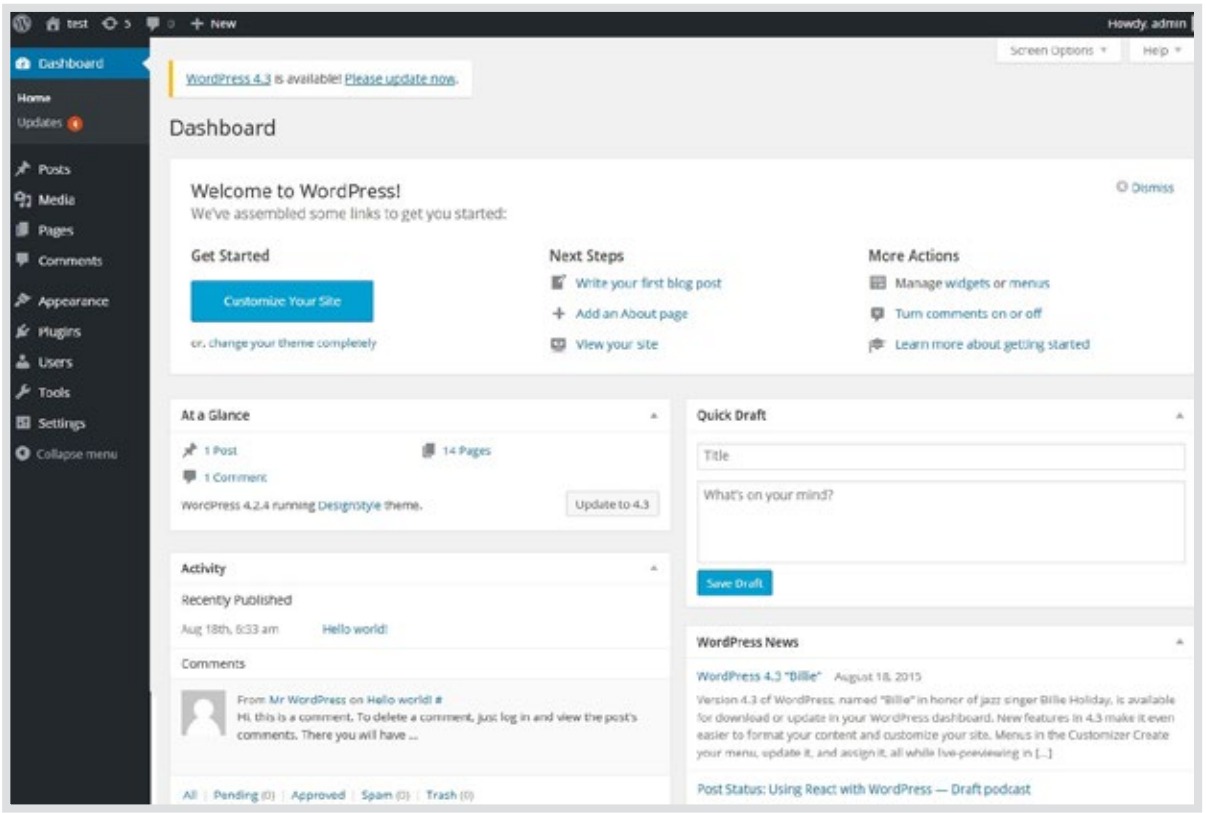
GETTING STARTED

So the first thing to do is: Log In!

If you haven't got a login link on your site's front page, simply add /wp-admin to the root address and you'll arrive at the login page as above. The default themes always show login links in their initial configuration.

If you lose your login details provided by DEF, you can click on "Lost your password?" and a new password will be generated and e-mailed to you. You'll need to change this to something more memorable.

Enter your details, select "Remember me" if your computer is secure and only used by you and you'd like not to have to log in each time, and click on the Login button.



Now you're logged in, you'll arrive at the Dashboard – a screen that gives a range of information about your

You'll notice here that there's a great deal of information showing here in a series of widgets. You can organise this information to best suit you, moving widgets around and expanding or contracting them in whichever you find appropriate.

To move a widget, click and drag the bar of the widget around. To roll it up, simply click on the right hand edge of the bar where you'll see an arrow appear.

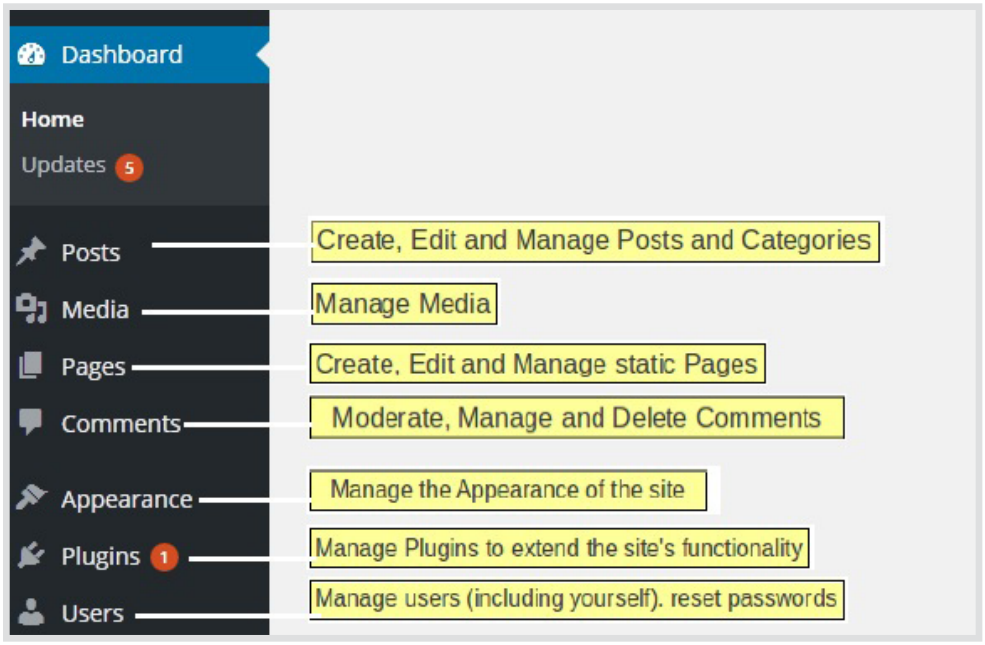
On the left hand side, you'll notice that there's a large list of links such as Posts, Media, Links and so on. What you see here will depend a lot on the user level you have on your blog. Administrators can see

everything and subscribers the least.

NAVIGATING AROUND THE ADMINISTRATION PANEL

Navigation of the admin panels in WordPress is pretty straightforward, but it can feel like there are a bewildering range of options to choose from.

You'll notice that to the left of the dashboard you have a series of links that you can quickly and easily click on – these then expand out to show you other sub pages. The quick reference below reveals the range of functions, with a brief explanation alongside:



THE ADMIN BAR

At the top of your WordPress site you will see the admin bar. By default this is only shown when you are logged in and browsing the website but it can be switched on or off for the administration area and website by visiting your user profile and checking the appropriate boxes shown below.

The admin bar itself provides you with quick access to the administration area in the following ways:

- The user section, including quick links to your profile editing screen, dashboard and logout link
- Edit Post: A link to edit the current post or page you are on
- Add New: A dropdown to quickly add a new post or page
- Comments: A link to the comments administration area which will indicate how many comments are awaiting approval if any
- Appearance: Quick links to the theme selection, widgets and menus admin areas
- Updates: A link that shows you if any plugins require updating and takes you to the plugin admin area
- Shortlink: A short version of the current post or page address that you can copy for use with a service such as Twitter to save space

You can also search your website's content directly from the admin bar using the search box on the right hand side.

UNDERSTANDING THE DIFFERENCE BETWEEN PAGES AND POSTS

Before we start working on your site, it's important to have a clear understanding of the difference between pages and posts:

Pages are usually those which have a static purpose in life. For example an about page, resumé page or contact forms. They do not usually contain information about news items, for example, which are added to the site on a regular basis. Pages are generally defined so that they are always accessible from the front page. Some people build entire sites with just Pages – this is especially the case for sites with little need for dynamic content and is very popular with small businesses who simply want an online brochure.

Posts usually contain semantically and chronographically arranged information – for example, news reports, event results, and of course blog entries! The semantic structure is defined by categories and tags, and whilst making it easy for people to navigate your site will also help search engines to understand the content of your site and so improve the relevance of search results.

ADDING AND EDITING CONTENT

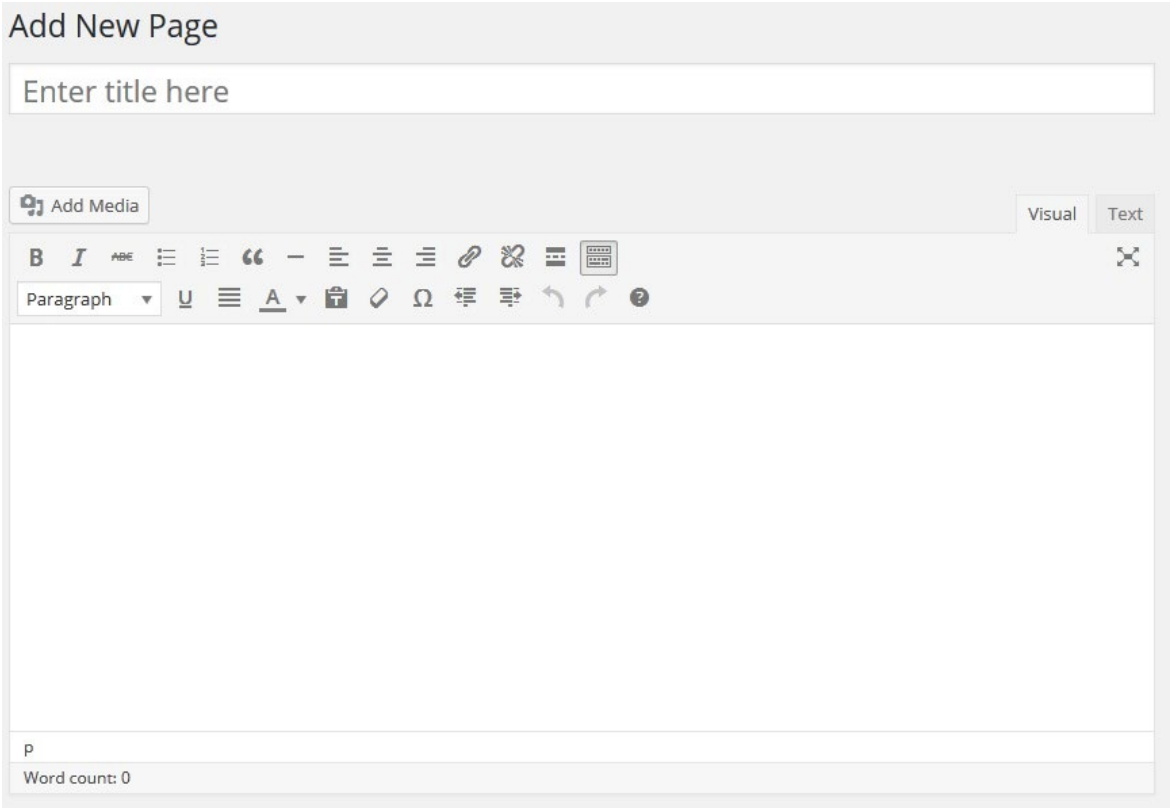
Rather than drone on about concepts, structure and methods, let's start to get some content into the site right away.

WordPress provides a number of tools – for editing, and for image management. It allows you to easily manage your content with a familiar editing interface. You don't need to learn HTML – just the skills you've already acquired using word processors like Microsoft Word.

FORMATTING TEXT USING THE RICH EDITOR

You can easily enter format text using the rich editor if you're familiar with any word processing packages.

Let's create a news article – just go to Posts and Add New in the left hand toolbar (if you're writing a static Page, you go to Pages and Add New instead):



As you can see from the buttons, it's possible to format text in a number of ways using the buttons and they'll be familiar to any user of word processor software. You can also extend the size of the box by dragging on the bottom right of it.

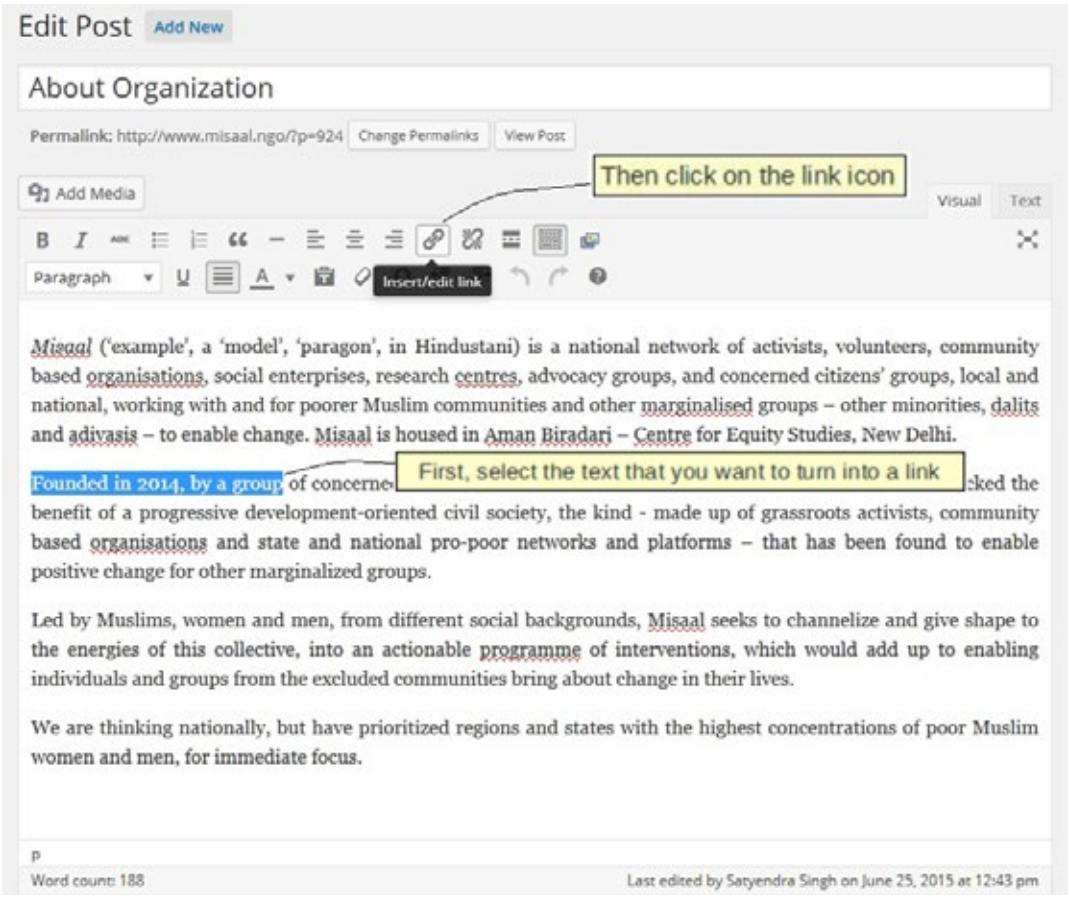
By default you'll only see one line of buttons, not the two below – that's because you need to press the Advanced Options button on the far right to see them.

ADDING LINKS TO YOUR POSTS

One of the most important things you can do on your website is to link out to other sites. Those other sites will appreciate the links, but it also shows where you get your information from. This is useful to the reader and also a sign of an experienced and skilful blogger who cites his references. There's also absolutely nothing wrong with

Linking within your own site. Of course, it takes a little extra time, but it's worth it for the extra engagement.

To create a link in text, highlight the text you wish to link, and then click on the link icon in the editor:

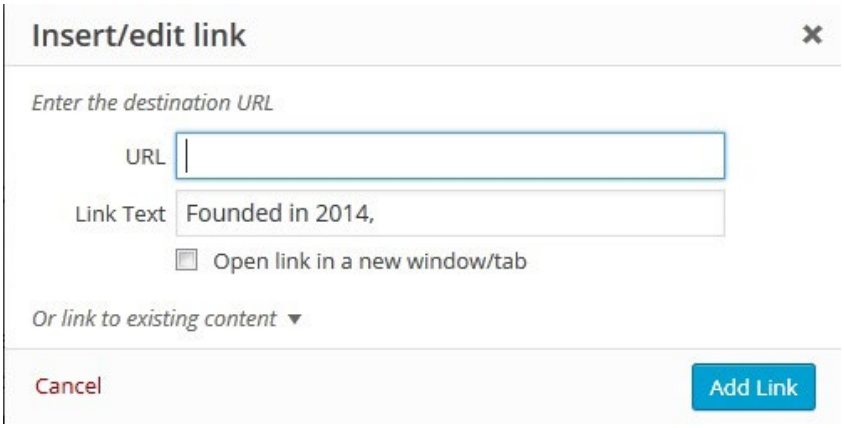


ADDING IMAGES TO YOUR POSTS

You can easily add images using the standard WordPress tools. Again, like so much of WordPress, there have been some dramatic improvements in recent versions – including the automatic sizing of images, thumbnailing and image management.

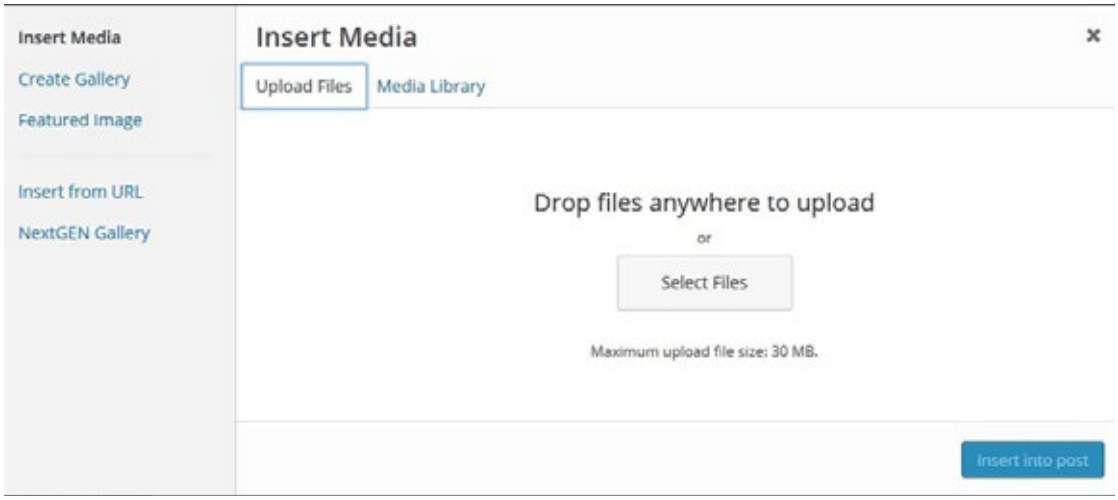
To add media to your post, you'll see a number of tools added. You may find that on a lot of custom
installations of WordPress MU you only have the small button that looks like a sun, on the right. If that's the case then for most things you can use that image, but you may be limited with items such as YouTube videos. This is often done for security reasons. If the feature is necessary, speak to your support team.

If you press the Add Image button you'll be presented with a pop-up window:



You can close this window with the small X in the top-right corner, or by clicking outside of the box.

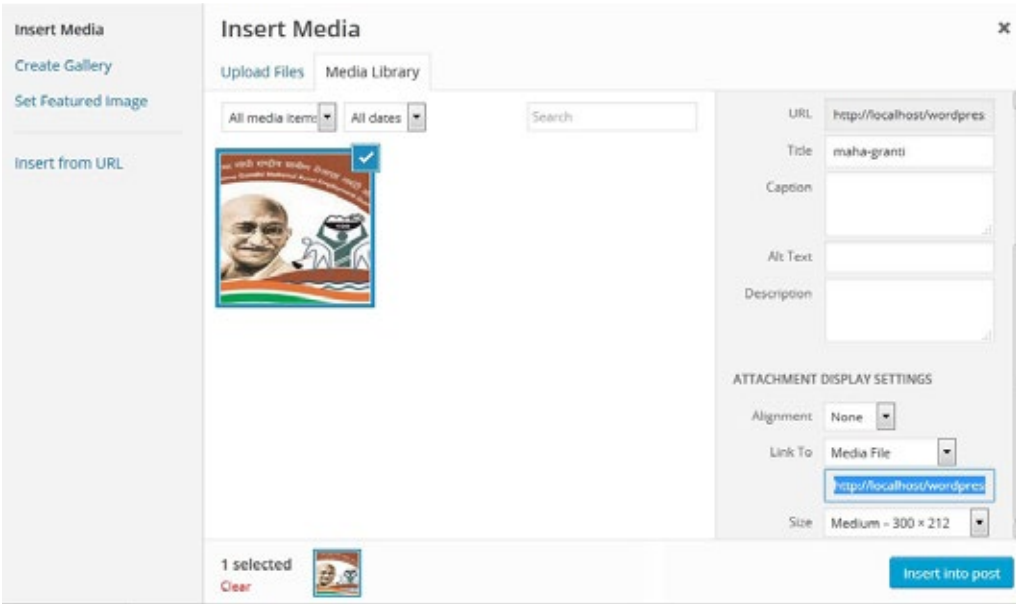
Generally you won't upload images from a URL and will use the button 'Choose files to upload'. Here you can upload one or many images. On most servers you'll be limited to images of 2MB or less in size, so if you have a high-res digital camera you might need to resize the images before uploading.


Insert Media
Create Gallery
Featured Image
Insert from URL
NextGEN Gallery
Insert Media
Upload Files
Media Library
Drop files anywhere to upload
or
Select Files
Maximum upload file size: 30 MB.
Insert into post

ADDING IMAGES TO YOUR POSTS

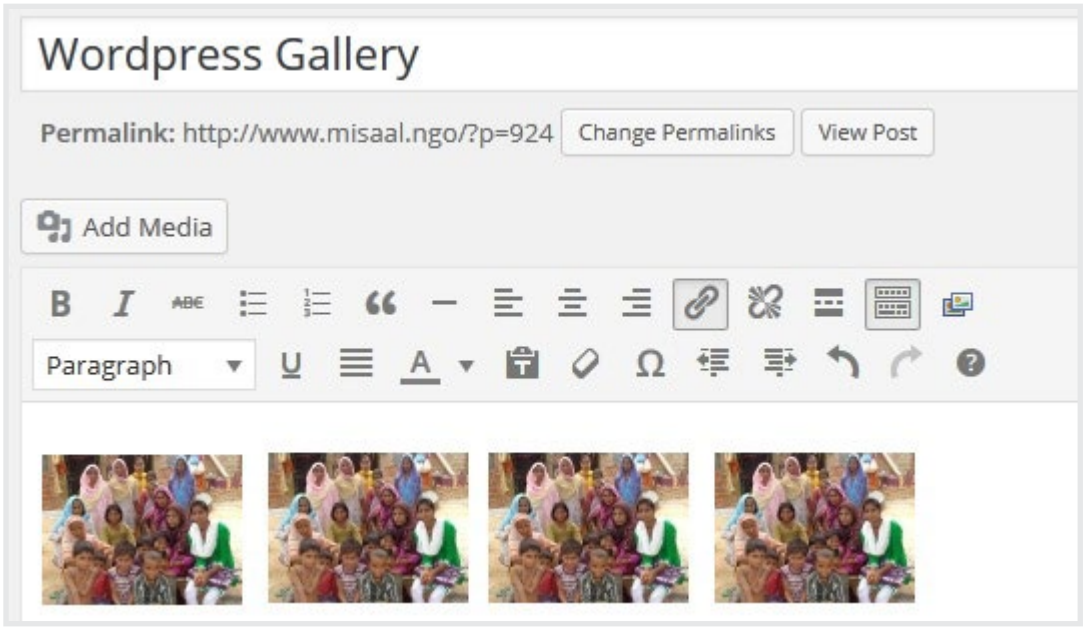
One new feature that came with WordPress 2.5 was galleries – this allows you to present a grid of image thumbnails in a post or page which people can click on to enlarge.

To insert a gallery into a post, you can upload a number of images (which are then attached to this post), click the Save All Changes button in the bottom left-hand corner and then click on the Gallery tab:



From here, you can adjust the order by dragging and dropping, insert the individual images into the post or, insert a gallery of attached images.

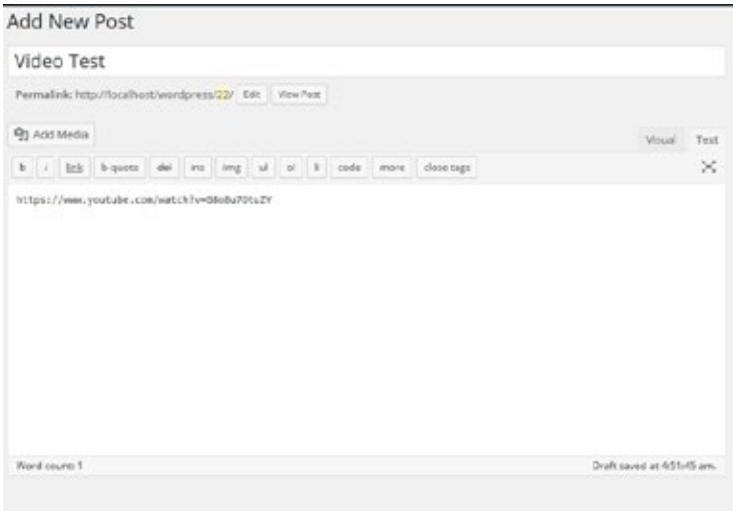
To insert a gallery, click on the 'Insert gallery into post' image and then a shortcode of [gallery] will be inserted into your content. It will look something like this:


Wordpress Gallery
Permalink: http://www.misaal.ngo/?p=924
Change Permalinks
View Post
Add Media
Paragraph

ADDING IMAGES TO YOUR POSTS

Since WordPress 2.9, new video embedding facilities have been added to WordPress. Simply put, all you need to do now is get the link for a video on a website and click on the video link button. Let's take the video Dot that was recently released as a way of advertising a new mobile phone. The link is http://www.youtube.com/watch?v=olPDrqC2MGM and to embed it into your WordPress site is really easy.

Simply put, all you need to do is to copy (ctl+c) the URL from the browser bar, and then paste it into the text editor as so



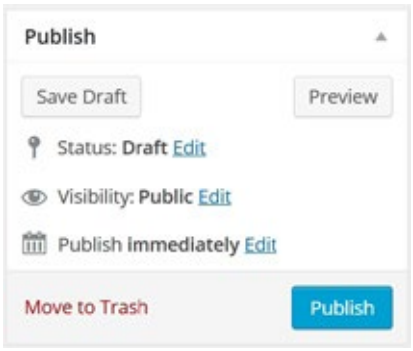
Other forms of video upload are beyond the current scope of this document – however, lots of help is available on WordPress's support forums. One thing worth noting is that with most methods you need to upload first to
a media server (via whichever means you prefer) and then use the embed media button in the editor .

This is, I'm afraid, one of those things that is hard to describe clearly, but once you've done it a couple of times will come easily and naturally.

A shortcut for video embedding is to use a plugin called Viper's Video Quicktags – this gives more control over embeds from different sources, allowing for different sizes.

SAVING & PUBLISHING YOUR POST OR PAGE

Once you've written your masterpiece you'll want to save it... and then publish it (ie. Make it visible on the site) for the whole world to see – you've probably already pushed that publish button, but we're returning to it because there are various options that are worth learning:

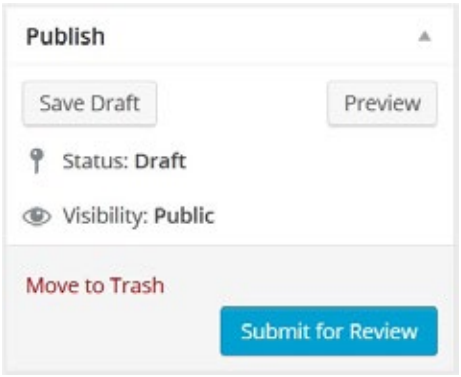


The Publish box above is usually at the top right of the page.

By default it looks like the above.

As you can see, the simplest way to publish your content is simply to press that big blue Publish button.

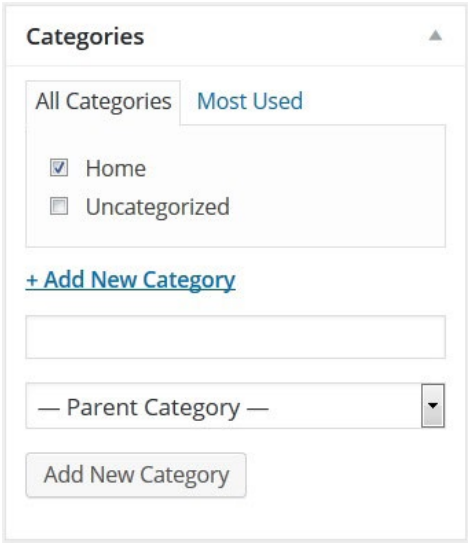
If you're a contributor, you'll have found that you can't do much in WordPress beyond contribute words, and your Publish box will actually look like this:



CREATING AND MANAGING YOUR CATEGORIES

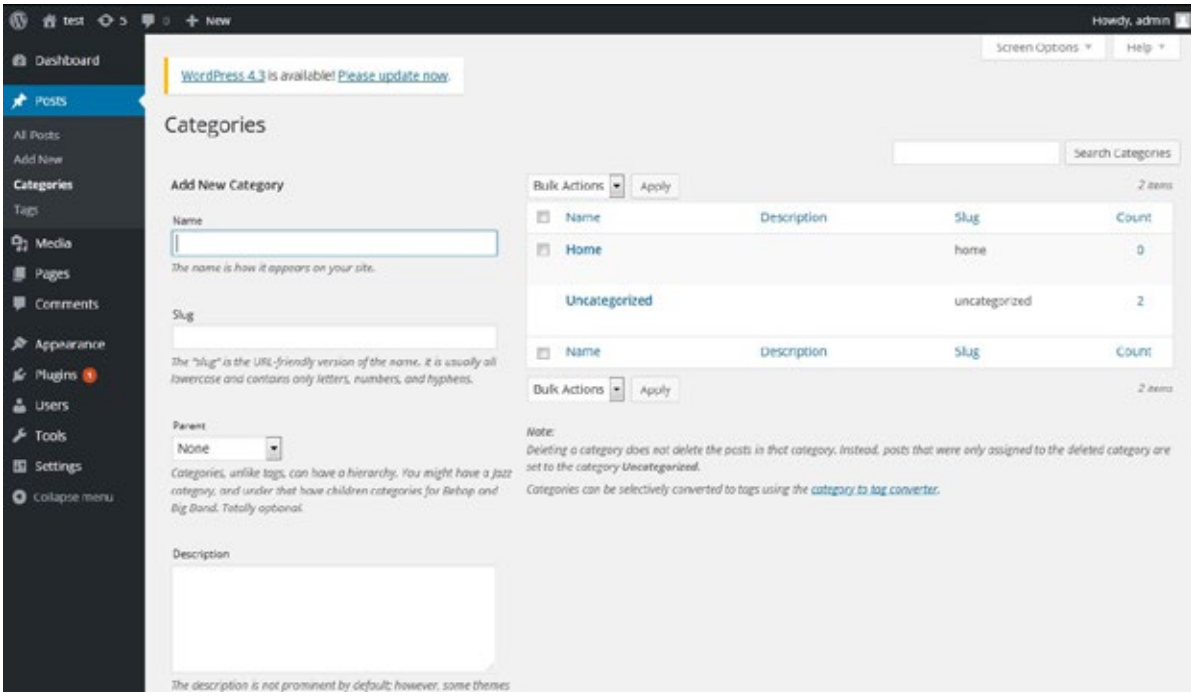
Organising categories can be one of the greatest influences in how easy it is to navigate your site. It can also be one of the hardest things to get right, and there's many a blog owner who wishes they'd done it differently.

You can always reorganise the categories at a later date, but that can be quite a tedious task as you will often need to re-categorise each and every posting that is affected. However, adding a new category is always easy and straightforward and can even be done while you create a post, if you have the appropriate user level:



For the categories we're going to use we need to go to Posts and then Categories in the WordPress administration area. For this site we want to create categories called 'Editing', 'Comments', and 'Presentation'. As well as those, we want to create a subcategory of Editing called 'Advanced'.

To do this, go back to your site Admin and click on Posts, and then the Categories link beneath that. You should see something like the screenshot below:

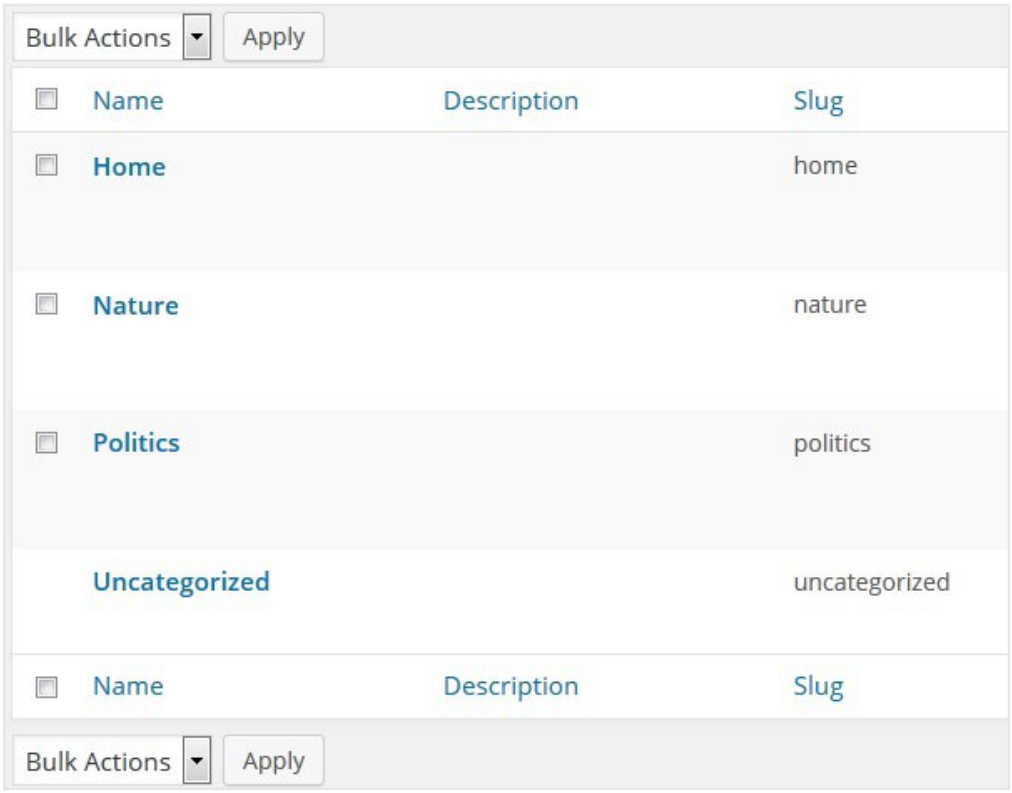


As you can see, there's already a category called Uncategorized which comes with the standard installation of WordPress.

You now need to add a series of new categories. It's easy – simply go down to the area of the screen marked Add Category, and get started. You have the following fields to consider:

Category Name	This is the nice, short name of the category. Try to avoid length descriptions. One or two words are best, and easiest to read on most websites
Category Slug	This is an advanced option – it's automatically populated if you don't put anything in. Until you get to more advanced techniques you can leave this field alone. It describes the permalink path to the category when the permalinks option in WordPress is set. Read the permalinks section of this document to learn more about the subject.
Category Parent	If you're creating a subcategory, this allows you to define which category is a parent.
Description	Optional, but can be helpful – especially if you have multiple contributors to your site. Explain concisely but clearly what the purpose of the category is.

Let's create three categories on this site – called News, Trivia, and WordPress. Your Categories screen should look like this now:



If you create a category in error, you can also delete it here by selecting the category you want to delete in the box to the left, then clicking the delete button. Be careful – there's no undo function here!

You'll notice you can't delete Uncategorized – that's because it's the default category used if you don't assign one to a post. You can change your default category in Settings | Writing.

You also have the possibility of creating a hierarchical tree for your categories – for example, under News you could have Politics and Entertainment.

WRITING PAGES AND STRUCTURING THEM

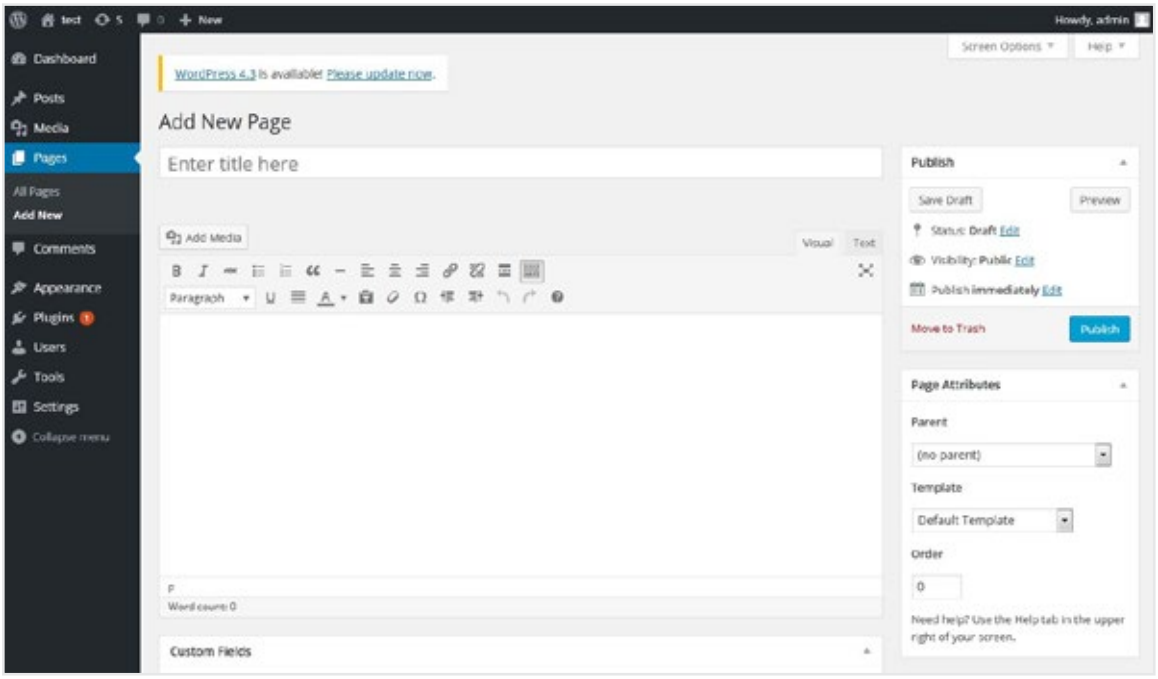
Pages are essentially similar to Posts, but as explained in Understanding the difference between pages and posts they differ in that they contain information that is by and large static – your resumé, your contact details, your terms and conditions – that kind of thing.

WRITING PAGES

Writing a page is essentially the same as writing a post, so there's little to learn, but we'll go through some things again.

Already on the site is a page called About – every default WordPress install has such a page. You don't need to edit it immediately – let us, instead, create a page called My Beliefs.

So – it's already time to write your first page! Click on Page and then Add New:



If you need help with the editor and advanced options read the section Adding and Editing Content for more information.

INTEGRATING SOCIAL MEDIA WITH WEBSITE

Social media transformed the way that people share information online. For website owners, services such as Twitter and Facebook present an opportunity for their articles to reach hundreds or even thousands of people instantly.
All social media sites provides embed code to put in wordpress pages, post or in widgets section. We have multiple plugins to upload and activate in your website.

If you have any questions that are beyond the scope of this file, Please write to engonetwork@defindia.net. Thank you very much!

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ECONOMY

- .NGO Domain
- 24X7 Customer Support
- OnGood listing and Profiling
- NGONAMA listing and profiling
- OnGood International Donation widget

ECONOMY PLUS

- .NGO Domain
- Website, Hosting with unlimited Pages
- Social Media Tools Enablement
- 1 Web email account
- Website Security Checkups
- Website Content & Database back up
- Google Analytic Enablement
- 24X7 Customer Support
- OnGood listing and Profiling
- NGONAMA listing and profiling
- OnGood International Donation widget

PREMIUM

- .NGO Domain
- Website, Hosting with unlimited Pages
- Social Media Tools Enablement
- Content Development & Logo Designing Service
- 1 Web email account
- Website Security Checkups
- Website Content & Database back up
- Google Analytic Enablement
- 24X7 Customer Support
- OnGood listing and Profiling
- NGONAMA listing and profiling
- OnGood International Donation widget
- Access to eNGO Workshops, Trainings & Events

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