CREATING A POST
AS AN EDITOR

WHAT'S COVERED IN THIS TUTORIAL?

These instructions provide a quick introduction to the additional features available to editors when creating posts:

1. Adding images
2. Adding audio clips
3. Adding videos from YouTube or Vimeo
4. Adding documents for download
5. Adding code snippets
6. Adding a map
7. Adding a featured image
8. Adding an excerpt
9. Custom layouts
10. Thumbnail adjustment

For the basics of creating a post, including adding images and videos hosted on sites such as Vimeo, see the separate handout for contributors.

1: ADDING IMAGES

Adding images as an editor is the same as adding them for a contributor (see separate hand-out). However, there is more descriptive information you should complete about each image, as described below. Remember that all the images you upload should be in .jpg or .png format.

1. In the Media panel, click on the blue *Add a new image* button.
2. A small box will appear with the heading *Image file*. Click on the grey *Select image file* button.
3. A window will open with the heading *Select image*. Under this heading there are two tabs:
   - *Upload files*. This allows you to upload files from your own computer.
   - *Media library*. This allows you to select from files that have been uploaded previously.

4. With the *Upload files* tab selected, click on the *Select Files* button. Select an image from your computer and click on the *Open* button. (This step may be slightly different depending on what computer and browser you are using.)
5. You should see the photo being uploaded and "crunched". Then a small thumbnail version of the photo should appear.
6. Complete the following fields:

    *   **Title:** this should be the reference name for the image. By default, this is the filename of the image, but you should replace this with something more descriptive so you can search for it in the Media library.
    *   **Caption:** this is what will be displayed as the title of the clip in the public view of the site
    *   **Alt text:** this is a description of the image for site visitors who are visually impaired or have decided not to download images into their browser
    *   **Description:** this is more information about the image to help you find it in the Media Library. It will not appear in the front end of the site. You could enter keywords, for example, or the original filename of the image into this field.
    *   **Credit:** this should be the name of the person who created the image (for example, the photographer).

7. Click on the *Select* button. The image should appear in the Images panel.

Note that:

*   **To add another image**, click on *Add a new image* button again and repeat the steps above.
*   **To edit an image**, hover over the image and click on the little pencil button.
*   **To remove the image,** hover over the image and click on the little minus sign.
*   **To change the order of images**, hover over the number next to the image You can then drag and drop the image above or below another image.

2: ADDING AUDIO CLIPS

All the audio clips you upload should be in .mp3 format.

1. In the Media panel, click on the blue *Add a new audio clip* button.
2. A small box will appear with the heading *Audio file*. Click on the grey *Add file* button.
3. A box will appear with the heading *Select file.* Under this heading there are two tabs:
    *   *Upload files*. This allows you upload files from your own computer.
    *   *Media library*. This allows you to select from files that have been uploaded previously.

4. Choose the relevant tab and either upload a new clip or select an uploaded clip.
5. Complete the following fields:

- **Title**: this is the reference name for the clip in the back end of the site. By default, this is the filename of the image, but you should replace this with something more descriptive so you can search for it.
- **Caption**: this is what will be displayed as the title of the clip in the public view of the site
- **Description:** this is more information about the audio clip to help you find it in the Media Library. It will not appear in the front end of the site. You could enter keywords, for example, or the original filename of the image into this field.
- **Credit**: this should be the name of the person who created the clip (for example, the interviewer and interviewee).

6. Click on the *Select* button. The file should appear in the Audio panel.

Note that:

- **To make an image display next to the audio playbar**, click on *Add image* in the Audio thumbnail field. The exact position will depend on the page layout. Typically, this is used to display a photo of the speaker immediately above the playbar.

- **To display the transcript of the audio clip**, paste the text of the transcript into the Transcript field.

- **To add another audio clip**, click on *Add audio clip* and repeat the steps above.

- **To edit the title, caption or credit of an audio clip**, hover over the image and click on the little pencil button.

- **To change the order of audio clips**, hover over the number next to the clip. You can then drag and drop the clip above or below another clip.

3: ADDING VIDEO CLIPS

The best way to to add videos to the site is to embed them from Vimeo or YouTube. To add the video:

1. In the Media panel, click on the *Add a new video clip* button.
2. Under *Source of video,* select whether the video comes from YouTube or Vimeo.
3. Under *Web address of clip*, paste the web address of the video clip. For example: http://vimeo.com/12345678 or http://youtu.be/1ab2CdEfg3H

4. Give the video a title and a description.

4: ADDING DOCUMENTS FOR DOWNLOAD

Here you can add PDF or Word documents to the page, in order to make them available for website visitors to download and view.   The best format for document files is PDF.

1. In the Media panel, click on the blue *Add a new document* button.
2. A small box will appear with the heading *Document file*. Click on the grey *Add file* button.
3. A window will open with the heading *Select file.*

After this, the instructions are the same as for the Add image (above).

If the post only consists of a single document, then after adding the document you could choose the layout called *PDF viewer* from the Layouts panel. This will display the document embedded within the page, instead of just displaying a link to the document.

The PDF viewer layout probably isn't suitable for pages that contain a mixture of media, or more than one document.

5: ADDING CODE SNIPPETS

You can insert snippets of HTML code into the post. These types of code snippet are often supplied by third-party sites in order to embed content into the site.   To do this:

1. Paste the HTML snippet into the Code Snippet field

2. Type a 'token' into the Token field. This should be a string of characters that could not appear in the text itself. You could, for example, put three asterisks before and after the word you use as the token, so it reads:

   mysnippet

3. Type or copy the token into the text entry box at the point in the text where you want the snippet of code to appear.

6: ADDING A MAP

If the post relates to a particular place, then you can add a map as described below. Depending on the design of your site, this may also make a link to the post appear on a 'master map' on the site.

1. Scroll down to the Maps box and click on New Map.

2. In the Add Marker box, enter the name of a place. Be precise and include the name of the town and county as well. Alternatively, you can use a postcode. Then click on the blue button with a search symbol on it (a little magnifying glass)

3. A marker should appear on the map. If the marker isn't in quite the right place, you can drag the marker to move it.

4. Click on the blue Save button on the Maps panel.

The map will automatically then appear in the post. Its position will depend on the layout chosen for the post. The exception is the 'custom' layout, where you will need to choose the position of the map yourself (see instructions in the section below on Custom layouts).

7: ADDING A FEATURED IMAGE

If you add a 'featured image' to a post, it will always be used as the thumbnail icon for that post on any menus, even if there are other images on the page. Therefore, you might want to use a featured image when:

- It's a text-only post, but you want to have a thumbnail icon for it, even though you don't want any images to appear in the post itself.

- You want to use a different image for the thumbnail icon than the image which is displayed first on the post (which is used for the thumbnail icon by default).

To add a featured image:

1. In the Featured image panel, click on *Set Featured Image*.

2. A pop-up window will appear with the heading Set Featured Image. In the window, upload a new image or select an existing image from the Media Library.

3. Click on *Set Featured Image*.

4. Close down the Set Featured Image pop-up window. Your image should appear in the Featured Image panel.

8: ADDING AN EXCERPT

An excerpt is a short description of the content of a page which is displayed below the title of the page in menus.

The design of your site may or may not include an 'excerpt' field. If it is included, then if you type a short description of the page in the excerpt field when editing the post, you will see this description appear on any menu where the page is listed. The excerpt does **not** appear on the post itself.

If the excerpt field is not populated, an abbreviated version of the start of the main text of the page will be displayed below the title of the page on menus automatically.

9: CUSTOM LAYOUTS

As editors, in addition to the instant post 'layouts' that contributors can choose from, you can create a custom layout, inserting images and other media elements into the text entry box using the standard WordPress methods.

To do this, you should first choose the Custom layout in the Layouts panel. The Custom layout will only display any images or media clips if you insert them directly into the text, allowing you to arrange them as you wish.

To do this, taking adding an image as an example:

1. Select the Custom layout in the Layout panel. You will see that a button called *Add Media* appears immediately above the text editing box.

2. Click in the text at the point you want to insert the image.

3. Click on the *Add media* button above the text entry box.

4. Select an image from the Media Library or upload a new image.

5. You will see that the heading *Attachment Display Settings* appears beneath the usual fields for title, caption, credit etc. Complete the attachment display settings as follows:

   Alignment:

   - *Left or Right:* Select these if you want to the image to appear next to a paragraph of text, with the text wrapping around it. In this case, your cursor must be at the very start of the paragraph in question (i.e. immediately left of the first character in the first sentence of the paragraph).

- *None or Center:* Select these if you want the image to appear above or below a paragraph of text. In this case, your cursor should be flashing on a line of its own.

Link:

- *None:* Select this if you don't want any link from the image (choose this normally)

- *Media File:* full-size view of the image (select this to create a link from the image to the full-size image -i.e. the size you originally uploaded)

- *Custom URL:* Select this to create a link from the image to a web address (for example, if you want to link from a logo to a website)

Size

- *Thumbnail or medium:* Select this if you are wrapping a paragraph of text around the image.

- *Large:* Select this if you want the image to appear the full width of the content area.

6. Click the Insert into Post button.

Inserting a map into a custom layout

1. Create the post with a custom layout.

2. Click at the point in the text editing box where you want the map to appear.

3. Scroll down to the Maps panel and add a new map. Give the map a title

4. Add a marker to the map (see instructions above in the Map section).

5. Choose a map size. The biggest size will be the full width of the content area.

6. Click on Save and then click on Insert into Post.

7. A bit of code will appear in the text editing box. This will look something like: [mappress mapid="12"]

8. The map should appear when the post is published.

Use custom layouts as the exception rather than the rule

Note that there are several drawbacks with using a custom layout.

- Because you are laying out the images in any way you like, we cannot control how the page will appear when resized on a mobile phone. If you stick to the standard layouts, we can control this.

- Do not attempt elaborate layouts or try to exactly align, say, the bottom of an image with the end of a paragraph of text. This is possible in desktop publishing because print is a fixed medium – but web pages are viewed on different monitors, sometimes at different font and window sizes. So exact alignment is pointless.

- Some of the features we have designed for the 'standard' layouts can't be recreated for the custom layouts. This includes, for example, the little magnifying glasses that appear on images to show that it is possible to click on the image to see it at higher-resolution.

For all these reasons, we suggest that you use custom layouts as the exception rather than the rule.

10: THUMBNAIL ADJUSTMENT

Normally, the first image on a page is used as the thumbnail icon for that post on any menus. The exception is when you add a 'featured image' to a post (see separate section in this handout about 'Featured image').

Depending on the design of your site, the thumbnail icon is usually a cropped version of the image. This cropping is done automatically, preserving just the central section of the image.

In some cases, however, the central section of the image doesn't work as a crop. This is typically because the image shows a portrait image of a person, and the crop is chopping the person's head off.

In this case, you can use the 'thumbnail adjustment' feature to change how the image is cropped.

To do this, you just select a percentage value to determine how far down the image the cropping will begin. 0% means that the thumbnail will contain the top portion of the image, 50% will start halfway down, and so on.

No selection means that the default, automatic cropping is used.